

The theoretical part of this bachelor thesis is divided into four chapters. The first part consists of a short description of the history of the scout movement, furthermore, it conveys the circumstances of the origin of Scouting and its spreading all over the world. I pay attention to both the world and the Czech environment.

The second chapter explains and clarifies the main ideas and values of the scout movement and its three „foundation stones“ – the scout promise, law, and motto plus daily order. The third chapter presents some of the Czech Scouting magazines and their characteristics, however, the area of interest is focused only on currently published titles.

I diverted from the thesis by adding another chapter about the media image of Scouting based on selected examples to keep the work up to date.

The practical part is a book consisting of photographs that I took in the period from August to December 2020 on a summer camp and other scout events. The images are arranged in such a way as to outline the diversity of scout activities and so that readers can get an idea of what a normal day at a scout camp looks like.