

Abstract

The aim of this thesis is to deepen the scientific processing of Czech fascism, especially its press and propaganda activities. The author focused on the prints of Czech fascists from the period of the Great Depression 1929-1935, mainly on the application of linguistic discourse and fascist ideology into the Czechoslovak environment.

The work uncovers the personal and financial secure of fascist press. The author compared presentation of economic crisis in the press of Czech fascist and Sudeten German national socialism. Both movements used the crisis to anti-democratic rhetoric and also used comparable propaganda techniques, but their interpretation of the crisis was diametrically different. The final part is devoted to covert propaganda in literary genres that fascist press presented as a fun and relaxing literature. Roles of these texts were represent fascist program, provide patterns of behaviour and promote ideology of Czech fascism.