

Abstract

The choice of a nursery school is a first life step into the world. A daily schedule, age composition of educationalists, size of the facility or reachability from home are some of many criteria influencing parent's choice of the nursery school for their child.

The diploma thesis "What forms the image of nursery school in the eyes of parents" is divided into two parts – theoretical and practical. The theoretical part describes and characterizes individual elements of image in connection with the preschool institution during particular time period and shows first moments before entering nursery school. The practical part describes the realization of the research focused on nursery school choice criteria, parental expectations about the nursery schools and their view of the preschool education but also educationalists' opinion about the image. The chapters in the practical part are also focused on individual nursery school characteristics, detailed data analysis as well as data summary and evaluation of three distinct questionnaires. The thesis conclusion contains overall summary of all gained data and knowledge and final suggestions for creation of nursery school image.