

## **Abstract**

Diploma thesis „Czech Socialistic Advertising in the First Half of 1980s“ deals with advertising (or propagation) industry in socialistic Czechoslovakia. The advertising of this age had different signs than commercials we know now. The commercials were quite specific, thanks to the centrally planned economy and no competitive environment. There were no classic supply – demand market, therefore the commercials and advertising itself were made to increase the product’s awareness, often because of its surplus. Not to differ it from similar ones. The socialistic advertising, apart from offering products, had to educate the Czechoslovakian population to think both in state and ideological way. The main part of this work deals with ideological theories of propagation and to the process of creating such commercials. Quite a strong role played promotion companies, such as Rapid, Merkur or ČTK-Made in Publicity. Important part of the bachelor thesis is a television propagation symbolized by legendary character called Pan Vajíčko (Mister Egg).