

## **Abstract**

The thesis aims to describe the media image of the Czech fine art during 1948-1953 in the cultural periodicals "Kulturní politika", "Tvorba", "Var" and "Lidové noviny". It focuses on two topics that occurred most frequently in these periodicals; That is the definition of art and socialist realism and shaping artists and society. Socialist realism is characterized not only by description, but also by inspiration sources like Czech fine art of 19th century and the tendency to oppose competitive or similar artistic styles and trends like formalism, naturalism, academicism and kitsch. Shaping the artists and society is understood in terms of upbringing, education and enlightenment. In connection with these two areas this thesis focuses on history, cultural policy of the Communist Party, the organizational structure of artistic production, distribution of art, shaping artists, penetration of art into public and private space, socialist realism and an attitude of visual artists to new conditions of artistic production. Different features were also included to capture the uniqueness of each periodical. The starting point of the thesis is a historical and qualitative analysis.