

The master thesis is focused on communication of central state administration and on a way of analysing it. In the first part initial insight into the problem is provided and essential specifics which are related with the field of public sector communication are described as well. Next the information audit as a useable tool for information management analysis is introduced. Susan Henczel's methodological approach of information audit process is described in more detail in order to apply this tool practically in the analytical part of the work. The second part of the master thesis is based on my own analysis of management of information activities and communication of two departments – the Ministry of Defence of the Czech Republic and the similar one in Sweden. The key part of this work is based on the practical information audit, which consists of three-phase research. In the first phase the research method of Mystery mailing is used to learn how central state administrative offices cope with different laws concerning information activities. In the second phase the research method of content analysis (based on selected SEO tools) of official websites is used. The last phase of research is focused on analysis of management and organization of internal and external information activities and communication by means of structural interviews with competent employees of the offices. In conclusion the specifics of communication of the departments, based on analysis, are described and finally, through comparison the practical recommendations for the institutions are given.