

Abstract

This diploma thesis is devoted to the issue of socialist emulation in Czechoslovakia in the time period from 1948 to 1989. On the theoretical level the aim of this thesis is to introduce the ideological roots of emulation and explain its role in the socialist society and the process of making the new socialist man. In the next part the evolution of emulation in the Soviet Union is introduced and the description of its forms is given. The next chapter is dedicated to the socialist emulation on Czechoslovakia, its implementation, evolution and legislative and organisational regulation. From the point of view of social praxis the thesis aims to demonstrate the forms of emulation and their role in the enterprise working environment whereas the emphasis is put on the explanation of relation and motivation of workers and the enterprise management to emulate. Taking into consideration the time scale this phenomenon is dealt within another objective is to describe the evolution of emulation and provide the characteristics of its single stages in the time of peoples' democracy and the rule of state socialism. On the basis of the case study from the Automobile enterprise in the town of Mlada Boleslav the thesis endeavours to introduce the methods of emulation in the particular enterprise.

Keywords: social competition/emulation, marxism-leninism, socialism, socialist economy, enterprise, worker, stachanov and shock worker movement, socialist obligation, brigade of socialist work, complex brigade, productivity, motivation, technology, quality, working standards/norms, wage, remuneration.