

## **Abstract**

This thesis deals with the communication campaign of the government of the Czech Republic with regard to the possible Czech participation at the project of the US anti-missile defense system. The project was implemented by the Czech government following the official request from the USA on January 19, 2007, consequently the Czech answer to this request on March 28, 2007. From the foundation of the Czech Republic it was the third communication campaign related to the question of the Czech sovereignty and to the position of the Czech Republic within the international community. The previous campaigns referred to the acceptance of the Czech Republic to the EU and NATO.

The objective of the thesis is focused on tracing methods and specifics of the Czech governmental communication of that issue towards the Czech public. Content and formal features of the particular communication materials were analyzed by quantitative and qualitative content methods. The governmental information campaign on the radar device, respectively on the issue of the anti-missile defense system can be framed in the time period of May 25, 2007 and March 31, 2008, when the governmental commissioner for the communication of the project, Tomáš Klvaňa, was in charge. The author of the thesis is concentrated particularly on the part of the campaign that was implemented in cooperation with the agency AMI Communications. Finally, the last part of the thesis is devoted to the overall evaluation of the governmental information campaign based on the results of the research.