

Abstract

The bachelor thesis „The communication strategies of the Prague State Opera House between the years 2010/2011 deals with the advertising tools by which this institution presents itself to the public. This topic is brought into a larger context of the field of art marketing and its current situation in our country and abroad. It deals with the specific features of the „theatre“market and the narrow target audience. It encompasses an analysis of the negative and positive aspects of the applied advertising techniques and comes up with new solutions with regard to the new trends in communication.

The Prague State Opera house is an important part of the cultural riches of the Czech Republic and its present unstable situation is a result of the current bad positioning and the global cultural situation of today's modern society. The fundamental element of this dissertation is the description and analysis of the crisis management of the State Opera Prague and the description of its subsequent union with the National Theatre. The dissertation furthermore pinpoints the funding of cultural institutions in Czech Republic and the growing trend to achieve financial self sufficiency. The conclusion deals with the overall efficacy of the chosen communicational mode and furthermore contains the evaluation of the author's research.