

The thesis deals with the communist propaganda in Czechoslovakia during the early fifties. The opening part describes the historical context, media system, and establishing of regime's censorship and information monopoly. In the interpretative part, the thesis analyses the ideological stereotypes and mainsprings of propaganda. The thesis applies the method of qualitative media content analysis of daily press and other media types.

The communistic ideology is viewed as a systematic and comprehensive “gesamtkunstwerk” influencing the society. The conclusion of the thesis is the interpretation of the ideological mainsprings and their context. The thesis shows parallels between principles of construction of the ideological text and mythical stories.