

## **SUMMARY**

The aim of the thesis is the analysis of "domestication" of the scientific-technical revolution and the most important alimentary behavior of Czech society in the 1950' and 1960' of the 20th century. In the thesis is this process interpreted in the context of the change of the regime and of the ideological patterns in the mid- 1950', which should help to overcome the difficulties of the Stalinist utopianism – increased emphasis on quality of lifestyle, housing development, architecture and design, modernization of kitchen equipment and the transformation of ideas about desirable social standards and their importance to legitimize post-Stalinist organization.

More specifically, in the context of "domestication" of the scientific-technical revolution, I deal with topics such as the rationalization and mechanization of houseworks, emphasis on hygiene and nutrition, quality of food storage and preparation, the transformation of food composition, the "discovery" of vitamins and enzymes, minerals and etc., haunches on consumerism, developing doctrines of household management, image of woman and her place in the household and other topics.

The present work examines not only the structural changes that have occurred, but their ideological aspects – especially the place where the promise of a better life could (or bore intention) reinforce the effects of new ideological patterns. The study analyzes the relationship between the promise of improving the standard of living and the idea of a close transition to a communist society (parallel or discrepancy). Part of this thesis is also a comparison of the development of the situation in Czechoslovakia, Soviet Union and United States of America.

### **Keywords:**

Czechoslovakia – Fifties – Sixties – Twentieth century – Social and cultural history – alimentation – nutrition – household – kitchen – Scientific-technological revolution – Soviet Union – United States of America – Cold War – socialism – legitimization