

Abstract

This bachelor thesis focuses on the communication practices of scammers targeting the elderly in the age of digital media and artificial intelligence. The theoretical part of the thesis focuses on the relationship between Czech seniors and digital media, as well as the most common scams perpetrated against seniors and the most common directions of Czech projects supporting their media literacy. In the practical part, qualitative research is conducted which will include interviews with representatives of the affected group. In the analytical part, two main conclusions are drawn from the interviews from which a proposal for a communication campaign will subsequently be presented. The aim of the thesis is to describe the current communication practices of scammers and to propose and offer solutions in an effort to help seniors in their fight against scammers.