

## **Abstract**

This thesis focuses on communication of the Czech National Bank during the period two weeks prior and two weeks after the announcement of monetary intervention in the year of 2013. Theoretical part consists of contextualization of the Czech National Bank communication into the scope of marketing communication and public relations studies. Author in this chapter also comes up with his own definition of central bank communication. Descriptive part of this thesis consists of description of socio-economical situation which predated the monetary intervention. Practical part deals with the case study research method and research questions are given. Analytical part consists of case study of communication of the CNB during given period. In conclusion of this thesis is a summary of analysed data and the authors' communicational recommendation.