

Abstract

The intention of this work is to approach the practice used in the creation of the media image of the singer-songwriter Jaromir Nohavica.

The first chapter defines the conception of public relations, personal marketing, the phenomena of image and reputation. The second chapter focuses on Jaromir Nohavica's career from the beginning until the year 2010. The third chapter is devoted to an analysis of statements and actions of Jaromir Nohavica in relation to the creation of the media image, media communication and personal marketing. Music record sale statistics published by the International Federation of Phonographic Industry, results of the Academy of Popular Music Awards (Akademie populární hudby), Český slavík and Žebřík are used as examples of the impact of his self-promotional activities.

The aim was to map the processes of communication and marketing activities of Jaromír Nohavica and their impact in practice.

This thesis should serve as a guide for those interested in personal marketing and public relations, the creation of media image and their effectiveness.