

Abstract

This thesis deals with television programmes for children. The aim of it is to introduce the topic and analyse them from language and cultural point of view, including the aspect of their suitability for children viewers. Importance of Media Education and following its basic principles are highlighted too. Children viewers are divided into groups according to various criteria, i.e. age, speech abilities and psychical development. The thesis contains research focused on parents' approach to Media Education and learning foreign languages via television programmes. Those are compared as to criteria that are established in the thesis. The author would like to present the topic, divide the viewers into groups and analyse the programmes with the emphasis on benefits of Media Education.

Keywords: television programmes, children viewers, Media Education