

Annotation

The bachelor thesis "Communication of the release of a musical album on social networks" deals, as the title itself suggests, with the issue of communication of musicians on social networks at the time of the release of their new album. For the purposes of the work, the author has chosen the most relevant social media for musicians - Facebook and Instagram.

The theoretical part deals with two themes. The first is marketing communication - its definition, basic principles and description of the communication mix. One of the chapters gives an insight into the specifics of communication in the sphere of musical performers. The second theme of the theoretical part of this work is social networks. Besides definition and history, the author also focuses on their communication specialities, and in detail discusses two of the above-mentioned social networks.

The practical part is divided into three chapters. The first of them deals with the general characteristics of three selected artists who released a new musical album in 2018. The fourth chapter overall analyzes their communication on Facebook and Instagram at the time of its release. The fifth chapter compares and summarizes analyzed communications.

The aim of this work is to find out how musicians should optimally communicate on social networks at the time of releasing their new album.