

Abstract

The bachelor thesis is devoted to the perception of gender stereotypes in advertising among children in two age groups, 4 to 6 years old and 11 to 13 years old. Children are considered more vulnerable to the effects of advertising compared to adults. This applies to the influence on purchasing behaviour, as well as to the acquisition of displayed content, for example in the case of stereotypes. The goal of the research was to find out if and how children in these two age groups perceive gender stereotypes in advertising and to compare these groups with each other. The research used interviews and selected activities aimed at different types of advertisements to understand the decision-making process based on them, to investigate how children replicate stereotypes in their own work and to understand what is significant for children in advertisements. The thesis also includes possible approaches and issues of a research with children and, last but not least, the ethics of this type of research. Based on the research, it was found that children in the younger group replicate gender stereotypes significantly more in advertising and in general, and they also use gender to defend their decisions and choices. In the older group, on the other hand, gender stereotypes were less noticeable, and children in this group focused significantly more on the individual elements used in advertising, which were essential for their decisions.