

## **Abstract**

The aim of this bachelor thesis is to describe the development and the realisation of tobacco and alcohol advertising in the Czech Republic. In the first part, the thesis focuses on the historical development of advertising in our territory. Then it analyses contemporary legislative framework for alcohol and tobacco advertising and related legal problems. The second part provides examples of correct research, which analyses opinions of young people on ethical safety. In the third part the thesis evaluates the previous an incorrect advertising, which appeared in the Czech media. These advertisings are then evaluated in the last part.