

Abstract

This bachelor thesis entitled *Communication strategies of musicals played in Theatre Broadway showed in the example of the musical Cleopatra* discusses the characteristics of communication strategies employed by private musical theatres in the Czech Republic. This discourse focuses primarily on the musical *Cleopatra*, which has become an integral member of the theatrical canon of the Czech Republic. It is produced by Cleopatra musical, s. r. o. and it is played at the Theatre Broadway in Prague. Furthermore, the thesis is divided into two parts – theoretical and practical. On the one hand, a brief primer on the theoretical aspects theatre will help familiarize the reader with not only the technical definitions of terms such as “theatre” or “musical” but also on the theoretical backing of communication strategies and promotional mix. On the other hand, the “practical” portion of this essay will provide concreteness via a characterization of Cleopatra musical, s. r. o. and the Theatre Broadway as well as a review of the developments in the types of communication strategies used for this musical from 2001 until 2014. This thesis will conclude with a general evaluation of the communication including all tools of the promotional mix. This will be followed by recommendations for more efficient communications practices for Cleopatra are recommended such as applying strategies that Cleopatra musical, s. r. o has used for its other productions, which may potentially be equally fruitful for the musical in question.