

Annotation

The topic of this bachelor thesis is television advertising and its regulation in the Czech Republic. Its aim is to provide a comprehensive overview of current television advertising regulation and demonstrate it in practice. The thesis is divided into four parts. The first part focuses on the history of advertising and its regulation in this country, from its beginnings in the Austria-Hungary era up until today. Its second part contains an overview of present legal regulation of television advertising, beginning with a review of the impact of European law on the law in the Czech Republic followed by a breakdown of applicable statutes from the area of private law as well as public law, with a focus on unfair competition in relation to the former. The third part discusses the existence and functioning of the Council for Radio and Television Broadcasting and the Czech Advertising Standards Council. The fourth and final part focuses on advertising regulation in practice by demonstrating the application of legal standards and the work of the respective institutions on several real-life cases from the area of Czech television advertising.