

Abstract

This diploma thesis focuses on two periodicals that were published simultaneously during 1939-1940, i.e. in the initial period of the so-called Protectorate of Bohemia and Moravia. Both periodicals presented themselves as press platforms of the sympathizers of fascist groups. One of the periodicals related to the pre-war fascist group Červenobílí and the other referred to a fascist movement called Vlajka. Despite seemingly similar orientations, the magazines got themselves into a dispute that resulted in an extensive press campaign. The aim of my thesis is the detailed analysis of this campaign. Most of the people concentrated around *Nástup Červenobílých* magazine were active in the committee of *Národní souručenství* (the only legal Czech political organization of that time), or in its satellite institutions. *Nástup Červenobílých* thus acted loyally towards *Národní souručenství* and was financed by its leading officials. *Vlajka* magazine, on the contrary, was against *Národní souručenství* from the beginning, which was reflected in the attacks on *Nástup Červenobílých*. The press campaign was led on the level of personal insults and the main protagonists were Zdeněk Zástěra, publisher of *Nástup Červenobílých*, and Jan Rys with Josef Burda on the other side, both *Vlajka* officials. Both magazines used various sections for the insults - from standard articles to cartoons and verbal jokes. The aim of the campaign was the subversion of the *Vlajka* movement and its financial weakening, which to a certain extent happened. However, it turned out that most of the people concentrated around *Nástup Červenobílých* cooperated with the German security service SD (*Sicherheitsdienst*).