

ABSTRACT

Background: Advertising for alcoholic beverages is undoubtedly a controversial topic in several segments, all the more so in today's media age. The Czech Republic is one of the countries with the highest alcohol consumption in the world; it is no secret that it boasts an alcoholic beverage as its national symbol. However, alcohol advertising and its impact on society does not receive as much attention as it should and thus speculations, assumptions or even the spread of false information may arise. Legislation on alcohol advertising may vary from country to country and has different effects not only on alcohol consumption in a given country but it also acts as one of the important factors for risky alcohol use with a potential addiction.

Aims: This work aims to analyze and then compare, according to pre-selected criteria, the wording of legislation concerning alcohol consumption in selected EU countries, assess their sufficiency based on knowledge about the impact of advertising on alcohol consumption and the focus of the work is also to verify the influence of alcohol advertising regulations on alcohol consumption in the population.

Methods: To achieve the objectives, a search of legal norms, annual reports, statistics and studies were performed with the help of professional databases and keywords. It was performed mainly in English. With the help of qualitative-interpretative analysis, a comparison of legal regulations of alcohol advertising in selected European countries was performed according to pre-determined criteria.

Results: Countries with a total ban or extensive restrictions on alcohol advertising have lower total alcohol consumption per person, while countries with a more liberal approach have higher consumption. This implies a potential link and the fact that alcohol advertising in the form in which it is legal and presented in the Czech Republic is too benevolent and the Czech population is exposed to higher risks associated with ubiquitous advertising. Laws defining prohibitions and restrictions on alcohol advertising are generally unsatisfactory and contradictory.

Conclusion: It is desirable to educate the competent authorities more about the issue and the extent and impact of the effects of addictive substances. The scope of the legal regulation of alcohol advertising in the Czech Republic is not sufficient in comparison with other countries. The regulation of alcohol advertising only contains regulations under Directive (EU) 2018/1808 of the European Parliament and the Council. Laws should be supplemented by additional legal restrictions to help prevent the negative effects of exposure of the population to alcohol advertising. The proposal of restrictions following the example of other states, or a complete ban on alcohol advertising, would help meet the goal of the Action Plan, reduce alcohol consumption and risk patterns of media use.

Key Words: Advertisement, media, alcohol, influence of advertising, regulation of advertising