

## **Abstract**

The aim of this thesis is to analyze the media image of libraries and librarians in the years 2007-2011. The first part describes the theoretical knowledge of marketing and promotional tools used in libraries, with a particular focus on media tools. The second part is followed by a practical part, which monitors the application of these tools and the results of their action with regard to the public. Theoretical knowledge based ideas Philip Kotler were supplemented with a practical knowledge gained from the media analysis of the years 2007-2011, whose data were obtained from the database Anopress. Mapping the current marketing situation in the media library for a chance to innovate their marketing practices and to attract to the library and more satisfied users.