Abstract

The aim of this bachelor thesis is to present the legal and ethical framework of regulations of advertising, while pointing out the latest changes in this area. The legislation of unfair competition, especially false advertising and comparative advertising which went through some changes due to the new Czech Civil Code is more closely described. In the theoretical part of this thesis first the evolution of advertising in general is described, then it briefly enlightens on the development of regulations of advertising in the Czech Republic. Afterwards the thesis is divided into three main parts which describe ethical self-regulation, legal regulation and unfair competition. The practical part of the work contains examples regarding false and comparative advertising from the last few years. Lastly the content of this thesis is summarized and the author’s opinion on the regulation of advertising is offered.