

## **Abstract**

Bachelor thesis „*The Analysis of Communication Activities of the 65th Berlinale in 2015*“ deals with the communication activities' choices in cultural sphere concretely on the example of the film festival Berlinale. Thanks to the analysis of communication activities of Berlinale 2015 a reader is shown the substance of communication and marketing mix and why these activities are so important for the communication with the general public.

Theoretical part of the thesis describes Berlinale's history and characteristics, which is the key core for both the present and the future communication. It describes the influence of the festival on cultural sphere trends. Moreover, it focuses on the meaning of art marketing and film marketing for film festivals and on which principles these branches stand and how or why are these substantial for film festivals.

Next part of my bachelor thesis is dedicated to marketing mix and the sole communication activities of the 65th Berlinale not only in theory, but also practically. Bachelor thesis contains the SWOT analysis of the film festival and it also marginally focuses on the impact that Berlinale has on Berlin's tourism, which is nonetheless sometimes disregarded and overlooked despite its relevance. In the conclusion the thesis contains the evaluation of communication activities and other parts of the text and also the summarization of information and knowledge that I have gained throughout the process of studying the problematics.