

Abstract

Diploma thesis „*Public presentation of the Armed Forces of the Czech Republic in selected Czech media*“ deals with public presentation of the Armed Forces of the Czech Republic (ACR) and Ministry of Defense (furthermore the department of defense).

Nowadays, it is necessary to work with public and media presentation, and if it is possible, then cooperate with media which help to form the public opinion.

One of the goals of our work was to determine whether the department of defense uses any communication manuals and procedures for their public communication, and by using qualitative analysis (interviews and own research of available materials) to explore what is its communication strategy and which tools are used for communication with the public and the media.

The goal of quantitative content analysis was to determine how different is an interpretation of events associated with the department of defense in our chosen print media (*MF DNES, Blesk*) from interpretation of these events in departmental media (journal *A report*, websites *www.army.cz*). For this analysis we chose five events for which we sought content mentioning the ACR or the department of defense.

We confirmed that the department of defense governed by Order of the Minister of Defense no. 17/2005, which regulates the rules for communication with the public and with the media, and that departmental public communication is active and uses a number of own communication channels and resources.

For content analysis, we came to the conclusion that the interpretation of the events in the selected media does not differ in principle and most of the articles mentioning the department of defense are neutral. The department of defense was not the main source of information for the media, but it was used in some cases.