

**This qualification thesis aims to find out the motivations of selected startups to use strategic communication, especially public relations (PR), and to analyze their media image. It is based on the theoretical part of the thesis, which deals with startups, their ecosystem, strategic communication and public relations. The thesis focuses on three research questions. Do technology startups meet their communication goals through PR? And do startups understand PR and incorporate it into their business strategy? The methodological section also sets out the hypotheses and describes the research methods used, which include interviews with startup representatives and analysis of the media image of these entities.**