

Abstract

This bachelor's thesis focuses on the field of church communication. Specifically, it analyzes the communication of the Evangelical Church of Czech Brethren on Facebook. The primary aim of the thesis is to provide an overview of the topics the church communicates on this social network.

In addition to a literature review, the preliminary research includes a qualitative component in the form of interviews with the administrators of the monitored profile. These interviews offer an interesting insight into the communication practices of the Evangelical Church of Czech Brethren, which would not be evident from the subsequent parts of the thesis.

The following chapter and the main part of the thesis is a quantitative content analysis of the church's Facebook profile. The observed period was chosen to be one calendar year (2023), during which a total of 224 posts appeared on the profile, collectively forming the sample for the analysis.

The analysis results provide an overview of the communicated topics. The most frequent topics are posts related to community and congregational life, individual personalities associated with the church, and posts depicting inter-church cooperation. The analysis of variance (ANOVA) indicates that the topic of a post does not influence its reach (the number of people who have seen the post). Additionally, the thesis includes other conclusions derived from descriptive statistics, correlation analysis, and the aforementioned analysis of variance.