

## **Abstract**

This thesis focuses on the strategic communication associated with the promotion of marriage for gays and lesbians (marriage for all). In the theoretical part, it describes the forms and tools of strategic communication and focuses on the current situation of the LGBT+ community in the Czech Republic from the perspective of the public and politics. In the analytical part of the thesis, it analyses, using the method of stakeholder mapping, the stakeholders who enter the process of promoting marriage for all in the Czech Republic and strive for its adoption. Then, using semi-structured interviews, it describes the use of strategic communication by the Jsme fér movement, which seeks to introduce marriage for all. The paper also focuses on the companies and corporations that have signed the Czech business call for the introduction of marriage for all in 2023. Using interviews and questionnaires, it explores the motivations, concerns and actions taken by these companies to promote marriage for all. Finally, the paper assesses the success of the strategic communication of the Jsme fér movement.