

Abstract

This diploma thesis entitled *Media Literacy of Students of The Czech Upper Primary Schools* deals with media education and media literacy of Czech upper primary school students with focus on their abilities to analyze and verify media messages.

The theoretical part of the thesis describes the implementation and concept of media education in Czech educational system and also presents media education within the Educational Program Framework (Rámcový vzdělávací program). Furthermore, the document Recommended Expected Outcomes for Media Education (Doporučené očekávané výstupy pro mediální výchovu) is presented in more detail, on the basis of which the first part of the questionnaire in the research section was created. Then, in this work, media literacy is defined, and especially the key concepts of disinformation, fake news and hoaxes. The most up-to-date research on the level of media literacy is also presented here. Furthermore, projects that have been and are being created in the Czech Republic for the purpose of education in the field of media literacy are presented.

The aim of the research part is to measure the level of media literacy at the Czech upper primary schools using quantitative methods in the form of a questionnaire survey and a qualitative method in the form of focus groups. Specifically, at the elementary school in Jablonné nad Orlicí. This research is focused on the verification of selected knowledge from the document Recommended Expected Outcomes for Media Education (Doporučené očekávané výstupy pro mediální výchovu) with emphasis on the ability to analyze and verify media messages.