

Diploma thesis "Change of the Soviet Union image in the protectorate press based on comparison of the media content from the turn of August/September 1939 and June/July 1941" deals with the manner in which the protectorate newspapers informed about the Ribbentop-Molotov Pact and later about the German invasion of the Soviet Union. The examples of these events and their reflection in the Protectorate press demonstrate how flexibly the protectorate propaganda responded to the current political line. For the purposes of the thesis, there have been selected three newspapers: Polední list, Večerní České Slovo and Venkov. These periodicals were examined in two time-bound periods, from 23rd August till 27th September 1939 and from 16th June till 14th July 1941. The methodology used is a historical comparative analysis, which discusses the transformation of Protectorate propaganda attitudes in the dependence on the historical context, and semiotic analysis, which deals with period media discourse and reveals ideology sustained on the level of sign systems.