Abstract

This bachelor thesis was focused on the attitudes of children to representations of childhood in the media. The images of children are often used as content of storytelling in advertising. The literature review aimed to analyse attitudes towards childhood across history in Western society, and like them with the representation of childhood in advertising. Qualitative research in the form of focus groups was chosen for its practical part. The research consisted of three forty-five minutes long focus groups, carried out in the primary school environment, which were attended by 18 child participants in total. Division of the research into three thematic units assisted to precisely answer two selected research questions: How do children perceive the media representation of childhood in advertising? Which of the selected characteristics do they prefer, and why? Research has shown, that children responded positively to a media representation of childhood that was identical to their own experience, in the case the innocent childhood.