

## **Abstract**

The topic of communication by the government of the Czech Republic during the COVID-19 pandemic is still poorly mapped. The pandemic crisis has been going on since the end of 2019, when the first mentions of the threat in the form of the new Sars-CoV-2 virus, better known by the name of COVID-19, began to appear. In the communication of the government of the Czech Republic, there were both bright and dark sides, which are definitely worth analyzing. In connection with the pandemic crisis, more than 35,000 citizens died in the Czech Republic, and several controversial issues arose during the events related to the pandemic, which divided Czech society, and the government's communication had a hard time calming down the whole situation. The government of the Czech Republic has also been attacked for a long time for insufficient communication, mediation of information and overall communication and managerial incompetence, and it is attributed to the general number of deaths of Czech citizen. Compared to countries such as Sweden, Israel or neighboring Austria, there was a noticeably higher number of deaths in the Czech Republic. In Sweden, where the population is comparable to that of the Czech Republic, less than half of the people who died from the disease of COVID-19 compared to the deaths in the Czech Republic. The total number of victims in Sweden is set at 17,142. In Austria, where 1.8 million fewer people live than in the Czech Republic, less than 15 thousand died in connection with the disease of COVID-19, and in Israel, a country with 9.2 million population, around 10,000 patients succumbed to the disease. Was the communication of the government of the Czech Republic chosen in an appropriate way during the pandemic in accordance with the general theory and available information about the new disease COVID-19? Could the unpreparedness and inability of the government to communicate and perform quality crisis management have an impact on the high mortality rate of citizens of the Czech Republic in connection with the disease COVID-19? Would the government of the Czech Republic handle a similar situation significantly better if it followed a well-prepared pandemic plan and carried out quality crisis communication?