

Abstract

This thesis examines the communication of the Ministry of Health of the Czech Republic on the social networks Facebook and Instagram during the coronavirus pandemic period from 1 March 2020 to 31 July 2021. It is based on the theory of crisis communication, political communication and political marketing communication on social networks. Using quantitative content analysis, the themes, forms, appeals and emotional frames of the analysed content are examined. The results of the analysis show that the communication of the Ministry of Health within the analysed Facebook posts was mostly devoted to the topic of sanitary and anti-epidemic measures, the implementation and relaxation of these measures and vaccination. In the case of the analysed Instagram posts, the Ministry most frequently addressed hygiene and anti-epidemic measures, the level of risk of contagion in the Czech Republic and the publication of relevant information and contacts providing relevant information. Posts without an appeal and emotional framework were the most frequently published.