

## **ABSTRACT**

This diploma thesis focuses on social networks and their usage in media education at a lower secondary school. The thesis exclusively deals with Facebook and Instagram and is divided into two parts, the theoretical one and the practical (empirical) one. The theoretical part studies both types of social networks and presents their development. Moreover, it focuses on the specifics of electronic communication and alludes to other topics such as media communication, media literacy, media education etc. The concluding passages of the theoretical part then focus on the relationship between media education and the curricular documents of the Czech educational system. The following practical part applies the outcomes of the theoretical part. Firstly, it takes into account works of several Czech linguists on whose findings the empirical analysis rests. Secondly, the reasons why media education should be present in education are listed. In its main part, the thesis then presents an analysis of selected material related to media education and offers possible methodological suggestions relevant to media education. The outcomes of those suggestions for the curricular documents are present, too. Finally, it also copes with research conducted on Czech language teachers and their stance towards Facebook and Instagram. In the concluding passages, the author then summarizes all his findings and gives an interpretation of the results of the research.

## **KEYWORDS**

social networks, electronic and media communication, Facebook, Instagram, media education, media literacy, teaching media education, Czech language and literature, curricular document