

# „OUR ETERNAL YOUTH!“ – THE DEVELOPMENT OF THE PERSONALITY CULT ON THE EXAMPLE OF THE RELAY RACE BATONS OF EDUCATIONAL INSTITUTIONS AND THE NEWSPAPER *GLAS SLAVONIJE* IN THE 1950's IN OSIJEK AND THE SURROUNDINGS OF OSIJEK

## SUMMARY

On the basis of data from available historical sources and literature, the author analyzes the image of J. Broz Tito in the lives of young people. Communist propaganda and politics formed the Yugoslav idea in which Tito was in a central place. It was also visible in the texts of the Tito's relay race and Youth Day. These events were one of the most important foundation of the creation of the Tito's personality cult. Every year, many young people wrote their messages for Tito and they put messages in batons that were carried for Tito's birthday. When we read these messages we can recognise the same ideas and sentences about Tito. They expressed love and proud of young people and other senders for the Tito and his past activities. It was one of the part Yugoslav propaganda which young people were one of the most important recipients.

**Keywords:** youth, school, relay race, *Glas Slavonije*, Osijek, Josip Broz Tito