

Abstract

The aim of this bachelor thesis is to present hidden advertising on social media, its possibilities of dissemination across platforms and its definition in czech legal framework. The first part of the bachelor thesis will consist of the introduction of advertising overall (but mainly digital advertising) and the different types of advertising presented on social media shared through influencers' channels. Advertising, especially the covert form, will be defined in terms of national and European Union law. Influencing will be further presented on the basis of its nature and content, but also on the basis of the obligations of influencers that arise in the dissemination of sponsored content.

In the second part, I am going to analyse the awareness of hidden advertising from the perspective of social network users. It will examine their theoretical knowledge of advertising and collaborations, as well as their ability to recognize such advertising in practice. Finally, I will reflect on the current legislation and compare it with the results of the analysis and present the possibilities of regulating this area in terms of its importance, relevance and need.