Abstract
The aim of the thesis is to describe framing activity of non-profit organization Ekumenická akademie, z.s. that is linked with fair trade movement. It means I want to describe how it strategically constructs a communication made through leaflets that go to existing and potential supporters. The theoretical part focuses on the concept of fair trade movement and its work in the Czech Republic. Then it describes the framing theory, especially core framing tasks that are essential to this thesis. In the methodology, the research methods are explained, which was content analysis of the documents and it also describes the process of the analysis itself. The last part of the thesis describes the results of the research which means how the organization interpreted and constructed the reality with diagnostic, prognostic and motivational framing and thus formed the meaning of the whole communication.