

Abstract

Bachelor thesis entitled *The Communication of Mensa ČR organization* deals with the presentation and communication activities of non-profit organization Mensa Czech Republic, which brings together exceptionally intelligent individuals. The aim of the thesis is to introduce the organization Mensa ČR, its mission and activities in the context of the issue of gifted children in the Czech Republic, and to describe and evaluate how effective is the application of communication strategies used by the organization.

In the first part, the author provides background information about the issue of gifted children, deals with the definition of gifted children, the legislation of their education, the social problems associated with gifted individuals, and lists important organization for gifted children in the Czech Republic. The author then presents the Mensa ČR organization and its activities in detail, and determines its target groups.

The second part is devoted to the analysis and evaluation of all relevant means of communication used by organizations to communicate to internal and external public. Therefore the thesis contains an analysis of on-line communications or content analysis of Mensa magazine for members.

The last part consists of primary research conducted on 127 respondents who are currently members of Mensa Czech Republic and its analysis. Usage of this specific form was to discover the perception of organizations' communication among its members, found out and describe the specifics of each of communication channels and found out what topics are considered the most interesting by Mensa ČR members. The author creates communication recommendations for the organization based on the research.