Abstract

This thesis named Adolescents' Perception of Television Advertisement is an analysis of the relationship between the television advertisement and the chosen target audience – adolescents at the age of 17 – 20. The thesis examines to what extent the television advertising contributes to forming an image of the world in the members of the target audience and asks whether the advertising pressure focused on the target audience is effective or whether the adolescents are able to think critically and independently and to create their own opinion on the proposed and explored issue. The introduced thesis is divided in two parts – practical and analytical. The first one is primarily based on findings gained from relevant literature and the second one presents the process and results of the very quantitative research.

The main aim of this thesis is to find out what is the overall attitude of adolescents at the age of 17 – 20 towards the television advertisement and to give evidence whether they believe the informatik presented in the TV advertising. In order to meet the given goal 105 students of two last years of Catholic Grammar School in Pilsen were put through the quantitative questionnaire research detected the trends in adolescents’ attitudes and perception of TV advertising. The research included four main research questions as follows: RQ1) How do the adolescents perceive the TV advertising?; RQ2) Are the attitudes towards TV advertising different based on the respondent’s sex?; RQ3) What is the adolescents’ attitude towards ethically disputable TV advertisements?; RQ4) Does TV advertising influence adolescents’ consumer behaviour?