Abstract

This paper focuses on the much discussed topic of media literacy. Rather than focussing on the education of pupils, it turns to the possibilities of education primarily of high school teachers in the area of media education. It briefly presents the issue of media education and media literacy, and its historical tradition in the Czech lands. It focuses on the principles and rules of adult education from the point of view of andragogy. It analyses the offer of training programs, seminars, professional literature and specialized websites from non-profit organizations, private companies, the state and universities. A separate chapter provides an overview of the subjects taught with media themes at faculties of education. The research focuses on educational strategies and approaches to teaching media skills among several teachers from grammar schools in Plzen. It not only evaluates the amount and type of used forms of education, but takes a closer look at the motivation of teachers for further professional self-development, their relationship to the media and individual capabilities in the implementation of cross-cutting topics at individual schools. In the conclusion, the paper tries to show the positives and negatives of the current situation, to critically evaluate the situation in the area of further professional education of teachers, and to suggest possible solutions and improvements for the future.