

## Abstract – English version

The diploma thesis, in the form of a case study, deals with the issue of media presentation of the Liberec region as a state institution. The study focuses on the period from 1 January 2020 to 30 June 2020. The evaluation is limited to printed reports generated by the regional authority and contributions to the social networks Facebook and Instagram. The work includes the specifics of communication at the regional level, which is located exactly between the municipal and governmental levels and has not yet been typified. The main goal of this diploma thesis is to analyze the communication of the region on the example of the Liberec region and for further research to provide such a study that will offer insight into how the region communicates. The thesis places the region in the context of state administration and defines the basic concepts and customs that characterize communication at this level through an extensive theoretical part.