

## **Abstract**

The Bachelor's thesis "Advertisements against Advertising. Subvertising in the Czech Republic and Abroad." deals with the phenomenon of subvertising, which originated from the needs of artists to react to the content and number of advertising messages surrounding us on a daily basis. The thesis sets the phenomenon into cultural-historical context and describes the development of art criticism. It also includes new marketing movements that stem from subvertising. Principally, the thesis focuses on the relationship of art and marketing, whose margins are currently being exceeded. Based on the theoretical findings, the practical part of the thesis analyses selected artists and introduces important manifestations of subvertising. For the description of the artistic interventions, it uses the method of a case study and comparative analysis. At its beginning, the thesis presents four world groups which unify artists and which brought forth subvertising. The next part deals with the context of foreign artistic production and introduces six subvertisers, including several lesser-known figures. The second half of the thesis contains case studies analysing the artistic production in the Czech Republic, and comparative analyses which compare the Czech production with the attacks of foreign artists. The conclusion provides answers to three research questions set in the thesis introduction and applies the outcomes to the appointed aims.