

Abstract

Government communication plays a key role in a democratic society as it affects government transparency, public trust and effective governance. In crisis situations, such as natural disasters, pandemics or political crises, the need for clear, fast and reliable communication becomes apparent and can have a major impact on the ability of the state to respond adequately and protect its citizens. Effective communication by ministries is also essential to promote public awareness and participatory democracy, where citizens have access to relevant information and can actively participate in decision-making processes. With the development of new technologies and related societal changes, there are dynamic changes in the ways and tools of government communication, which bring new challenges and opportunities for improving interaction between government and the public. In this context, social networks have enormous potential and benefits for ministry communication, as they allow for rapid dissemination of information, interactive feedback and wider reach to diverse segments of the population. The aim of this paper is to determine what basic communication principles can be universally applied to government communication and on what aspects its quality and effectiveness can be assessed. Based on the synthesis of theoretical knowledge, content analysis of ministries' social networks and expert interviews, the thesis evaluates current opportunities and obstacles in setting up a unified normative framework for government communication in the Czech Republic.