

## Abstract

This bachelor thesis is focused on one of the forms of creative activism in the public space – happening, its ability to change public policy and to highlight problems in society. The main line of this work was to determine the mechanisms and in which stage of the public policy cycle was political process influenced by Happening "Loafbathing season in Smichov". Another goal was to find out how Happening addressed the participants and which subjects were targeted. Theoretical support for the achievement of the objectives of the thesis was the phase model of the public policy cycle, which works with the idea of politics as a system of several partial processes. The objectives of the thesis were achieved by qualitative research under the auspices of a case study, ie intensive investigation of one case. The main source of data in this case was in-depth semi-structured interviews with the four types of actors, which showed in this particular case that the main mechanisms that influenced the public policy process at the stage of public policy implementation were media and The public, both mechanisms interact each other.