

This bachelor thesis is about the portrayal of old age in advertisements. Most attention of scientist and the general public is towards the portrayal of gender stereotypes in advertisements. Even though there are some foreign research papers, this topic of presenting the elderly is not very common in Czech Republic. The aim is to describe how the elderly are presented in advertisements today, compare the findings with the past and describe the changes that took place. This thesis will not be only focused on the way the old age is portrayed but also on the products that are associated with the elderly in advertisements and if they are portrayed stereotypically.