

## **Abstract**

This thesis is devoted to product placement in selected South Korean television series. The first part provides a description of product placement as a marketing tool, its brief history as well as some of its used forms. Korean broadcasting laws and regulations are also mentioned for better understanding of the current broadcasting situation in South Korea. The second part of the thesis introduces the wave of South Korean culture also known as hallyu. Korean dramas have a major part in the spread of Korean popular culture, therefore a part of this thesis is devoted to characteristics of k-dramas and factors that differentiate Korean series from western programmes. The practical part of this work presents a quantitative analysis of product placement in three k-dramas (The King: Eternal Monarch, Mr. Sunshine, Tomorrow) broadcasted by different TV channels. The aim of the thesis is measuring the amount as well as identifying how product placement is used in Korean dramas of various genres (romantic, historical, action). The results show that romantic k-dramas use the most product placements. Active visual representation is the most frequently used form of product placement in k-dramas.