

## **Abstract**

The thesis focuses on topic of marketing targeted on children in TV commercials for food and beverages. The theoretical part is devoted to information related to the psychological impact of advertising messages on consumers and describes the relationship of advertising to television as a chosen medium. A substantial part is then dedicated to children's perception of advertising, which is limited by psychological development, credulity or the absence of critical thinking. On the basis of the available knowledge, the advertising tools used by companies to attract the attention of the child audience are outlined and the last passage is devoted to the current regulation of marketing targeted on children in the Czech Republic. The subject of the practical part is then a quantitative content analysis of television advertisements carried out on six television channels that target a child audience at least in some of their broadcast sessions. The criteria for this were set on the basis of the selected study described in the theoretical part and subsequently modified in sub-points in order to reach the studied topic more precisely. The results of the analysis show that some elements such as music, animation or the use of authority figures in the spots are still used as a means to engage the audience, but other elements such as the use of animals or magic did not occur as often as expected in the sample studied.