

Abstract

This thesis deals with the differences in communication between the American space agency NASA and its European counterpart ESA. The theoretical part focuses on the communication of astronomy, historical development of agencies, and cooperation with other national and private entities. In the practical part, NASA and ESA's direct communication with the public is mapped. The aim of the work is to compare the differences in the strategic communication of space agencies and to find key communication aspects. Research carried out using a comparative method and thematic analysis reveals how the communication of the European and American agencies differs. As part of data interpretation, results are tied to their organizational structures, agency histories, stated values, and funding.