

The focus of this thesis is on the subject of social advertising. The first part of the thesis presents a theoretical base related to the subject. This part is focused on a specific type of social advertising, its characteristics, the differences between theory and practice in terms of social marketing and its objectives. Along with these topics, the history of social marketing, its methodology and implementation in the Czech Republic and United States of America will be revealed as well. There are also specified differences between social and commercial marketing, common subjects of social advertising and ethical aspects of social marketing. This part is also implicated with an evaluation of effectiveness of social marketing, non-profit organizations and societal responsibility. The practical part of this thesis is examined using the semiotic and image analysis; a sample of twenty-seven campaigns of social advertising which have appeared in the Czech media scene during the years of 2012 and 2013. The objects of this analysis are printed advertisements, outdoor campaigns and several commercial spots of social advertising. In the last part of the thesis, there are mentioned areas of social advertisements which are currently the most focused on. That is examined using the content analysis.