

ABSTRACT

The thesis deals with specific aspects of advertising for children. It contains a theoretical and practical part. The theoretical part characterizes advertising in general, both from the point of view of marketing and from the point of view of classifying advertising as a functional style within the Czech language. Furthermore, the theoretical part deals with the typology and description of individual types of advertisements, possibilities of targeting advertisements and working with target groups. It characterizes children as a specific target group and further divides it into several groups according to the findings of developmental psychology. It also deals with the legislative and ethical issues of advertising to children on the basis of legal regulations and codes of ethics. The practical part consists of an analysis of specific examples of print advertising for children. The practical part deals with the visual form of advertisements, analyses their content and describes the linguistic specifics of advertisements for children. Print advertisements published as part of children's magazines were chosen for the analysis. All aspects of print advertisements for children are evaluated with regard to the persuasive function of the advertisement. The aim of the thesis was to describe and evaluate which linguistic and non-linguistic means are typical for advertisements targeting children and how they fulfil the persuasive function of advertisements, which was done in the practical part. The key aspects of advertising for children appear to be linguistic simplicity, clarity of meaning and easy comprehension of texts, clear structuring of text and other graphic elements, eye-catching visuals and adaptation of the content of ads to the interests of the target group.