

This Bachelor elaborate wants to pay attention at the fact how advertizing is being persieved not only by children, but by their parents and teachers as well and how advertizing interferes with their daily life and influences them.

I used an investigation method of questionnaire - experiment. Concerning the children, I decided to stress the way how they persieve the advertizing, how they understand it and what is their reaction to it. In the questionnaire for parents, I was interested in their opinion on advertizing and if they were aware of the influence of it regarding their children. In the questionnaire for teachers, I intended to find out if they were aware of any influence of advertizing on children and if the advertizing is seen, for example, in their thematic games

My hypothesis, that the children are being influenced by advertizing, has been confirmed, however if this occurs under supervision of their parents or other adults, the influence is not substantial.