

The bachelor thesis deals with written text in museum exhibitions. Although texts are a common part of museum exhibitions, we do not have many professional materials or visitor studies in the Czech Republic that deal with working with museum text in greater depth. This paper describes the changing use of text as a communication tool between museum and visitor since the second half of the 20th century and its current use in various forms of exhibitions. It summarizes the findings and approaches for working with content, based on the hierarchical and functional structure of museum text, and with form, which relates to the visual presentation of museum text. The aim was to evaluate the relationship between content processing and the subsequent visual presentation of information, and to assess their impact and benefit for the visitor. Methodologically, the research part combines content analysis of the texts of two introductory information panels and an online questionnaire survey. The results of the research confirmed that the length and clarity of the text are crucial factors that influence visitors' motivation to read the texts in the museum and to what extent. The paper concludes by confirming the assumptions made in the research findings to date and formulating recommendations for working with text that can positively influence the increase in content appeal, readability, and comprehensibility of museum texts for visitors, thereby improving the overall experience of a museum visit.