

## **Abstract**

The topic of the bachelor's work is Media education. The need to pursue media as an educational subject comes out of the fact that mass media is increasingly becoming a part of children's everyday social reality, it is a significant socialization establishment.

The goal of the work is firstly to describe the theoretical basis of media studies and media education in the curriculum, but also to demonstrate the need of shift in the educational understanding of media literacy.

The work is divided into three parts. The first part is about media in general, there are basic terms and strategies defined, both of which are used in media education and teachers should be familiar with this basis. The second part describes the effect that media has on society and individuals, mainly on those under age. The first, and today one of the main reasons why media education has been implemented into compulsory education and is often a subject of social discourse is the very effect that media has on children and youth. Media education as such is the topic of the third part - that is focused not only on the section of Media education in compulsory education, but mainly on the understanding of media literacy as a competence, which should not be just the base for our effective communication in mediated environment, but which is also a part of our meaningful being in society from preschool-age to adulthood, when it enables us to transform social experience.