

## **ABSTRACT**

The thesis "Contemporary Magazines for Preschool Children from Family Point of View" introduces the area of reading pre-literacy focused on the issue of children's magazines. The theoretical part of the thesis defines the notion of the pre-literacy and the importance of reading pre-literacy in relation to the child of pre-school age. It also focuses on the child's relationship to the book and the children's magazine. The empirical part aims to explore children's magazines through documentary analysis, focusing on the content of current magazines for pre-school children. Another goal is to find out, by means of a questionnaire survey, on what criteria the parents choose children's magazines and what role the children themselves have in choosing the magazine. The results of the analysis found that there are magazines of good quality and content suitable for preschool children (Báječná školka, Raketa) and lesser quality magazines (Barbie, Auta). The results of the questionnaire survey show that most parents choose a children's magazine according to the quality of the texts, however the children's wishes plays an important role in the selection.