

Abstract

This diploma thesis investigates propaganda practices of the Czechoslovakian Ministry of Foreign Affairs applied especially to the local press of Vienna during the interwar period. The aim of the thesis is to explain the reasons that made the Czechoslovakian authorities take these steps and to reconstruct the events surrounding the subsidizing of the Vernay publishing house. A part of the investigation is an analysis of the press published under this house (*Der Tag, Die Stunde, Die Börse, Die Bühne, Die Sphinx* and business books of *Compass*) – its history, political orientation, columns, journalists, characteristics, etc. The emphasis is placed on changes brought by the Czechoslovakian influence. The thesis studies activities of the journalists (not only in Vernay's newspapers) during the crucial moments of the history of the Austrian - Czechoslovakian relations (e.g. the Austro-German Customs Union of 1931) and then draws conclusions on the effectiveness the propaganda. In this regard, the aspects seen as the most problematic are especially the non-loyalty of some of the journalists, a wide awareness of the propaganda in both countries, and a choice of newspapers intended for the purpose of propaganda.