

English abstract

The master's thesis compares aspects of British, French, and Austro-Hungarian pictorial propaganda at the beginning of the Great War and its argumentation and influence. By comparing 100 propaganda pictures (ex. various posters, newspaper illustrations, postcards, etc.) made by each of the countries, the thesis describes various image distinctions in three areas of research: concerning the dominant motives of the posters, concerning the human values and emotions, which the posters influenced, and concerning the usage of national signs in these media.

Keywords: First world war, propaganda, posters, Great Britain, France, Austro-Hungary, comparative study