

My master thesis looks at the role of advertising as a specific type of media texts in everyday life of teenagers. I perceive adolescence as an unusually dynamic stage of cognitive and social development, so it seems inappropriate to assume that adolescents' cognitive processes, beliefs and attitudes are the same as either adults or younger children.

I tried to prove my hypothesis that teenagers behave as an active audience of advertising media texts and so that they are not pure victims of contemporary consumer society. After summarizing the research on media public with a special accent on an active audiences, I tried to do a review of socialization theories, particularly theories of consumer socialization. One of the outcomes connected with the process of consumer socialization should be a certain degree of skepticism to advertising.

I intend to show how young people from thirteen to seventeen years of age, who are moving through adolescence, perceive, think and feel about omnipresence of advertising in contemporary consumer society. I was interested not only in how they see the role of advertising in their lives, but also how they describe the possible effects on themselves and on other people; style and arguments that they use; which topics they find relevant to write about, and last but not least, how far one can say that teenagers may be considered as an active audience of media text. My research was based on 152 written essays which I collected at schools during autumn 2006 and that were analysed by the method of content analysis.