

Abstract (in English):

This thesis describes advertising in the broader context as a part of commercial marketing and marketing communications, summarizes the definitions and looks at advertising. It introduces the history of advertising in the world and in the Czech Republic. It talks about the legislative adjustment, self-regulation and institutionalization of advertising in the Czech Republic. The author's own research focuses on young people's (Generation Y) attitudes towards advertising and its impact on them, using different sociodemographic characteristics.