

Abstract

This thesis focuses on the issue of marketing targeted at children in sweet products TV commercials. The theoretical part outlines basic information such as the history of marketing aimed at children in connection with the development of the media. An essential part of the theoretical part is an insight into legislative regulations and non-legal self-regulatory tools and organizations in connection with advertising aimed at children. Furthermore, the theoretical part is devoted to children, as a specific target group and previous research on children and their perception of advertising, which is followed by a subchapter on the psychological development of their cognitive abilities. The practical part is based on a qualitative analysis of selected television commercials for sweet products aimed at children. The analysis consists of examining the presence and form of five elements determined based on the knowledge gained in the literature review. The subject of an analysis is ads for Kinder brand products from the 1990s to the current ones, which are primarily intended for children. Analysis results show that some elements that used ads in the past are also present in recent ads. On the other hand, some older ads would currently fail due to non-compliance with current ethical regulations. Therefore, the results of the research indicate the changes that have been reflected in the advertisements over the last thirty years.