

Abstract

This thesis focuses on the crisis communication of Danuše Nerudová's team during the presidential campaign in the Czech Republic in 2023 with a focus on the "Mendel University" case. The thesis examines how the team handled communication in a crisis situation and what procedures they used in the context of this crisis. The theoretical part explains the concepts of strategic communication, crisis communication and effective crisis management procedures. It also describes the "Mendel University" case and its context. The practical part of the thesis is based on semi-structured interviews with members of the communication team and external experts.