

## **Annotation**

This bachelor's thesis is focusing on development of the marketing communication of Dejvické divadlo between 2010 and 2020 and factors influencing audience motivation to visit this theatre. Specifically it is focused on six media titles – the recording of production of Teremin, movies Díra u Hanušovic and Kvarteto and series Čtvrtá hvězda, Dabing Street and Zkáza Dejvického divadla. Theoretical part describes historical context of existence and functioning of Dejvické divadlo and defines marketing methods used in art marketing and theatre marketing based on the literature. Practical part analyses marketing tools and methods used by Dejvické divadlo during examined period and presents results of quantitative research focused on image perception of Dejvické divadlo and possible influence of mentioned media projects, which members of art ensemble of Dejvické divadlo participated on.