

**Abstract:**

The term of heroism of labour, purpose of which, originally, was to praise the value of labour to the country, became over the time a mere phrase of political manipulation. The aim of this thesis is to analyze the discourse of the term as presented to the wide public by the daily newspaper Rude Pravo during the era of socialism. The framework of the study is based on comparison of four stages significant to the development of the socialism in Czechoslovakia: first of all, the early years of 1950's – the era of Stalinism and initial years of building the state-socialism, the second half of 1960's - also known as the period of the Thaw, thirdly, the normalization years of the 1970's and lastly, the second half of 1980's – the final years of the Communist era in Czechoslovakia. These four periods were used as a platform for comparing the change and the development of heroism of labour.

The thesis constitutes of methodological preface introducing the method used in my research and a theoretical introduction explaining the key terms of labour and the discourse of socialism, and also, explaining the role of Rude Pravo in Czechoslovakia between the years 1948 - 1989. These two parts are followed by the analytical part of the thesis.

Key words: socialism – discourse - discourse analysis – labour – hero of labour – heroism of labour– Rude pravo