

Abstract

The aim of this thesis is to propose new ways of communication of the self-help group focused on people suffering from social phobia. The theoretical part deals with perspectives of self-help groups and participation model taking into account socio-demographic profile, barriers to participation and motivation to participate as factors influencing participation. In the empirical part the reasons for the selection of questionnaires and interviews as data collection methods are described. In the part "results and discussion" I present the results of the analysis of external communication, the characteristics of the target group, the motivation to participate in the self-help group, barriers to participation in the self-help group and I propose new ways of communication adapted to the target group.