

Abstract

The thesis „The impact of television advertising on children of primary school age“ research how usage of psychology in advertising influences customers aged 6 to 11 years. The introduction of theoretical part defines term advertising, her aims and history. Another chapter acquainted with the context and connections between the disciplines of psychology and advertising. The work includes psychological analysis of advertising and explanation of terms that relate to its adoption and a description of the development of perceptual abilities of the child in school aged child. The research. The practical part focuses on the description of the creation and presentation of research results. Finally, the work deals with a practical analysis of TV commercials that respondents chose as their favorite. This step reveals ad properties that make it unique from the children’s perspective. The aim is to aquire knowledge in the preferences of child viewers and its implementation into the design creation of effective TV advertising to children.