

Abstract

This bachelor thesis deals with the significance of popular music as a means of state ideology to strengthen power against the background of the events of the late 1960s and 1970s in Czechoslovakia. Specifically, the normalization period between 1971-1973 is analyzed in the pages of the music monthly *Melodie*. The theoretical part of the thesis is devoted to the influence of mass media, the criticism of mass culture and the characteristics of popular culture in communist Czechoslovakia. The methodological part defines an analytical strategy to identify white and black propaganda in *Melodie* magazine. The applied research method is hermeneutic content analysis of media messages. The analytical part focuses on the identification of propaganda elements in selected articles of *Melodie* magazine. The reflection on music production during the normalization period in Czechoslovakia included a variety of approaches and attitudes towards popular music. In the media messages examined, popular music appears predominantly as a stabilizing element for socialism. This thesis contributes to a deeper understanding of the role of popular music in socialist Czechoslovakia.