

## Abstract

In my dissertation I will deal with the issue of surveillance, which is applied in the area of marketing, consumption and in connection with that in advertising. I will concentrate mainly on the current age and therefore on the electronic surveillance, so the history of the surveillance studies will not be dealt with in this thesis in more detail. The first part of the thesis will be theoretical focusing on the main theses and theories of the current surveillance authors, especially the issues of electronic surveillance.

The next part of this thesis will focus on surveillance and surveillance techniques in marketing and consumption. In this part I will also build on the theories of contemporary authors discussing the surveillance topic in the commercial sphere, but I will try to complement the theoretical introduction of the issue with the specific functioning of this phenomenon in practice. The main aim of this thesis will mainly be an overview and comprehensive illumination of surveillance and control issues focusing on the field of marketing and consumption and also mapping its operation in practice. In this part, I will focus on the issue of electronic surveillance in terms of marketing strategies focusing on the application of surveillance on the Internet and particularly on social networks. I will focus on specific possibilities of surveillance techniques, targeting of advertising and specific tools that can be used now as well as practical demonstrations.