

Analysis of communication with the public on the example of institutions in the field of culture

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Abstract. *This project focuses on the analysis of the ways in which today's cultural institutions communicate with the public, that is, with clients. Nowadays, in which the media prevail, the traditional forms of communication that prevailed before are used less and less. Today, cultural institutions take advantage of the advantages and privileges offered by communication via the Internet, especially websites. The aim of this research is to analyze the websites of three selected cultural institutions and to review their advantages and disadvantages. In order to complete the data, an interview will be conducted with the managers of these three cultural institutions, where a series of questions will be used to conduct a more detailed analysis of their business and the way in which they communicate with the public.*

Keywords. public, culture, communication, content analysis

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