

Abstract

This work presents the Austrian state propaganda in the Czech lands in the background development of French-Austrian war, which culminated in 1809. The main intention is to try and analyze the performance of the anti-napoleonic campaign in the context of political-administrative changes accompanying the emergence Austrian state Landwehr after the battle of Austerlitz. The study also outlines the thematic definition of contemporary propaganda that has become a significant representation of the contemporary state ideology. There are also presents media, means and ways in which the war ideology was disseminated around the monarchy. Content analysis of the propaganda messages is based on material originating mostly from Czech authors. Part of the thesis deals with the organizational structure and the campaign tactics that were used by promoters to influence public opinion. A special space is devoted to the pursuit of understanding the role of Czech patriots in the state propaganda and the importance of propaganda campaign for further development of the Czech national revival. The final chapter then provides answers to questions reception of propaganda, as it could be perceived broad social layers.

Key words: Propaganda – war 1805 and 1809 – napoleonic wars – austrian empire – austrian state ideology – czech national revival