

The aim of this diploma thesis is to describe the uniqueness of the Baobab publishing house books for pre-school children and to find out what is the opinion of parents and pre-school teachers on selected books from this publishing house, on their content and on their graphic design.

In the theoretical part I describe and explain the basic concepts of the reading literacy. I also devote to the contemporary situation in the book market for children, especially pre-school children, mostly non-readers. I focus on a small alternative publishing house called Baobab, its book production for children in general, and on its awarded books.

In the empirical part I interviewed parents (41 returned questionnaires altogether) about their awareness and opinion on the Baobab publishing house and on selected books published by Baobab, namely *Jak zvířata spí* (How Animals Sleep), *Šmalcova ABECEDA* (Šmalec's Alphabet) and *Z domu a zahrady* (From the House And the Garden). I also interviewed 7 pre-school teachers to find out about their awareness of the Baobab publishing house and about their opinion on the selected books. Unlike the parents, all teachers had known the publishing house. It was proved that although the publishing house was awarded several prizes for its children's books (especially for the graphic design), the adults have ambivalent, if not negative, opinions on the Baobab books. They consider the books imaginative and with an original design, however in many cases unsuitable for pre-school children - even though the book texts are understandable for children.