

## **Abstract**

The bachelor thesis aims to analyse the development of communication of public universities in the Czech Republic over the years. The thesis focuses on the period before the Covid-19 pandemic, during the pandemic and then analyses the changes in communication after the pandemic. The aim of the thesis is to identify the tools that universities used in crisis communication and their impact on contemporary communication. Key research questions include discovering how universities communicated, whether they were forced to adopt new communication strategies, and whether they intend to continue these new communication trends. As part of the research investigation, the thesis examines communication on social media through content analysis and then verifies how the target group perceives the transformation of communication through a questionnaire survey among students. In a broader perspective, this thesis aims to highlight the importance of crisis communication of public institutions and to suggest possible solutions that could contribute to more effective communication.