

Abstract

The subject of this thesis is the connection of marketing communication on social networks and the phenomenon of internet memes. It focuses on the Czech market and on brands that memes use to communicate within their profiles on social networks. The theoretical part is devoted mainly to the concept of internet meme, its characteristics, origin and dissemination and application in marketing communication. The content of the practical part focuses on the development and current state of use of memes in brand communication in the Czech Republic on Facebook. An assumption of a gradual development of the usage of memes has failed to prove, but the efficiency of using memes in communication on social networks was proven. Based on the knowledge from theoretical and practical part of this thesis, I recommend focusing on aspects affecting the efficiency of dissemination, especially on relevance and intertextuality, and on branding of internet memes used in marketing communication.