

## **Abstract**

This bachelor thesis investigates the influence of media communication channels on students in elementary schools, mainly from the point of view how the media influence is perceived by the students themselves. In the introductory part the thesis presents key theoretical findings from selected literature related to the chosen theme and the paradigms issuing from theoretical research, mainly in the field of television broadcasting impact on the selected age category and on its capacity to notice the media impact by itself. In order to set the theme in the appropriate context the paper also introduces specialized terms, theories on the media impact and an overview of the current level of media education in families and schools. The empirical segment, which is the main part of this thesis, explains in thorough detail the preparation, execution and outcome of the research questionnaire applied on two Prague elementary schools. The questionnaire was applied on students from the 5<sup>th</sup> to the 9<sup>th</sup> grade. The quantitative research measurement, which was calibrated to confirm or infirm the research hypotheses, often confirms the previous theoretical findings and results of earlier research by quoted specialists. This paper however enhances the existing literature with a few new and relevant findings in the context of new media and its provable impact on children of school age. It is to be noticed however that limitations exist while trying to apply the findings of the current paper on a wider population: the current research engendered only a limited number of subjects with a specific profile in terms of age and educational development. In conclusion, the current work provides several practical recommendations for further deepening the issue of media literacy, mainly with regards to the investigated target group. Our recommendations are applicable both at home and in a professional educational environment.