

## **Abstract**

The topic of this thesis is analysis of the International Women's Day, Peace Race and first day of a school year as normalization rituals. The aim of these rituals was to mediate and consolidate the official state ideology and transform the whole society. Each of these events is analysed in three steps – in the first step is described the ideological content, in the second step is probed the way of projecting this ideology into the rituals and in the third step are analysed the actors themselves. If they adopted the ideological practise and what were their motivation to participate in these rituals.