This bachelor thesis deals with subject of crisis communication from theoretical and from practical point of view. The aim of the theoretical part is to introduce the subject of crisis communication. Although crisis communication is an important part of corporate public relations, is often neglected in the Czech environment. That is why the theoretical part of the thesis describes main aims of crisis communication, its strategies, methods and tools and explains its main terms in a rather complex way. The typology and main characteristics of crisis could not be left out for crisis communication to be fully understood. This part could be a useful contribution to Czech written theoretical works dealing with crisis communication.

The second part deals with real situation, where crisis communication was used. The aim of this part was to apply theoretical findings and evaluate, how Jiri Cunek, Czech politician, used between January 2007 and April 2008 recommended processes and tools of crisis communication, as they were introduced in the theoretical part of the thesis, which strategies he followed, which part of communication was successful and where he made mistakes. In the final chapter of the thesis, I will evaluate, whether we can trace back development in handling crisis communication between the two observed affairs.