

Abstract

Bachelor thesis discusses how in the era of the Cold War there was a confrontation on the sports field between the United States and the Soviet Union. Great attention is paid to the Olympic Games, which are considered to be one of the major sporting events. The initial two chapters discuss the nature of the sport in the United States and the Soviet Union. The third chapter presents a sport rivalry in the historical context of the Cold War and keeps track of how the conflict between the superpowers has influenced the development of the Olympic Games and sport in general. On the example of XIII Olympic Winter Games in Lake Placid, the final chapter practically demonstrates how political ambitions could be presented on the sports field to influence the thinking and the mood of the public. A large portion of the chapter is also an analysis of how the propagandistic potential of sports, especially the Olympic Games, was used by political leaders of great powers.