

Abstract

The thesis deals with the governmental communication of the Ukrainian migration crisis in the Czech Republic. It focuses mainly on crisis communication and the subsequent communication strategy. It observes how the government has informed the public as well as the target groups. For this purpose, the method of content analysis combined with in-depth interviews was applied. The author of the thesis based her study on the Tomandl et al. (2020) model of ideal crisis communication, which provides a framework for evaluating government communication based on five pillars, which are: clarity, timeliness, proactivity, credibility and consistency. These are the guiding principles for managing successful communication. Furthermore, the thesis focuses on the context of the Ukrainian migration crisis in three selected daily media: iDnes.cz, Hospodarske noviny Lidove noviny, focusing on how they reported on the government's actions related to the migration issue. And whether these media had a certain influence on the public's perception of government communication. Part of well-managed crisis communication is the successful combat against disinformation, which is a line that runs throughout the entire text. As a result of the final thesis, a comprehensive evaluation points to the unmanaged crisis communication, according to the ideal crisis communication model, and the unsuccessful combat against disinformation. On the basis of the collected data, on the contrary, the selected media came out positively. They were evaluated as objective and sufficiently informative sources, whose contributions were in most cases neutrally tinged.