

## **Abstract**

My bachelor thesis deals with a media portrayal of so-called Summit Series from the years 1972 and 1974 in the Czechoslovakian press. Since both events, where both Soviet and overseas athletes performed, took place in the 1970s during the Cold War, they had both sports and political dimension. During this time, Czechoslovakia was a solid part of the East in a bipolar division of the world. My thesis concentrates on the role of a communist propaganda in the Summit Series coverage. Method of the thesis is quantitative content analysis. My research has a theoretical part which examines socio-cultural and medial context of that time.