

## **Abstract**

This diploma thesis observes representation and evolution of medical advertisement, products and services in print. This evolution is shown on comparing the two eras, the „first republic“ and modern Czech Republic. The studied years of 1928 and 2008 demarcate the period of 80 years of transformation of advertisement market, but some of the rules are the same. The goal of this diploma thesis is to describe contemporary advertisement in chosen printed media, the magazines for public without specialization or further attributes „Světobor“ and „Týden“ serve for the research.

The thesis observes which services and products were offered, in context of what and which methods were used. The text goes on from introduction to the topic and issues and analysis of particular samples from magazines to their comparison.

The results of diploma thesis is the evaluation of used rules, according to the media themselves and the timeline. Thesis deals with the regulation of medical advertisement aswell. To compare them and increase the number of samples, the advertising of cosmetics sold in pharmacies is added. .