

ABSTRACT

This diploma thesis which is titled Communication of selected companies in online and offline environment (illustrated on enterprises České dráhy, RegioJet and Leo Express) aims to map the communication activities of the mentioned carriers on online and offline media platforms in the Czech environment. In the theoretical part is defined the basic terminology of analyzed issues, above all from the area of communication, media, marketing and partially also from the perspective of linguistics. The practical part besides the methodology includes a presentation of the analyzed companies, České dráhy, RegioJet and Leo Express, and also a descriptive analysis of their presentation or more precisely communication activities on various media types and platforms – for each of the mentioned companies separately. Furthermore, in the practical part there is a comparison of analyzed companies, based on the results of descriptive analysis and there is also a description of an additional quantitative analysis – a questionnaire survey, which was answered by a total of 808 respondents of all ages from all over the country – so in this case from the customer's point of view. At the end of the practical part, the results are summarized and evaluated, and besides, there are also from them following recommendations – again for each of the companies separately.