

Abstract

The bachelor thesis *Communication of the government of the Czech Republic during the COVID-19 pandemic* deals with the communication of selected representatives of Czech government. The work examines the communication of the Prime Minister, the Deputy Prime Minister and the Ministers of Health. The first section of the thesis focuses on theoretical starting points of the field of government communication, its multidisciplinary nature as well as definition. Due to the ongoing pandemic, the theoretical framework was broadened with crisis communication. At the end of the first section, a model of ideal government communication during the crisis was presented. The aim of the work was to find out whether the government of the Czech Republic fulfilled the theoretical prerequisites for successful communication according to this model. Qualitative methods of analysis were complemented with quantitative methods for a better analysis of communication. The results showed that the communication of the selected members of the government did not fulfill the theoretical prerequisites of successful communication, as they did not fulfill most of the elements of the defined model.