

The paper deals with selected aspects of the media image of the Soviet Union during the Third Czechoslovak Republic. Its aim is to analyze the mechanisms of media image construction in two journals of the Communist Party of Czechoslovakia and in two weeklies of the Czechoslovak People's Party. Partial aim represents an effort to compare the resemblance of discourse of the USSR between Communist and Christian Democratic journals and then effort to capture eventual changes of the discourse image during the analyzed period. To achieve the objective we use method of critical discourse analysis inspired by the design from the pen of J. P. Gee.

The first part presents historiographical outline of specific socio-political conditions of the Third Republic. Second, theoretical and methodological chapter provides an overview of the conceptual framework embedding that is used for the text analysis. The research part identifies that some discursive aspects of the image of the USSR in Communist and Christian Democratic conception seem to be diversifying over time, others are different from the outset.