

## **Abstract**

The subject of this diploma thesis is the potential of organizations of civil society to influence public debate about immigration to Europe via Facebook. Conclusions introduced in this diploma thesis are based on my own empirical research as well as on literature focused on public relations. Research is designed as single case study of Facebook communication of Doctors without Borders. I explore the diversity of topics and argumentation present in the organization's communication, reactions of its audience and mutual interactions between organization and its audience. I explain that content, visual and formal aspects may play a key role when an organization is trying to address wide audience, whose ideas is willing to shape and influence. Research points out that the communication of Doctors without Borders about migration to Europe is one-sided, because it's mainly driven by activities and mission of the organization. This one-sidedness is partly compensated by engaged audience that enriches discussions under the Facebook posts of the organization with diverse topics and opinions. The thesis tries to capture the significance of tension between organization and its audience that raises inspirational discussions, which might not occur in case of absolute consensus.

## Key words

communication, public relations, immigration, Facebook, hatespeech, civic sector, controversial topic