

## **Abstract**

The thesis is a case study dealing with the media communication of a public institution, in this case the communication of the Czech Ministry of Education, Youth and Sports. The analysis is limited to the period of the first 100 days of the new minister's (Marcel Chládek) work and to selected printed periodicals. The aim of the thesis is to analyse the communication of the department and to evaluate its effectiveness. The work also includes the specifics of the period preceding the establishment of the new government, as well as Marcel Chládek's previous activity in relation to his work as the head of the Ministry of Education, Youth and Sports of the Czech Republic. Besides, the thesis deals with the public administration communication theory, marketing and public relations within this sphere.