

## **Abstract**

This bachelor's thesis aims to examine the influence of the development of information and communication technologies on media literacy. In short, it is an analysis of statistical data on the development of ICT and the subsequent implementation of this data on the empirical facts about media literacy in the Czech Republic. Main idea is focused on the gradual transition from traditional methods of transmitting media information to digitalisation and how Czech society is dealing with this change. The paper demonstrates the differences in the opportunities to access modern technologies which can display media content and examines these differences in various socio-demographic groups.