

Abstract

The bachelor thesis is concerned with legal and ethical regulation of advertising, notably with legal and ethical regulation of pharmaceutical advertising. The aim is to provide comprehensive insights into issues and to demonstrate theoretical knowledge on practical examples. On a smaller scale, the thesis also points to specific problems in this area while proposing their solutions. Its content is divided into six chapters. The introduction presents the issues and outlines the grounds for choosing this subject. Furthermore, it introduces the structure of the work followed by a justification of the selection of sources and evaluates the work's final form. The theoretical part is devoted to basic concepts and aspects of the topic. Following chapters explain general regulation of advertising and specific regulation of pharmaceutical advertising. This part is not limited to a mere description of the normative framework, but is complemented with some critical considerations and suggestions for improvement. The practical part is entrusted with the analysis of related cases and their critical evaluation. A complete presentation of findings noted by the author is delivered at the end of the thesis. Mediated information of its content may be not only beneficial for the academic community, but also may serve as a reliable source for the needs of entrepreneurs and advertising processors operating in the pharmaceutical field.