

Abstract

The thesis is aimed on film advertising in the period of the Czechoslovak First Republic, which is often a neglected, but extremely interesting chapter in the study of advertising history. The origin of film advertising is examined from the point of view of the advertiser, creators, but also the technical possibilities and available technical background, which was often a limiting factor for the development of film as such. The possible reach of the film advertising at the time is then illustrated by the development of the number of cinemas in Czechoslovakia, their total attendance, as well as the number of these films and the average attendance per show.