

## ABSTRACT

The Diploma work is focused on the media image of Julius Fučík in the children's magazines between 1945 and 1970. The main aim of the work was to find out how often Julius Fučík appeared in the contents of selected magazines for children and how he was presented to them. Eleven periodicals intended for elementary school children were selected for the research - *Vlaštovička*, *Vpřed*, *Mateřídouška*, *Studánka*, *Plamen mládeže*, *Člověk a příroda*, *Ohníček*, *Pionýrské noviny*, *Pionýr*, *ABC mladých techniků and přírodovědců*, *Sedmička*. Texts devoted to the topic of Julius Fučík or his works were subjected to frequency and thematic analysis. Based on them, it was possible to determine the period of ups and downs of Fučík's cult of personality, as well as to determine six main themes that were associated with his person in children's magazines. In the conclusion, all predetermined research questions are answered and the results of the entire work are described in more detail way. The analyses showed that the period of the strongest Fučík's cult had occurred in 1953. On the contrary, between the years 1945-1948, 1955-1956 and 1965-1969, not a single text related to Julius Fučík appeared in children's magazines. The research also showed that Julius Fučík was presented to children as a national hero, a role model, both physical and mental. His person was associated with qualities such as bravery, combativeness, cheerfulness, loyalty, affection and self-sacrifice. Knowledge of Fučík's *Reportáž psaná na oprátce* was inculcated in the children. Chapters from the reports *V zemi milované* and *V zemi, kde zítra již znamená včera* were also printed in children's magazines.