

Abstract

This Bachelor thesis deals with a form of propagation of a healthy lifestyle in a noncommercial advertising and a valorization of medialisation of a noncommercial campaign Days of Health. This campaign is held once a year in October. For this analysis a campaign from the year of 2012 is chosen. In this dissertation the medialisation of this campaign is evaluated specifically in regional and national print media and lifestyle magazines. It is divided into two parts. Theoretical and practical.

In the theoretical part terms such as healthy lifestyle, hyperconsumerism, non-profit sector, commercial and noncommercial advertising, social marketing and medialisation are explained. The reader of this paper will find out why it is important to propagate healthy lifestyle, what is the difference between a social and a commercial advertising and how a noncommercial campaign is made. There is also described the process of medialisation, the comprehensiveness of the term „media“ is being handled and their influence on society is depicted. Because this practical part examines not only the form of medialisation but also it's language, there are basic terms listed which are important to know during the evaluation.

In the practical part there is information about organizers of the campaign Days of Health (Healthy Cities of the Czech Republic and Wolrd Health Organization) and basic overview of their activities. The 2012 Days of Health campaign is being descriptively evaluated. It is evaluated in terms of form and marketing communication. Most of the practical part is consisted of medialisation evaluation of this campaign in print media in the whole month of October 2012. At the end of this paper there is a short list of other campaigns regarding healthy lifestyle. Examples of commercial and noncommercial campaigns from the Czech Republic and from abroad are briefly evaluated also.