

The name of this thesis is Media (Self) presentation of selected representatives of the Communist Party of Czechoslovakia (CPC) between the years 1967 and 1969. The crisis in the political system, which happened between the years 1967 and 1969 in Czechoslovakia, changed the social role of the media. The media became an active element of democratic plurality for a short time. The relationship between political authorities and the media changed too. The CPC power monopoly in the sphere of media was disturbed. During the period after the military invasion of to Czechoslovakia (August 1968) by the Soviet Union the media and journalist returned to the old ways of operating. This work tries to answer to few essential questions: Are there some differences among media self presentation of the leaders of the CPC? Were Czechoslovakian politicians prepared to cooperate with a truly independent and strong media? Were they able to use the media to really have a dialogue with the public?