

## Annotation

This bachelor thesis is focused on the environmental education in the children's shows at the public channel ČT:D. Specifically this is the shows *Ty Brd'o!* and *S Jakubem v přírodě*. The main intention is the qualitative analysis of these shows and using of them in the education. To find out what these shows can offer to the children from the perspective of the media studies. The thesis is divided into three parts.

The first part emphasis the theory. Primarily the channel ČT:D, it's origin and evolution, program scheme, web sites and education. Besides there's summary of the *Framework educational program (RPV)* and *the Recommended expected outputs of the environmental education (DOV)*. These materials are then compared with information gained by qualitative analysis.

The second part of the thesis is dedicated mainly qualitative content analysis of individual parts and comparison of acquired data with the *Framework educational program* and *the Recommended expected outputs*.

The last part of the thesis is dedicated to the focus group, which was carried out with eight children from the target group of analysed shows, and summary of the obtained information.