

Abstract

The thesis deals with the topic of advertising aimed at children and its influence on their perception of gender stereotypes. The theoretical part of the thesis deals with topics related to television as a mass medium, television advertising and advertising targeted at children. Furthermore, the theoretical part introduces stereotyping in general and then gender stereotyping in particular. Although a wide range of advertisements target children, for this thesis I have chosen mainly toy advertisements. The reason for my choice is related to the research question. Within it, I will focus on whether and possibly how advertising targeted at children influences their perception of gender stereotypes. As specific examples I will use toy advertisements broadcasted mainly in the pre-Christmas period, when their concentration in the television environment is highest. The research part follows, which consists of introducing the methodology, which is interviews with children, and introducing and justifying the selection of participants. The research part then includes an analysis of the interviews themselves. The results of the analysis show that children perceive the gender stereotypes presented to them through the advertisements targeted at them and are able to attribute products, colours and activities to the different genders on the basis of these stereotypes.