

## **Abstract**

This bachelor thesis deals with the analysis of marketing communication on pornographic websites. The thesis is divided into two parts - theoretical and research. The theoretical part explains the concept of pornography, outlines its issues and the requisites of advertising advertised on pornographic sites. In the practical part, a quantitative method of data collection is first carried out and then the individual specifications of advertising on pornographic sites are examined using a qualitative interview method. The data obtained show that the ads follow the classical structure of advertising communication, but due to the environment in which they occur they are absolutely different in quality and content.