

The social advertising is a cultural phenomenon, the objective of which is to point out the problems of society and to change the public attitude and behaviour. These objectives are reached by the same principles and strategies used in the commercial advertising. The social advertising, as well as its hybrid and transitional forms, are a branch of the social marketing. While the submitters of the social advertising are mostly non-profit organizations, even more private companies are involved in Corporate Social Responsibility programme, trying to reach not only their company (commercial) goals but also the sociality beneficial goals in order to distinguish from the competition. The marketing instrument which puts on the notifications about this activity into the company communication strategy is called Cause Related Marketing. Considering the social advertising in the Czech Republic (or CSSR) we can only talk about it when regarding the change of the regime in 1989. Even if we can find this kind of advertising in the era of communism, it was mostly only the propagandism. For this reasons, the social advertising is at the higher level in Western Europe and The United States of America, as more space and assets are devoted to it then in our country. In my thesis I tried to plot its problems, to consult it from the different points of view and to create its theoretical framework. In the second part of the thesis I analysed the concrete social campaigns, using the pieces of knowledge and facts from the theoretical part. The results of questionnaire examinations of 101 Prague universities students form the last chapter of my diploma paper.