

**Abstract**

The thesis explores the possibility of using behavioral economics and the phenomenon of the trend for communication of the Czech Catholic Church to non-believers. The thesis first analyzes the current communication practice of the Czech Catholic Church and, based on a media analysis of Czech news media, further explains the state of communication and identifies its shortcomings. In the second part, the characteristics of the trend, its spread and the specifics of the effectiveness of its communication are presented in detail. These two parts are then linked theoretically and four lessons for the communication of the Czech Catholic Church to non-believers are defined.