

Abstract

The thesis deals with regulation of tobacco products advertising and its impact on selected media houses in the Czech Republic. First part of the thesis is dedicated to the history of smoking, to tobacco advertising in general and to description of negative effects on human health. Major tobacco companies present in the Czech market since 1993 are introduced. Moreover legislative development in the area of tobacco advertising which took place in three phases between years 1995 – 2004 is described. Part of the thesis focuses also on the context of the ban on tobacco advertising on the EU level, which became effective as of July 2005.

Second part of the thesis deals with impact analysis of increasing tobacco regulation on selected Czech media. As for the television broadcasters, the Czech Television and TV NOVA are analyzed. For printed media, the impact is depicted on the case of newspapers Mladá fronta Dnes and Lidové noviny. Significant part of the thesis is dedicated to analysis of advertising data and to the description of changes in the marketing and communication strategies of four biggest tobacco holdings, including the analysis of how they have addressed the issue of limited communication opportunities and how they have overcome the ban of tobacco products advertising. Separate chapter is dedicated to the analysis of impact on affected entities i.e. the media as well as tobacco players, including description of results while approaching the companies with request for qualitative evaluation.