

Annotation

The following master's thesis deals with the issue of media literacy in relation to elderly population. The theoretical basis of this work contains of the theory of media literacy and media education, which is regarded to as a tool for cultivating media literacy. In addition to media education, the work also presents other ways to acquire media competencies, which are so needed in today's information society. After the introduction of theoretical approaches to media literacy, there is also a description of selected methods applied to determine the level of media literacy. The next part includes a description of media literacy in relation to senior citizens who form a very specific group in this area. As part of my own research survey, the level of media literacy in a group of 12 senior citizens is mapped on the basis of a proposed tool for determining the level of media literacy, which is based on the presented theoretical approaches. Qualitative research includes a detailed analysis of data, which were collected through interviews with the target group and which were supplemented by practical exercises. Media literacy research focuses on the area of knowledge, abilities and skills, and patterns of media use. According to the collected and analyzed data, a description of all respondents is presented at the end of the work with regard to their identified level of media literacy.