ABSTRACT
This diploma thesis deals with the topic of fake news, which is presented as a current and crucial issue of contemporary media discourse. In the initial part of the thesis, the notion of disinformation is described and embedded into the context of related media concepts. The thesis deals with introducing possible consequences of media and misinformation influence for individuals and society. Description of fake news uncovering and coping techniques is also presented. Furthermore, the topic of disinformation is introduced in the context of media and media education, and the influence of media, including fake news, on people and their process of socialization is depicted. Principles which lead the brain to believe misinformation are also covered. In the final part of the thesis, the topic of disinformation is described in relation to humanities and elementary and secondary education framework program. Moreover, the importance and current nature of the topic of fake news is accentuated in the thesis. The last chapter features educational projects and organizations which cover fake news and their detection, and which can be of use to students and teachers alike.

KEYWORDS
disinformation, fake news, media education, media, media literacy, manipulation, basics of civics and social sciences, critical thinking