

Abstract:

This bachelor thesis named *NATO and its communication activities, case study of the Czech republic* is dedicated to the issues of public awareness about security political topics concerning the Czech republic. The theoretical part defines terms political and institutional communication. The North Atlantic Treaty Organization is presented subsequently, emphasising its main function, activities and relationship to the Czech Republic.

Main communication channels of NATO in the Czech republic are stressed in the practical part of this bachelor thesis and priority communication topics and target groups of NATO's communication activities are defined. I describe both the global and local information platforms, including web and Facebook pages, information centre and special events dedicated to NATO. In the final part of this thesis, I analyse the content of chosen communication channels, paying attention to those priority communicational topics.