

**Abstract**

This diploma thesis deals with the relationship of archaeology and the general public in Czech Republic. The aim of the thesis is firstly the analysis and consequent evaluation of the current situation in presentation of Czech archaeology and secondly, the proposition of possible solutions of this situation. The thesis contains the theoretical parts besides the practical ones, which present the point of view of both general public and experts, on the ground of realized research of public opinion. Some of the chapters contain also foreign analogies, that have to serve as means to deeper understanding and demonstration of broader communication possibilities between archaeologist and the public.

**Key words:**

archaeology, science, general public, Czech Republic, popularization, presentation