

ABSTRACT

The thesis deals with general public's awareness of the issue of hearing impairment. The theoretical part introduces the classification of hearing handicaps; it describes groups of people with hearing disabilities, their means of communication as well as attitudes and prejudice of the public towards such people. It offers an account of how the relationship of the public to the people with hearing impairments changed over time and discusses causes of the prejudice and stereotypes. The thesis similarly presents a number of options for obtaining information on the issue and focuses on the possibilities regarding teaching of sign language. The empirical part investigates the level of public awareness regarding the issue of hearing handicap, whether they are satisfied with the level of understanding, and whether they are interested in receiving information via an educational event in their surrounding or a short informative video providing basic information.

KEYWORDS:

public's awareness, hearing impairment, prejudice, enlightenment.