

Abstract

This thesis outlines the current state of adult media literacy and education in the Czech Republic. It defines basic concepts, present and historical approaches of media literacy and its anchoring in the Czech legal order and international documents. It further focuses on current phenomena of media world and selected media institutions involved in media literacy development. The analytical part compares and evaluates Pan-European and Czech research aimed at measuring the level of media literacy of adults.

Key words

media literacy, media education, media, adult education, longlife learning, civic education