

Summary

This thesis deals with specific problems that arise in the communication of theological and related ethical topics. Especially when communicating the gospel – sharing the message of Jesus, where it is not just about conveying saving content, but about the process of sharing and the subsequent transformation of relationships. Compared to the other generations described so far, Generation Z has significant differences, especially in the means and settings of communication and subsequently the perception and experience of relationships built by these specific approaches. The work tries to answer the questions, what are the possibilities in effective communication with this generation and how to understand its communication outwards. Primarily, the work will be about finding a way to communicate the gospel to this generation in a way that opens a new dimension in their life, which will eventually expand their life experience. The communication of the gospel also includes other important related topics, especially how to enable members of generation Z to find their place in the relevant church community, how to help them understand not only the gospel, but ethical and spiritual direction in other areas of life.

Keywords

generation Z, gospel, communication, means of communication, creating community, relationships.