Abstract

This thesis describes the theoretical concepts of the communication process, especially with a focus on the general public and media in the public administration environment. Based on the definition of the municipal marketing environment and the theory of communication strategies of municipalities, the specificities of small and medium-sized municipalities are approached.

Theoretical knowledge attempts to apply to the environment of the small town of Roudnice nad Labem. The result is an unconventional insight into the functioning of communication in public administration and recommendations for its improvement in the chosen city, as well as other comparable municipalities.

Keywords: communication, city marketing, communication strategy, communication channels, media, public relations