

## **Abstract**

This bachelor's thesis analyses communication activities of City Gallery Prague in the last two years. City Gallery Prague is one of the two most significant and most visited galleries in the Czech Republic and not merely because of its placement in the capital city its attendance numbers have rising tendencies.

The work is concerned with all the components of the communication mix – advertising, public relations and online communication. A close attention is dedicated to the new website design which helped City Gallery Prague to build its visual identity. It also describes its competition and a real threat which other Prague galleries may represent for City Gallery Prague.

One constituent of the thesis is a research conducted by the author. Its aim was to discover gallery's position among competitors and its popularity among young people.