

Bachelor thesis „The Election of Gustáv Husák to the lead of Communist Party of Czechoslovakia – The Beginning of the Normalization in Media” deals with important facts and key changes in mass media, related to the period when Gustáv Husák was elected the leader of The Communist Party of Czechoslovakia in April 1969. The thesis reflects not only government's efforts to make media political and use it as a tool to enforce the communist ideology but also endeavour of journalists and artists to bear up against its power. To better understand the content, the bachelor thesis also contains chapters describing the theory and the influence of media production on society in general.