

Abstract

The topic of the diploma thesis *The role of advertising in the life of pensioners* dedicates to czech pensioners and deals with an individual aspects of their relationship with advertising.

The first part of the diploma thesis deals with the theoretical concent, which describes the audience from the general perspective, history, new media and selected researches. The next chapter focuses on the pensioners themselves. I try here to define the basic concepts that are associated with them in terms of sociology and lifestyle of this older generation. The space is also devoted to the consumer beviour of pensioners, which is influenced by certain aspects of their lives. There is also a chapter about advertising and individual advertising media because of context the diploma thesis.

The practical part of the diploma thesis is the evaluation of quantitative research, which concerned the influence of advertising messages on pensioners. The questionnaire included questions that emerged from the theoretical part. The questions asked about the source of the advertising message, the sufficient offer of products and services or what advertising should look like to make it more trustworthy. Based on the answers an evaluation was prepared, which answered the topic of my diploma thehis – whether the advertising message plays a role in the lives of pensioners.