

## **Abstract**

This thesis deals with a description and analysis of communication activities, which took place during the Šprechtíme campaign in years 2011 – 2012. Campaign has been carried out by the Embassy of the Federal Republic of Germany together with the Embassy of Austria and other partners. The purpose of the campaign is to support the teaching of German language in the Czech Republic. The main advantage of knowledge of the language, according to Embassies, is a possibility to easily get a job, because the German and Austrian companies in the Czech Republic created nearly 125,000 jobs. Furthermore, it is easier to communicate on vacation in the Alps. Mapping communication activities is accompanied by partial evaluations, further evaluation of the campaign as a whole. The last part is devoted to the recommendation of the author, which activities should be changed or strengthened.