

Title of the Bachelor's Thesis:

Comparison of Selected Social Movement Organizations

Abstract:

This bachelor thesis compares the social movement organizations on the basis of the resource mobilization theory. In relation to the resources, organizations use various strategies. Aim of this thesis is to identify similarities and differences in the strategies that organization use in relation to selected resources. This thesis focuses on material resources, human resources and the Internet. The theoretical part introduces the issue of civil society and civil society organizations. The largest part is devoted to the theory of resource mobilization, including the specification of individual types of resources and followed by a description of selected organization strategies. In the empirical part is made a comparative analysis of selected social movement organizations. To achieve the objective it was chosen a method of semi-structured interviews with representatives of selected organizations.

Key words:

Civil society, social movements, resource mobilization, material resources, human resources, Internet, fundraising, commercialization, professionalization