

Annotation (abstract)

The main aim of this diploma thesis is to describe projects of selected Czech media institutions that arised from the beginning 2008 until the end of May 2019 and aimed to develop and support media literacy of the public. It will be primarily about researching of programs of the Council for Radio and Television Broadcasting, the Czech Television and the Czech Radio. We also pay certain attention to projects of other media institutions. For individual projects, the work focuses primarily on the period of origin, format, type and its thematic content. The obtained data will be summarized in a well arranged way at the end. Based on the results and with regard to the current state of media literacy in the Czech Republic, at the end of the thesis, will be proposed other formats for individual institutions that could help the development and support of media literacy. In addition to this systematic research, at the beginning the work will deal with the history of implementation of media education, that means systematic education, to achieve various levels of media literacy in the world and Czech society. In describing the history of media education, particular account will be taken of the role played by the media and media institutions in the process. The thesis will also mention some current foreign projects developing media literacy.