

Abstract

This thesis explores how children perceive extreme manifestations of social inequalities – poverty and wealth, and what role do media and media representations play in this process. Based on the literature, it is focusing on media construction of reality, media representations, and social inequalities in general, at the same time it deals with poverty and wealth in the context of perception and media representations, and it also explores the relationship between children and media. Furthermore, by analyzing the results of interviews with children the thesis directly examines how they perceive poverty and wealth and what role do media play in this process. The main finding concerning the social inequalities is that most children perceive them as legitimate and to justify them they use the method of naturalization or/and romanticization of poverty. The main finding concerning the media influence is that media affect children subconsciously and that their thoughts and attitudes to poverty and wealth correspond with media representations of the same in the media production for children.