

This bachelor thesis is focused on the legal and ethical side of advertising of nutritional supplements. In the first (theoretical) part, the thesis covers the definition of advertising, theoretical conception of the advertising law, its development, historical context and the present regulation of advertising in the Czech Republic. An important part is the self-regulation of the advertising industry and its authority in the Czech Republic - Rada pro reklamu. The thesis also includes the main acts and important conceptions which are connected with the advertising industry. Another point is the regulation of advertising industry in the European Union and the application of European directives in Czech conditions.

The topic of this bachelor thesis is connected with the advertising of nutritional supplements and its difference from the advertising of medicaments. We can often see various adverts of nutritional supplements which are deceptive in some way. Mostly it is very difficult to recognize if the product is a medicament or a nutritional supplement. There is a big difference between them, but the public is influenced by promotion and believes that a supplement can help with treating diseases. It can be very dangerous because it is often easier to buy a "magic box" with some pills and believe in its effects than to go to the doctor with a health problem. But nutritional supplements can only complete our normal diet and we cannot expect medical or healing effects.

The advertising industry uses various persuasive techniques, and psychology plays an important role in this process. I focused on this problem, too. The practical part of the bachelor thesis analyses the real examples of nutritional supplements and its adverts, which are not correct from a legal as well as an ethical view.