

Abstract

This bachelor thesis examines the influence of the communication of the British Royal Family on the perception of the generation Z. At first it presents the theory of public relations and the usage of social media in the communication strategy, where it also describes one of the most significant theories of PR, the Cutlip's and Center's theory 7 C. This thesis aims to determine the share of communicated topics on @theroyalfamily Instagram profile, to evaluate the quality of its content and to find out if it has any influence on the opinion of the generation Z. The research was divided into three parts due to various research questions: questionnaire survey, content analysis and subjective analysis of the author.