

Abstract

Childhood obesity is one of the most serious public health challenges of the 21st century. It is a global problem is increasing at an alarming rate and is still affecting many low and middle-income countries. In 2016, over 41 million under the age of five were overweight.

The theoretical part in the first chapter deals with the development of eating, and also cognitive and emotional development. The thesis deals with the principle of advertising, subliminal manipulation, types of advertising, ethics and laws restricting advertising especially for children – in the second chapter. The last chapter observes the etiopathogenesis of childhood obesity, the risks of childhood obesity as well as its treatment and prevention.

The form of the practical part is a standardized structured interview. The sample of respondents are children from Prague and its surroundings at the age of 8-12 years. This sample was gathered mostly from primary school in Chodovec but also via social network in the form of an advertisement. As children from the age of seven are able to critically assess advertising, it was interesting to see their reactions and responses in this research. The respondents were divided into two research groups, non-obese and obese.

Research has shown that the presence of animated/cartoon characters in TV advertising and on product packaging significantly influence the food choices obese children encounter. As for the color involvement, children are most fascinated and therefore affected by red and yellow color in advertisements. These colors are most often used in logos of fast food corporations. The research also found out that obese children are attracted by slow music rather than a faster one. When comparing the 2 groups of respondents, the interesting finding is that the group with obese chose the unhealthy food rather than a healthy choice right after seeing the advertisement.