

ABSTRACT

The ground for this bachelor's thesis is a general concept of text within which the author addresses her goal - to introduce new forms of reading. She proceeds from the traditional form based on reading of written and printed texts and to identify the new forms she chooses different criteria including the dominant communication code, and the medium conveying text. On the basis of the dominant code she differentiates visual-graphic reading based on reading pictures and graphic characters, and, in terms of media, reading texts using digital technologies. In connection with the rise of the new forms of reading, the author deals with basic problems concerning reading, understanding and reflecting printed, visual, and digital texts and their processing. Text work leads to the conclusion the author considers a major problem for any learning and text processing. Having compared studies of reading Čteme?: obyvatelé České republiky a jejich vztah ke knize, Čtenáři a internauti, PISA 2000 and PISA 2009, the author concludes that there has not been quantitative, but rather qualitative decline of traditional reading. She sees the main cause in underdeveloped reading skills. These skills and their development thus seem to be the issue to elaborate and examine further in the future master's thesis.