

## **Abstract**

The diploma thesis, by means of a qualitative research, deals with the attitudes, opinions and behaviour towards media of the selected students who are at grade L3 at a technical secondary school at the beginning of the school year and it is focused on potential changes in these attitudes, opinions and behaviour after a half-year attendance of the subject called Multimedia and Project Education which should fulfil aims written in the RVP dealing with the topic called Media Education. During the research 24 dialogues were realized in two periods, at the beginning of the school year of 2015/2016 and after the first term of this school year. After coding, analysis and interpretation of the data it was observed that there were certain changes in some students' opinions and behaviour; however, most of the students' attitudes were the same. The function of the research is rather explorative and it could be a source of inspiration for a further research taken in the field of media education in the Czech Republic. Although the achieved results dealing with the changes in the field of attitudes, opinions and behaviour are valid only for the selected students at the chosen technical secondary school, the value of the work could be also seen in the fact that, by an example of a school, a teacher and a class, it allows us to understand which aspects could be problems while implementing media education into teaching at a secondary school in the Czech Republic.