

Abstract

Title: Children as propagators of media literacy in the family

Type of thesis: Bachelor thesis

Author: Aneta Říhová, B.A.

Supervisor: Radim Wolák, M.A.

The bachelor thesis deals with the spreading of media literacy in families. Concretely, attention is paid to the relation between the media education, which is established into the school curriculum and whether the scholars of primary schools in connection with completed lessons become, or at least can become propagators of media literacy. Today is media literacy achievement mostly associated with the school media education. But it is the family environment, where the children's relationship with the media is established from early childhood. The actual effect of children on the propagation of media literacy in families has not yet received significant attention.

In the theoretical part of the thesis are presented the initial concepts and realised research is included in the wider context of media education in families. The empirical part of the thesis presents the results of the research, which was based on four semi-structured interviews in two families - separately parent and a child attending upper primary school or an equivalent year of grammar school. The work does not aim to produce generalizable results, but attempts to draw attention to this aspect and present a basic foundation for any deeper exploration of issues.

Keywords: media literacy, media education in school, media education in the family, family, children, socialization, communication styles in the family, media usage in the family, parental mediation, qualitative research