

The aim of this thesis is to answer the question whether the ban on political advertising on television and radio, which is laid down in the Czech Broadcasting Act 2001, is in compliance with the freedom of expression. Namely, whether it is in compliance with the Article 17 of the Czech Charter on Fundamental Rights and Freedoms. And secondly, whether it is in compliance with the Article 10 of the European Convention on Human Rights. The freedom of expression is an essential political right. Therefore, the limitations have to be interpreted restrictively. Moreover, all limitations have to be thoroughly justified.

Firstly, the thesis analysis the scope of the ban on political advertising on television and radio. It explains what are the sanctions in the case of violation of the ban. Examples of violations are also introduced. Further, it is referred to the amendment to the Broadcasting Act. This amendment proposes to define „the political commercials“. It is not possible to find such a definition in the current version of the Act. Another topic which is discussed is an anonymous advertising. Then attention is paid to the regulation of free airtime. Since, free airtime is divided between all political parties with regard to the Parliamentary elections, elections to the European Parliament and elections of the President.

In the second chapter, the reasons for and against the ban (or limitations) of political advertising are explained. Further, the basic models of regulation of political advertising are delimited. Namely, the models which are used in the states of Europe. The next step is the analysis of the decisions of the European Court of the Human Rights in this area. A subhead deals with the current regulation in the Slovakia. Since, I think that Slovak regulation could serve as some kind of inspiration for the Czech Republic.

The third chapter of this thesis is divided into two parts. The first part is trying to answer the question whether the Czech regulation is in compliance with the Charter on Fundamental Rights and Freedoms. And the second part is doing the same as regards the European Convention on Human Rights. My answer is that Czech legislation is compatible with the European Convention on Human Rights. However it is not compatible with the Article 17 of the Czech Charter on Fundamental Rights and Freedoms.