

The diploma thesis analyse vegan activism in the Czech Republic and Thailand. The aim of the work was to investigate the methods and techniques used by vegan activists and the contextual elements influencing the movement. The work used the theoretical framework of comparative and contextual analysis. The first chapter of the thesis provided an overview of social movements and concepts for their study. The next chapter explained the data collection methods and ethical aspects. The empirical part analyzed the methods, actors and environment of vegan activism in both countries. The research questions focused on the analysis of strategies and tactics of organizations in the Czech Republic and Thailand to promote veganism, as well as on how local cultural factors influence the practice and acceptance of vegan activism, as well as on the main challenges and obstacles that the movement faces. The results showed that vegan organizations in both countries focus on online activism, but with slight differences in their strategies. Cultural factors such as tradition and religion influence the practice and acceptance of veganism in each country. Among the main obstacles to the promotion of veganism in the Czech Republic are conservative attitudes to food, a lack of activists, a negative perception of non-profit organizations, a lack of funding and political obstacles. In Thailand, the main challenges include the influence of the meat industry and government regulations, legal barriers to exposing unethical practices in the meat industry, and the difficulty of convincing people to understand the importance of veganism. Vegan organizations in both countries are trying to adapt their strategies and tactics to take into account local cultural factors in order to make their activism as successful as possible. The work provides an in-depth look at vegan activism in the Czech Republic and Thailand and identifies the differences and similarities between them.