

## **Annotation**

Main topic of the diploma thesis is advertising related to health in press of the First Republic in former Czechoslovakia, especially in tabloid newspapers from the press group called Tempo of Jiří Stříbrný. It deals with advertisements related to medical devices, aids or medicinal and dietetic products, as well as health care. It shows that there has been no consistent or consistently observed legislation with regard to such advertising. There were many complaints by doctors or pharmacists about dry-selling advertising in newspapers, about quack advertising and offering charlatan's products.

The thesis brings insights into individual thematic types of health-related advertising, describes those that were most often imprinted, which products and services were the most targeted. All this in connection with current medical, pharmacy, or legal discourse about quack advertisements in daily papers or charlatanism as such.