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**Abstract** The article attempts to answer the question whether the presentation of charity and vo-lunteering in the media gives testimony to the media responsibility to develop civic society. Are the media duty-bound to support a society based upon action, especially charity action? Is the presentation of charity in the media inspiring or rather demotivating the audience to take action as volunteers? What is the cooperation between organizations of volunteers and the media?

The author postulates that some possible means of promoting charity in the media and raising the journalists' awareness of the media responsibility, especially with reference to civic society, should be taken into consideration.

In the context of 2011, which by the decision of the Council of the European Union is the year of the European Year of Volunteering, this article should be regarded as a valuable study and an incentive to discuss the possibilities of the media engagement in promoting charity and volunteering.