This thesis deals with the book as a medium and its comparison with other media available in the nursery schools in the Czech Republic. There is a definition of the media and the book in relation to a child of the pre-school age in the first part. This theoretical part is followed by an investigative survey carried out in nursery schools, which is focused on the views of teachers in nursery schools, parents and children as well. The final section depicts the project how the book can be used during the educational process in a nursery school.