

## **Abstract**

This bachelor thesis is based on communication theory, which defines basic components enabling successful communication, as it applies to the communication strategy of the English Queen Elizabeth I in religious policy. Analysis stems from this basic theory, focusing especially on the realm of understanding between the queen and her target audience, and the character of her message. It also deals with the attributes of the message's source which convey the qualities of the queen that proved her credibility. Great attention is paid to the form of transmission of the encoded message, especially the impersonal communication channels that the Queen had the power to influence and regulate. Specifically, the thesis analyses the four channels of communication, which in Elizabethan England dominated by the reach to the target audience - theatre, press, worship and celebrations. In addition, the thesis focuses on the components of effective communication planning and uses the theory of marketing communication and public relations, which further develops the concept of communication theory. These components are aim and objectives, target audience, message, and communication channels. Taking into account the importance played by religious issues in the 16<sup>th</sup> century in England and the rest of Europe, domestic and foreign religious policy were chosen as a narrower thematic focus of the thesis. This bachelor thesis aims to prove whether the communication of Elizabeth I contributed to the achievement of her aims. Her main aim was to establish such a settlement in religious policy which would bring peace and stability to her kingdom.