

## Abstract

My diploma thesis, called "*The new religious movements and brainwashing*", could be divided into two imaginary units. The first one is more general but technical. This part analyzes the term *brainwashing* as a whole, from a different point of views. The term *brainwashing* appears throughout the whole paper; from its formation, across the development, until its usage in everyday life. This contains the usage in media, advertising, and other spheres. This chapter should point out the importance of this topic, which is often forgotten.

The second part of the thesis aims to contrast the book by Ted Patrick and Tom Dulack, which describes the term *deprogramming*. This term was allegedly invented for the new religious movement practices and brainwashing purposes. This chapter outlines the Ted's Patrick stances and gives an impartial reaction on it.

The third part of the thesis is more of a narrative. It gives a fundamental explanation and typology of new religious movements, which connects the previous two parts. The following chapter clarifies the opposition theories. Nonetheless, it focuses on the anti-cult movements, but also the perception of media, the majority society, or a role of the state. This part of the thesis is vital in order to take a stand on the *brainwashing* itself. Its careless usage is an instrument of fighting against religious movements.

The second unit of my paper utilizes the gained information throughout the overall research and applies them. It firstly complements the thesis of the given religious group, more particularly the "International Society for Krishna Consciousness". And lastly, it applies the knowledge of the Islamic state and its new religious movement.