

Summary

This bachelor thesis deals with the principles of advertising regulation in historic city centers with respect to the visual identity of the city. The subject of the work was created in the spirit of the following idea: If we want to stop for a while in the city landscape and take a moment to observe it, discover its interesting and valuable details, and not just pass through it so quickly, we encounter a lot of visual obstacles that make this impossible. Our senses become too exhausted and we soon feel tired as a result of all the messages we are trying to evaluate. That is why we often resort to fleeing to the safety of our homes instead of enjoying the atmosphere of the historic part of the city, for example.

The primary goal of the work was to discover and clarify how the promotion of establishments is approached in general and what role municipalities themselves can play in this. First, however, it was necessary to define outdoor advertising and characterize its basic properties, even in the context of its historical development, because without it, the work could not be complete. Furthermore, the work should try to capture clearly enough and describe, in which forms of the public space of historic city centers advertising can occur. Then, as a matter of logic, one part of the work deals with the values of architecture, from which the basic elements of the visual identity of the city are often profiled. The core of the work then consists of a detailed analysis of the relevant legislation, which city leaders use in most cases at least as a partial inspiration during the preparation and issuance of generally binding decrees and regulations.

However, the theoretical part of the work could not be complete without the study and incorporation of many expert opinions - from media and communication studies, through law and legislation, to urbanism, architecture and monument care, all of which appear in the relevant literature. Likewise, would the effort to capture the principles of advertising regulation in historic city centers be only half complete, were the work based only on theory without verifying the acquired knowledge in practice. For this reason, the work is supported by field research, which empirically verified the situation on a sample of a total of seven Czech and Moravian cities. As evidenced by an extensive pictorial appendix, the cities of Beroun, Hradec Králové, Chrudim, Louny, Mníšek pod Brdy, Pardubice and Znojmo were visited for this purpose.