

Annotation

Bachelor thesis "Fictional news in media as a way of promotion" deals with the issue of media messages which are based on mystification, untruth or half truths in order to arouse interest its beneficiaries and to draw attention to the brand, product, social problem or just to entertain. Sometimes the victim of a hoax is only the audience, sometimes are victims the media itself. In marketing area it has become more often to use the method of dissemination the advertising via viral communication where the recipients transmit information between themselves and spread it further. For this to happen, the advertising in the message must be skillfully hidden or not contain it at all. This work defines the concept of fictional news as well as the concept of promotion. It provides examples of media mystification in the history of mass media and examples of successful viral campaigns. The whole issue is demonstrated by the Czech adaptation of one of Australia's successful campaign for men's deodorant, which was based on the spreading fictional news and promoting a non-existing company. The work examines how the Czech media and Czech audience deal with the fictional press release.