

Annotation

This diploma thesis deals with the issue of consumer socialization. Socialization is influenced by four main factors, which are the media, family, peers and school. The aim of this work is to examine the role that the media play in the process of consumer socialization. The media are examined in the context of other factors that are inseparable from each other and therefore cannot be studied separately. The theoretical part deals with the phenomenon of consumption and consumer society, which are a prerequisite for consumer socialization. It also presents basic knowledge in the field of socialization, the media as a socialization factor and, last but not least, existing knowledge and research associated with consumer socialization. Through qualitative interviews with children aged ten to twelve, data were collected, which was then interpreted by thematic analysis. The analysis shows that children reflect their consumption and consumer desires by what is happening or seen in the media. The media itself is also consumed by children, but in the environment of new media it is often a matter of prosuming, ie that children are both producers and consumers of media content. In the process of consumer socialization, the media can be perceived as a significant actor and at the same time as a link that interacts with other socialization factors and enters into relations among them.