

Abstract

This thesis is focused on the impact of media literacy in terms of the ability of high school students to interpret political advertisement. In the part of this thesis the reader will be introduced into the concepts of modern democracy and mass media as its important part especially, within the context of politics, in the pre-election period. The reader will be provided an insight into the issue of the influence of mass media on citizens who are exposed to the products of political marketing. Due to the focus on high school students, this thesis mentions research domestic one as well as international that puts together terms as politics-media-teenagers. The second part of this thesis is designed as a research aimed at the impact of media literacy on the students' skills to analyze a political advertisement as well as their civic attitudes. The research is conducted as a qualitative comparison of statements of the analytical abilities of students who took part in media literacy course with those who did not.

Key terms: democracy, elections, political campaign, political marketing, political advertisement, media, mass media, media literacy, high school education