Abstract

The diploma thesis deals with the communication strategy of Knižní klub publisher since its establishment till the end of the year 2013. Knižní klub belongs to publishers that mostly in 90s' formed Czech literary culture by its business model. Until recently it was a part of the world media group Bertelsmann, which has operated literary clubs all over the world since 50s' of the 20th century. It entered the Czech Republic shortly after the revolution and brought many forbidden titles. The policy of edition represented the mix of the quality world literature and also the whole range of saleable books which copied actual readers' trends. On this basis, I focus on historical background and its influence of the policy of edition. Then I deal with the development of the literary club after the year 1989. With The Knižní klub publisher, which has gone through several changes from distribution company to appropriate publisher, I try to target the communicational activities in socio-cultural context. Communication strategy was observed through club catalogues and media. Media image in social-cultural supplements Víkend Mladé fronty Dnes, Salon Práva and critical monthly journal Literární noviny is also part of the text and helps to understand the strategy of the publisher.