

Abstract

This thesis focuses on the children's literature and the cross-medial approach to storytelling for children. The topic is seen in the context of the Czech Republic and the German-speaking part of Switzerland. The aim of this thesis is to understand the relation between the children's literature and the cross-platform approach to the children's story from the point of view and an experience of book publishers, professionals on the children's media and the media in the life of children and children themselves. Within the frame of the cross-national social research was used the method of in-depth interviews with the adult participants and the method of focus groups with the children. According to the results of the research is neither the market environment nor the attitude of the society in the Czech Republic or Switzerland ideal for creating the children's cross-media contents, but the situation is slowly changing and it is possible that the share of the cross-platform contents created for children by the local authors will increase in the future.