ANNOTATION

This thesis concerns with media models of preschool child resilience. The theoretical part summarizes knowledge about developmental period of preschool child, social learning, imitation and human resilience. Further it is devoted to the media issue, especially media communication influence, child viewer and model learning per television transmission.

The empirical part contains qualitative research of eighteen child animated cartoons. There were demanding situations and the coping strategies explored in the analysis. After their evaluation we recommended advisable child cartoons from the perspective of potential influence on resilience development of preschool child in the sense of self-efficacy, and comparison of Czech and foreign production.

KEY WORDS

Resilience, self- efficacy, imitation, media, television, animated cartoons, qualitative research