

Abstract

The dissertation deals with heroism as presented to the public by propaganda, during the era of socialism. An analysis of the public discourse of the Rudé právo was carried out and based on this, while using relevant sources, mainly from the Archives of the Office of the President of the Czech Republic, it abstracts the values considered desirable by the regime and describes what an ideal person should look like according to the official doctrine. It also reveals how the meaning of heroism is shifting over the years 1948 – 1989, individual stories are used to demonstrate how the regime actively works with the form of heroism and continues to cover a number of real-world stories for its needs. Finally, the thesis captures several theoretical approaches to the question of heroism and the creation of a value system of society and indicates how the concept of a hero reflects a society's values.