

## **Abstract**

Bachelor thesis „The Comparison of Communication of Pope Francis and Pope Benedict XVI.“ aims to compare marketing and media communication of last two reigning popes – Pope Francis (2013–present) and Pope Benedict XVI. (2005–2013).The researched period is the period of the pontificates of these two popes – from 2005 until the end of 2014. The comparison is carried out by qualitative analysis, especially by comparison of selected marketing channels (social networks, web applications and official Vatican Medias), papal apostolic letters and the general media image of individual popes. The comparison of communication of the two popes is preceded by a brief introduction to the history of papacy, which focuses on the former popes who were using marketing tools, then an introduction to a marketing communication of Roman Catholic Church, searching for individual use of marketing in the Church, whether the use is intentional or unintentional and finally brief introduction of the facts and data about the two compared popes – the biographies, bibliographies, speeches and apostolic letters. The main comparison is then described in detail in the last chapter of the thesis and it is focused on comparison of papal channels, dialogues with other religions, reputation management and the general perception of the pope by individual believers and unbelievers.