

Abstract

Public policy communication is a discipline that has not yet been explored much, and this thesis has chosen to examine it through the example of the government's Milostivé léto debt relief. This was a response to the long-lasting untenable economic crisis of a part of Czech society caused by the amount of accumulated distraints affecting the quality of life of the population. At the same time, the social and economic situation of citizens are the strongest determinants of their relationship to democracy, which makes the strategic communication of a legislative aimed at removing these economic obstacles all the more important.

This thesis takes an approach to communication based on government communication, stakeholder theory and theory of public policy according to Potůček, and builds on these theoretical concepts with three research questions focusing on stakeholders, communication strategy and communication recommendations. It answers each of these questions using a separate method – first exploring the online space through stakeholder mapping, then defining strategy through semi-structured interviews with government communication representatives, and finally analysing the data to formulate communication recommendations through SWOT analysis. The thesis thus contributes to research on government communication, which has received almost no attention in the Czech Republic.