

## **Abstract**

The purpose of the bachelor diploma thesis entitled “Communication strategy of a debut film in the context of the Czech film public relations“ is to examine the possibilities of Czech films’ communication activities with an emphasis on public relations and a specific communication of debut films. The thesis is focused on the case of the Greedy Tiffany film (2015), describing its communication strategy.

The theoretical part of the thesis defines basic terms from the specific area of marketing in culture, specifically of cinematography. The basic terms of film marketing and public relations are described, as well as their application throughout the filmmaking process and the development of a new film. Moreover, the tools of film public relations are examined in a greater detail with information of the actual situation in the Czech film market and knowledge of Czech film PR professionals included.

The practical part of the thesis consists of SWOT analysis of the Greedy Tiffany film and a description of its communication strategy. Finally, the thesis assesses the film’s communication activities and summarizes information and knowledge gained throughout the research in academic literature.