

## **Abstract**

The topic of the dissertation is media literacy as perceived by key agents of the media education of adults. Media literacy is a term that can be viewed differently and whose content changes over time. For this reason, the term is introduced in its entirety. While the views of politicians and theorists can be derived from published legislation and scientific literature, the views of people most engaged in the development of adult media literacy in practice are not known. Therefore, the dissertation focuses on how the individual agents of adult media education (organizers, participants and officials) perceive the concept of media literacy, whether they share a common perspective on media literacy and whether it is possible to characterize representatives of individual concepts. The prelude to this phase of the research was a qualitative content analysis, which provided a typology of opportunities for adult media education in the Czech Republic. This was then used to select the most diverse sample of educational events and informants for the main phase of the qualitative research. Semi-structured in-depth interviews were conducted with informants. As a result of the data analysis, seven dimensions of media literacy were identified, the various combinations of which formed different concepts of media literacy for individual informants. Some informants agreed on the concepts of media literacy, but no similarities were found that could characterize representatives of certain concepts. The discussion reflects the results of both phases of research with regard to theoretical and other contexts and notes, among other things, how the informants and theorists differ in their views on the concept and goal of media literacy, while also considering the effects of the protectionism prevalent among informants and public discourse on (not only adult) media education in practice.

## **Keywords**

Media literacy, media education, adult media education, perception of media literacy, typology of media education opportunities for adults