

PP3

VISUAL MESSAGE
IN SOCIAL CAMPAIGNS
IN THE CONTEXT OF THE
TRANSPLANTATION ISSUE

MGR LAURA BIRNBACH

SUMMARY

Social campaigns are created to change social beliefs and they are fully planned and purposeful. Their aim is to make their audience interested in hard topics which very often were not discussed before and as a result to evoke deep reflection mainly of a moral nature. The final, most desired effect of this type of communication is shaping the indicated, socially created patterns of behaviour, changing the attitudes or building human relationships. The creators of social campaigns have touched upon many different issues so far. The rarely emphasized, yet the very important issue is organ donation.

The research problem in this dissertation concerns making the audience aware of the existence of false convictions regarding transplantation and as a result changing its perception and in the ideal situation leading to the permanent change of the audience's attitude towards this issue. The doctoral dissertation includes a wide analysis of social campaigns as media, evaluation of the existing examples and designing own campaign. As a part of the doctoral dissertation, the author prepared both the design layer as well as the factual layer of the message. The realization of the project required systematizing and acquiring the knowledge from not also transplantology but also from sociology and psychology. The research of the literature and the analysis led to setting the research aims which were realized in the form of a quantitative research. With its result, the author specified the assumptions for the final design of the campaign.

The dissertation consists of three chapters. The first chapter presents the situation of transplantology in Poland. This part also includes a very important dissertation issue which is connected with controversies regarding the organ transplantation – the standpoint of Church, legal regulations and social traditions. Furthermore, this chapter shows the medical aspect of transplantology. This chapter systemizes the terminology. The following chapters focus

on pro-health social campaigns which include among others the campaigns which regard organ transplantation. The creators and audience of these campaigns are characterised. A very important part of the chapter is the analysis of the used strategies and psychological aspects of creating prosocial messages and the time of their broadcast.

The second chapter is the analytical and research part of the doctoral project. It contains the description of the conducted analysis of literature on social campaigns and presents the selected examples of the existing pro-health campaigns. Each of the presented projects is briefly characterised. The second part of the chapter is an explanation of the questionnaire survey which was necessary for the proper conduct of the questioning. The guidelines of the survey itself and the content of the questions and the results are presented here. Finally, the chapter summarizes the research activities that were carried out. The third chapter of the work focuses on graphic design. The concept of the campaign presented by the author is the result of the conducted research and the analyses. This part presents the cooperation with the copywriter, thanks to which it was possible to determine the content of messages. Numerous sketches and test concepts are included. All of them are briefly described and commented on, in terms of their strengths and weaknesses. This stage is concisely summarised.

The last part of the dissertation includes the final graphic design. The characteristics of the selected concept and its individual facades are determined, i.e. posters, leaflets, billboards, a website, also smaller forms - a declaration of will and silicone wristbands. The vision of the campaign is complemented by a proposed framework schedule for its implementation. The whole project is a specific summary of all the analyzed contents and the conducted research.

*Laura
Birnbaum*