

## **Abstract**

This diploma thesis with the name “*The process and result of negotiation of various actors over the form of media education: case study of Grammar School in Trinec*” is dealing with media education and its realization at Grammar School in Trinec. The theoretical part will describe various definitions of media literacy as a result of media education. It will explore the development of media education in Europe and in the Czech Republic and it will analyze various approaches to the realization of media education. The thesis will also mention some researches made in last years in the Czech Republic that dealt with media education or media literacy. The practical part will continue after the theoretical part and it will deal with the realization of media education at Grammar School in Trinec. It will not just be about simple description of the condition of media education at that school. The goal is to focus on factors that come into the process of negotiation over the form of media education. The author will try to find out how individual actors communicate with each other and what is their interest in media education. Thanks to qualitative research and a combination of various techniques of data collection the author will seek to uncover connections and as a result she hopes to understand the whole problematics of media education at that grammar school. Semi-structured interviews and focus groups will be used in the research. Various actors will be engaged in the research – school management, teachers and students. At the end the author will compare her research with other researches mentioned in the theoretical part and she will add her findings and possible explanations of those phenomenon.