

## **Abstract**

**Background:** During adolescence, individuals develop their own lifestyle, experience self-awareness, and shape their identity. Children in this period often experiment, reject advice, and disregard the opinions of adults. Alcohol advertising shapes a positive relationship with alcohol across age groups. Adolescents seek new friendships, good mood, and an escape from stress, anxiety, and obligations. Alcohol advertising specifically offers guidance and recommendations for alcohol consumption. Alcohol advertising fails to highlight the negative consequences of alcohol use and the risks of addiction.

**Aim:** Describe and analyse the relationship between the influence of alcohol advertising, and the views and experiences of primary two pupils on alcohol use. To evaluate the exposure to alcohol advertising among second grade primary school students in Prague. To investigate the impact of alcohol advertising on pupils' attitudes and behaviour. To analyse pupils' awareness of the risks associated with alcohol consumption.

**Methods:** The bachelor's thesis has the character of quantitative research, the research tool is a cross-sectional questionnaire survey. Between May and June 2023, 35 elementary schools in the capital city of Prague were approached, of which 9 elementary schools were willing to participate. The sample consisted of 158 pupils from the eighth and ninth grades. Of these, a sample of 145 submitted questionnaires met the necessary criteria for evaluation. Descriptive statistics and chi-square test of dependence were used for data analysis. The results were presented using tables and graphs.

**Results:** 64.8% of respondents have tasted an alcoholic drink in their life. A higher prevalence was recorded among 9th graders, of which the highest among girls was 73.9%. The prevalence of non-alcoholic beer use was 68.3%, higher than for alcohol. 9th-graders experimented with alcohol more often, combined alcohol with energy drinks, had most of the experience with buying non-alcoholic beer, had problems with concentration more often, girls more often reported forgetting things, and students more often saw the health benefits of alcohol.

A greater influence of influencers was evident among students who consumed alcohol. Pupils mentioned brands for which more funds were spent on their promotion, they remembered the brand names of beers and spirits more often. As students age, their sensitivity to alcohol advertising also increases.

**Conclusion and recommendation:** Although the consumption of alcohol by persons under the age of 18 is prohibited, the research shows that 64.8% of pupils have experience with alcoholic beverages. Around the age of 15, children are more interested in alcohol advertising. Alcohol advertising creates future consumers through its availability and exposure. Further research may focus more on advertising in the online space, the effect of advertising alcoholic beverages in stores.

**Key words:** alcohol, advertisement, students, second grade of primary school