Abstract

The subject of the bachelor’s thesis named *Communication of the second pillar of the pension system reform by the Government of the Czech Republic and its perception by the public* is to define the concept of the government’s communication and the description of its specific aspects from theoretical findings. The thesis focuses on description and analysis of the communication activities of the government of Petr Nečas in the period from June 2010 to June 2013 towards the media and the public. The main aim of the thesis is to describe and analyse the communication strategy of the government of Petr Nečas regarding the launch of the second pillar of the pension system reform. When describing the individual tools of the communication mix, great emphasis is placed namely on advertising. This bachelor's thesis also includes the interpretation of the results of the performed quantitative interview enquiry, which determined the awareness of the people regarding the second pillar, as well as the communication thereof by the government of the Czech Republic. The thesis is concluded by an assessment of the government’s information campaign.