

Abstract (in English):

This bachelor's thesis is focused on the manifestations of the cult of communist functionaries in Czechoslovakia between years 1948 and 1955, specifically on the cult of personality in children's magazines (*Jiskry, Vlastovička, Mateřídouška, Ohníček, Pionýr, Pionýrské noviny, Práce pionýrů*). The thesis is namely about Joseph Vissarionovich Stalin, Klement Gottwald, Vladimir Ilyich Lenin, Antonín Zápotocký and Zdeněk Nejedlý. The author used discourse analysis as a method. The research deals with the image of these individuals, with the facts of their lives that are presented as significant. The analysis points out attributes ascribed to these historical figures; there is sameness, but on the other hand there are also distinctions in the way of representing these politicians.