Abstract

The following bachelor thesis deals with the topic chemistry in advertising. It focuses especially at food TV commercials and claims appearing in them, which directly or indirectly concern chemistry, chemical substances or chemical processes. The thesis is divided into two parts. The first part addresses advertisement, its definition, aims, history, the tools of advertising and the supervision of advertisements. In the next chapter of this part media education is explored, namely to how and to what extent is media education incorporated into Framework Educational Programmes and subsequently in School Educational Programmes of selected schools. The second part of the thesis presents an analysis of selected TV commercials and it also contains an analysis of specific claims, which were stated in the commercials and concern chemistry. The claims are classified into several categories and afterwards, they are evaluated on their correctness, meaning and utilization for creating a teaching material, a worksheet, which could be used for teaching media education in Chemistry lessons.