ABSTRACT

This diploma thesis deals with the graphic processing of the chapter Birds (*Aves*) in natural science textbooks for teaching at elementary school or lower grammar school with a focus on the model species (hereinafter referred to as MS) used for the chapter. The focus on MS stems from the fact that the authors choose different taxa representatives from the taxon, they are not uniformly displayed or described.

The theoretical part of the DT deals with the definition of a textbook and the possibilities of its analysis. In particular, research is described here, which focuses on the importance of graphic information in textbooks and misconceptions in pupils for the taxon birds. In the second part of the chapter I deal with the characteristics of the bird taxon.

In the practical part of DT, my first goal is to map and analyze graphic information and its processing for the taxon birds (*Aves*) in natural science textbooks for primary and lower grammar school. The analysis involves the comparison of specific textbooks, the ways in which they are displayed, the ways of describing them in the text and other characteristics that relate to all general pictures that show important features of the group. Another aim of this part of DT is to describe and evaluate the MS for the bird tax (*Aves*), which would be suitable for teaching at elementary school or lower grammar school, including the inclusion of authors in textbooks.

At the end of the DT, I summarize the results of the comparison of used MS in natural science textbooks for primary and lower grades of grammar school, their use in today's teaching and analysis of their presentation and inclusion within the relevant textbooks. The results of the analysis show that the processing of graphics and image information in textbooks is very diverse. Each version, design has its pros and cons. This work points out exactly what disadvantages to avoid when creating another textbook. Another important conclusion is the characteristics of universal MS, which should be used in teaching. Such an MS should have two important features, it should be generally known and attractive enough for pupils.

Key words: textbook, textbook analysis, model species, birds