

## **ABSTRACT**

The aim of the presented bachelor thesis is to map the media image of 9 selected geological terms related to the topic “Evolution of the Organisms on the Earth” and to analyse an educational potential of selected media texts/articles for teaching process at primary and secondary schools. The bachelor thesis also presents the author’s methodology for evaluation of the occurrence and categorization of (geological) terms in media texts/articles selected using the Anopress database. The thesis combines qualitative content analysis and qualitative research. The research sample includes 115 articles/texts from the 15 most read news websites from the first to third quarters in 2021. The results show that (i) the most frequently mentioned topics in media are recent organisms, geological environment and ecological terms and relationships in a context of the analysed geological terms, (ii) only a small percentage of the analysed articles/texts can be used for teaching process at primary and secondary schools as supplementary studied materials, because most of the articles have mentioned geological terms without further explanation, (iii) Deník.cz has the highest educational potential from the 15 most read news websites.

## **KEYWORDS**

Media, terms, geology, teaching, primary school, secondary school, methodology, Anopress database