

The aim of the thesis is to elaborate the methods of education of future teachers in the field of reception and analysis of media texts (especially of the printed media). Even if the school subject media education in the Czech republic has been newly introduced (as well as frequently discussed), the present topic did not find a due place in the curricula at the faculties of education (preparing the teachers for secondary schools, in particular for grammar schools). The media education may be considered either as a particular school subject or as a component of relative school subjects, e. g. of mother or foreign language teaching, civics, history etc. Its contents includes a large scale of topics - media institutions, functioning of media channels and media market, critical reading of media texts, analysis of the forms of media manipulation and stereotypes, publicity etc. It is mostly this interdisciplinary approach which situates the media education within the wider picture of a rather complex study of language acquisition.