

## **Abstract**

This thesis analyses strategic communication of the Czech Philharmonic. It provides an overview of the orchestra's historical developments with respect to changes of its chief conductors and describes its current internal and external communication strategy. The thesis examines internal communication within the Czech Philharmonic, subsequent integration of certain departments into its organizational structure and the way content is communicated to the public. It offers, therefore, a comprehensive insight into the internal and external communication of an institution of classical music. The methodology includes data collection through semi-structured in-depth interviews with executives of the Czech Philharmonic, as well as a marketing mix 4P. The research contains an analysis of three concert seasons in terms of dramaturgy and an analysis of the communication tools used by the Czech Philharmonic such as social networks, digital media and visual identity. A questionnaire survey examines how the use of communication tools impacts listeners' decisions, their perception of the way the Czech Philharmonic communicates and the impact on concert attendance. The research focuses on three concert seasons, 2018/2019-2020/2021. The thesis ultimately connects the principles of strategic communication in the cultural scene, the internal and external communication of the Czech Philharmonic and the examination of the impact of the communication tools used on the decision-making of listeners and concert attendance.