

ABSTRACT

The thesis is focused on the influence of media education of the ability of students of the second grade of elementary schools to interpret media communication. The reader will be provided an insight into the issue of media and their influence on a person with a main focus on the students of the second grade of elementary school.

The second part of this thesis present the concept of media education, it offers a proposal for a block of media education with assessment of the impal of teaching on the respektive competencies of the students. The effectiveness of the teaching will be assessed through research surveys designed as a qualitative comparison of students' testimonies after completing a media education course, using the group interview Focus group. The questions are focused on the critical analysis of media communication, whereas students' answers are compared with a control group that was not equally educated.

KEYWORDS

advertisement, influence, focus group, media, mass media, media education, second grade of elementary school