

**Annotation:**

This bachelors thesis deals with Public Relations and its psychological background, because Public Relations is a progressive branch and also it's related to personnel management and adult education. The goal of this bachelors thesis is to provide basic orientation in Public Relations and outline the possible utilization of psychological knowledge in this branch. It's focused particularly on communication, persuasion and image. Introductory part is devoted to the definition of Public Relations and it's connected with empirical part in the end. The goal of the empirical part is an insight into practice in Czech Public Relations agencies and its comparison with theory. This empirical part is constituted by two semi-structured interviews with Public Relations managers which underlie case studies. The result of this comparison is finding that Public Relations theory is in compliance with practice in the Czech Republic. Also on a basis of interviews and work with literature there were revealed some psychological principles in Public Relations.

**Keywords:**

Public Relations, image, social corporate responsibility, communication, persuasion