

Abstract

This thesis examines the content of TV series for children called *Nauč tetu na netu* and *Pirátské vysílání* broadcasted on public channel for kids *Děčko*. The programs are designed for children in age range from 8 to 12 years and its purpose is to increase their media literacy in entertaining way.

This thesis consists of three parts. The first part is theoretical and it is focused on the characteristics of TV channel ČT:D, media literacy, media education, Framework Education Program and Recommended Expected Outputs in area of media literacy. The second part elaborates other TV educational series dedicated to media.

In empirical part the main emphasis is put on the content of the series and features of the programs, its structure and main characters.

Qualitative analysis investigates the content of each episode with emphasis on media themes and its relation to Recommended Expected Outputs for media literacy for children from 8 to 12 years old.