

ABSTRACT

This bachelor thesis deals with the issue of the influence of commercial advertisement on the value system of children of younger school age in the Czech environment and in the context of society nowadays that is being significantly modified by the influence of infosphere and cyberculture. This impact relates both to an excessive TV watching and the use of other digital video equipment. This very frequently consists of the commercial advertisements which appear on TV as well. Watching TV strongly contributes to passive and consumerist lifestyle. Therefore, the role of parents is crucial because they can help children to do some activities and make them think critically about their real needs. Additionally, pedagogical action via media education, which has been still neglected, is essential. The aim of this thesis is to verify whether, and to what extent, children adopt this system of values presented by commercial advertising, as human value system is vital for one's development.