

ABSTRACT

This thesis is named *Linguistic Analysis of weather forecasts* and is divided into two parts, theoretical and practical.

In the first part of this thesis readers can find general knowledge of field of media: the term *media communication* is defined, specifics are described, it is talked about a media product, content and meaning. After that we mention media audience with respect to the pupil as a special type of recipient. The following is a characteristic of television weather forecasts within the media communication and analysis of its typical means of expression. The last part of this section is the description of the school curriculum, especially the media education, because the research was made in the schools and the main goals of this thesis were based on requirements of curricula of the Czech Republic.

The second part presents the motivation of investigation and the method of the action research that was chosen. The largest part of this section is the part containing the whole evaluation and interpretation of the results of particular activities, both propaedeutic and proactive with the media product.

The main goals of this thesis are the development and subsequent application of an action plan with projected activities for the Czech language teachers at primary school, especially in the 7th grade. The plan allows: 1) appropriately classify the TV weather forecast in teaching, 2) develop student's ability to understand the specific type of media product, 3) to make student's work with various information sources more effective, 4) to improve their ability to find, evaluate and organize information.

The results show that the researcher designed and built the activities of the action plan properly and therefore that all participants have benefits from the research. The pupils from the 7th grade understand the contents of the television weather forecasts with understanding as the other texts. It therefore appears that when the teachers lead the pupils systematically, the teacher can develop the competencies properly and thus disprove the

common assumption that television weather forecasts represent products as media communication for second level primary school pupil unclear and in terms of information wrought by the texts are difficult to access.