

Abstract

This diploma thesis presents the application of theoretical concepts of agenda-setting, media framing, public opinion, spiral of silence, social change communication and social marketing, including the specifics of public interest campaigns, on the example of research project "Changing the paradigm: Smoking in restaurants bothers people" which was conducted by the Faculty of Social Sciences, Charles University and research agency Ipsos, and following media campaign against smoking in restaurants.

The concept of public opinion is introduced together with the theory of the spiral of silence. In addition, the thesis deals with the issue of influencing public opinion through the media, where theories of agenda setting and media framing are illustrated on examples connected to smoking ban in restaurants. Selected theoretical concepts are shown in a reflection of new media influence.

Communication of social change is introduced together with social marketing theory and aspects of health communication. The specific process of social change is introduced from the perspective of issues management.

There are two case studies describing the specific phases of the research project with the media campaign in the context of the presented theory. The importance and impact of the project on the public, media and political spheres is analyzed.