Abstract

This bachelor thesis is about the influence of advertising on children of 6 – 8 years of age. Advertising targeted on children is frequent subject of long-lasting discussion across the whole society. This discussion is mostly about television advertising, which is still the strongest medium on market – part of the thesis is focused on introduction to basic media types. Focus of the thesis is how television advertising influence children, how they are capable, or not capable, to understand it, since what age they are able to critically evaluate advertising messages and from what age they are capable to understand the goals and purpose of media. Children, as specific and very easy to influence group are constantly talked to by media. Thesis, besides other analyses psychical evolution of children with focus on modern era of 21st century. The goal of the thesis is to understand and help navigate in quite difficult topic. Many different foreign, as well as Czech studies were made on this topic already. The focus of empirical part is to analyse and compare results of these studies made in last 10 years. In conclusion, all analysed studies are summarised together with recommendation.