

## **Abstract**

The central theme of the diploma thesis is incorporation of media education at the first stage of primary school. The theoretical part of the thesis briefly defines the basic concepts related to media education, offers an insight into historical background and gradual integration of media education into the Czech educational system and, last but not least, introduces current state of this cross-curricular topic at Czech schools. The practical part is devoted to a research survey aimed at finding out which didactic topics of media education are mostly reflected in educational materials intended for the first stage of primary school and at the same time at ascertaining how the pupils are mostly involved in media education in terms of task assignments contained in teaching materials. The results of the research show that the most frequently reflected topics of media education that appear in educational materials are advertising, its regulation and influence and characteristics and function of traditional media. In case of the method of pupils involvement in media education, the research findings show that pupils are mostly called upon to receptive activities. To obtain the results of the research survey, qualitative content analysis of selected teaching materials was used.