

The day-to-day part of our lives are media, which make for distribution of information, offer us some products and have an important impact on our every day activity. It is more and more evident, that everybody should have some kind of medial literacy that becomes one of the most important competence. Its insertion was institutionalized under the name of Mass media education which takes shape of independent learning subject or of one part of the others.

88

Within the reform's efforts, the Mass media education was included in Framework education program for basic education as cross-sectional topic. Based on this educational program, schools had to work out their own special program until September of 2007.

The first target of Mass media education is to draw up the functioning of medial texts, to explain how they participate in generating of meanings and mainly to make clear the activity of media organizations and institutions. The second target is to describe how the public accept some medial products, technologies, institutions and how this public, being every day in contact with media, makes its own significations.

In October and in November the empirical survey took place and its aim was to find out teacher's attitudes towards Media education and to make clear how they managed with its integration.