

Abstract

This Diploma thesis deals with a media communication through new technologies, specifically then specific social networks such as Facebook and Instagram, in the field of art auctions market. Major focus is given especially to the 1. Art Consulting, Dorotheum and European Arts Auction houses. The international auction houses are represented by two art auctions market world leaders, Christie's and Sotheby's. The Thesis first summarizes the art market and its characteristics, marketing and media communication of the Czech auction houses, both Czech and international auction market and a history of the auction houses examined in this Diploma thesis. The methodology used is a quantitative content analysis. The analysis primarily focuses on the number of social networks used by the auction houses for a communication with fans and other public, on the hit rate of this communication. The largest part of the research is given to the nature of individual media messages. In selected cases, the length, hit rate, origin, focus, topic etc. is examined. The analysis covers the period between the fall 2016 and spring 2017. The results of the quantitative analysis are described and as a conclusion a comparison is made between the Czech and foreign auction houses in the area of communication through social networks.