

## **Abstract**

Bachelor's thesis *The Crisis Communication of the Czech Cabinet During the Bootleg Methyl Alcohol Affair of 2012* deals with the case study of the governmental institution's crisis communication during the unprecedented crisis. The theoretical background of a crisis communication is described in the first part of the thesis by several native Czech and foreign crisis communication experts. The image of an ideal crisis communication model is described by the findings of their studies and the conclusions drawn for them. The ideal crisis communication model defines the proper communication process and communication strategies for each phase. Then the thesis analyses the role of the Czech Cabinet, the main player of the crisis, and its communication structure. The unprecedented crisis of the so-called the bootleg methyl alcohol affair, is also described. Furthermore the thesis deals with the crisis communication of the Czech Cabinet and its governmental departments by analysis of communication outputs. The media reflection on the communication outputs of the Czech Cabinet is also delineated. In the end the crisis communication is judged by its success and by comparison to the conclusions of crisis communication specialists. The evaluation is accompanied by specific suggestions for improvement of the crisis communication in the case that they are needed for future crisis solutions.