

Abstract

The choice of a nursery school is a first life step into the society. 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" 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 is 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. Sample of selected nursery schools is characterized in the thesis together with detailed data analysis and evaluation. The conclusion of thesis contains overall summary of all gained data and knowledge which can be used for suggestions of nursery school image creation.