The presented thesis deals with the topic Influence of promotion of alcoholic beverages to the juveniles, ways of prevention. The goal of the thesis is mapping the situation in the field of alcohol consumption by juveniles, to find connections between alcohol consumption by juveniles and all motional factors including alcohol propagation on one side and prevention on the other side. The thesis is divided into a theoretical and a practical part. The theoretical part deals with alcohol, with an emphasis on alcohol abuse by juveniles and its impact on them, the topic of advertising, principles of operation and advertising techniques and finally the issue of prevention. The practical part consists of a reconnaissance survey aimed at juveniles and the environment in which they find themselves, alcohol, prevention and promotion and their interconnectedness; the processed survey results are used to confirm or refuse the formulated hypotheses.