

Abstract

According to the study carried out by the European School Survey Project on Alcohol and Other Drugs (ESPAD, 2015) in the Czech Republic, Czech children reported higher alcohol consumption in the last 30 days (68.5 %) compared to the EU average (48%) as well as more common encounters with binge-drinking.

The objective of this thesis is to assess the role of argument type and message format found in Health campaigns. The thesis explored the perception of persuasive messages amongst the target group and offers theoretical implications for practitioners. The theoretical part is grounded in current knowledge in social psychology as well as behavioral economics while focusing on argumentation and persuasion. Key theories this thesis is based on include the Social Judgement Theory (Sherif, Sherif, Hovland and Nebergall, 1961), the Elaboration Likelihood Model (Petty and Cacioppo, 1986), the Cognitive Dissonance Theory (Festinger, 1957) and the Theory of Reasoned Action (Fishbein and Ajzen, 1975). The empirical part is based on experiment replication (Cornelis, Cauberghe and De Pelsmacker, 2013) which inspected the perception of messages that dissuade from binge-drinking amongst young adults. This thesis employs printed questionnaire distributed amongst the convenience sample of 232 students attending grammar school and statistical analysis to determine the statistical significance of obtained results. The results indicated that that two-sided messages were perceived as more novel than one-sided messages. Moreover, messages based on cognitive argument generated significantly higher level of issue relevant thinking in comparison to messages containing affective arguments.