

ABSTRACT

The Bachelor thesis ‚Crisis Communication of Prague Zoo after the Floods in the Years 2002 and 2013: Comparative Study‘ concerns with the analysis of the principles, tools and the messages used in communication campaigns of Prague Zoo in connection with the floods in the years 2002 and 2013. Firstly, the theoretical framework is defined based on the description of particular key elements, principles and phases of communication process. Additionally, the thesis shortly discusses the phenomenon of volunteering and philanthropy in the Czech Republic. Focusing on particular communication campaigns of Prague Zoo, the above-mentioned elements are further analysed with respect to the context of the situation during which both campaigns were carried out. It concerns with the content of the messages, roles of the communicators, tools used in the campaigns, communication aiming at stakeholders or the techniques of addressing and organising volunteers. In the conclusion, the effectiveness of both applied crisis communications is compared and the analogy, progress or changes therein are identified.