

Abstract

This bachelor thesis focuses on the communication of the Czech Presidency of the Council of the European Union in 2022, specifically on the social networks Instagram, Facebook and Twitter. Its aim is to identify interdiscursive tendencies of communication in the social networking environment and to interpret established communication practices, as well as to affect the evolution of the relationship between the actors present. It also peripherally relates to the content composition of published posts and, in this context, describes the different and identical aspects of communication when using content-diverse social networks. In the introductory chapters, the work offers theoretical background to anchor institutional communication in communication studies, as well as its goals, functions and the challenges it faces in the online space. It also theoretically defines the functioning of the Council of the European Union, including its most important function as the rotating presidency of the member states. In the subsequent chapters, it conducts mixed-method research, which for the purposes of this study consists of quantitative content analysis and qualitative inquiry in the form of semi-structured interview. The research aims to answer the research questions, to verify or falsify the stated hypotheses and to confront the results of the analysis with the findings of the interview. Finally, a full summary of the findings and their placement within the broad framework of the theory is provided.