Abstract

Bachelor thesis entitled "Social advertising in the Czech Republic" is focused on a specific promotional tool of social marketing, which is most often termed as social advertising. In addition to its insertion into the broader context it also deals with key aspects of whole this advertising discipline, such as its definitions, forms and historical development. Because it is regarded as a communication tool, which speaks to the public through the media, they are also characterized methods of persuasion in this paper. The aim is a detailed description of the specifics of this phenomenon between years 2007 and 2014, which is achieved by using content analysis. The results showed that the largest space in the media have a social advertising focused on global issues, especially in the field of social responsibility and health protection and prevention. Specifically, spots are targeted on poverty, helping handicapped, communication of diseases (AIDS, cancer, etc.) and educational development. Donation character has only ¼ of the observed sample and among the most frequently used principles of persuasion in social commercials include emotional appeals and testimony. Collected data can also be used, for example for the international comparisons, long-term research of the effects of media and a more detailed analysis of volunteering in the Czech Republic.

Key words

Social advertising, social marketing, TV advertisement, content analysis, media