

## **Abstract**

**Title:** The FTVS Website as an Instrument of Marketing Communication:  
Content Analysis of the English Version from the Viewpoint of  
Target Audience

**Objectives:** to analyse website and to suggest solution to imperfection

**Methods:** Analysis, Questionnaire Inquiry, Interview

**Results:** methods evaluation, suggesting elements improving current form

**Keywords:** Web, Presentation, Breakdown, Webdesign, Sport Faculty, WWW