

Abstract

The thesis *Zahradkár: From Normalization to Revolution* presents a socio-historical mapping of the cultural phenomenon of gardening in socialist Czechoslovakia in the 1970s and 1980s and focuses on the analysis of the magazine *Zahradkár: A Guide for Fruit Growers, Vegetable Growers, Florists, Wine Growers and Others*. Using researched methods qualitative content analysis and qualitative thematic analysis accompanied by historical criticism, this work describes in which topics and what way communist propaganda was manifested in the pages of the chosen periodical in issues published between 1969–1989. The selected topic focuses on the politicization of leisure in Czechoslovakia in the so-called normalization era and introduces gardening as a political act. An integrative form of propaganda, which influenced the themes of holidays, the environment, or general deprivation, and which targeted all ages was strongly present in the monthly magazine. Through direct quotations, the thesis introduces the reader to particular forms of propaganda and uses Speech Acts theory to explain how the effectiveness of propaganda may have been enhanced. The work connects the fields of media and lifestyle in Czechoslovakia during the normalization era.