

## **ABSTRACT**

The thesis examines the phenomenon of marketing on social networks, especially the so-called influencer marketing, which is currently inextricably linked to the social network Instagram, whose users include a significant number of school-aged children. Children are the specific target group that advertising campaigns are aimed at through influencers. In this thesis, we examine how children perceive this type of advertising, not only in terms of language. In addition to analyzing the linguistic means of advertising posts, we also examine whether Instagram users attending sixth or ninth grade of elementary school can decipher advertising content and distinguish it from the posts that are not a subject of paid cooperation. We also focus on how this ability is influenced by age and the amount of time that children spend on Instagram. Given the set goals, a research design combining a qualitative and quantitative approach was chosen. In the research results, we discuss the key findings of the questionnaire survey and interviews with children, and we connect the results of both parts of the research in the conclusion. The theoretical part of the thesis is the conceptual basis for the practical part of the thesis, in which we focus on the phenomenon of influencer marketing, the principles of its functioning and its ethical aspects, and we also analyze the basic assumptions of successful advertising texts and linguistic means typical of advertising discourse.