

This thesis surveys the supply of children's and young people's magazines available on market in the Czech Republic. On basis of selected samples, the work analyses employed means of acceptability. The issue is discussed in context of magazines as a commodity. The study points out the fact that in the present day when safety of many ordinary goods is being scrutinised, there is no mechanism monitoring the quality of this particular product. That is why this treatise emphasizes the importance of media education. A focused endeavour toward medial literacy of children and young people is the only means to a quality improvement of magazines on offer. The thesis is closely linked to practical research and offers tangible proposals of utilizing magazines in preschool and school education. It also fosters an ambition to become a "manual" for parents and educators when selecting suitable magazines for children and young people.