

## **Abstract**

The aim of the thesis was to analyse and interpret the communication of cultural events in the selected city in the given time period from 2012 to 2022 and to survey public opinion about culture in the city of Písek.

The theoretical part of the thesis focuses on defining the basic concepts related to marketing and strategic communication and focusing on their use in the communication of cities and municipalities.

The practical part analyses the strategic communication of the city in the given time horizon by means of a comparative analysis, supplemented by a questionnaire survey among the city residents concerning satisfaction with communication and promotional activities.