

Abstract

This paper deals with the topic of crisis communication, then with the analysis of its manner, used by The Coca-Cola Company and the nonprofit organization Global Energy Balance Network. It contains also the presentation of both institutions in the media. The theoretical part introduces the term crisis communication as a part of public relations. Moreover it specifies the key aspects of the effective communication. The practical part examines the case study, describing the situation, the communication and the media treatise. The thesis furthermore evaluates the communication style of the organizations and the extent of the crisis impact.