

Abstract

This work offers analysis of propaganda used in Czechoslovak daily journal Rude Pravo, that focused on the topic of the Moscow 1980 and Los Angeles 1984 Olympic Games. Both Games were notably affected by Cold War related boycott. Therefore, theoretical part of this work describes major circumstances of the conflict along with socio-historical and media context of Czechoslovakia in its period of normalization. The emphasis is focused mainly on description of censorship mechanisms. The research part of this work analyses the main theme units, found in Rude Pravo and searches for their connection with available documents of censoring authorities ÚV KSČ, ČÚTI and FÚTI.