

Abstract

This thesis describes current options of measuring of media literacy level of elderly and possibilities of increasing such value of this kind of population. The goal of this thesis is to analyze possibilities of media literacy level measurements considering specifics of elderly population and identify possible media literacy development of elderly population in Czech Republic. This work focuses on basic definitions, concepts, models and connections of media and media literacy. The next part of the work talks about exact measurements possibilities and specifics of the measurements of senior population and also discusses possible development options currently available for seniors in Czech Republic. An empiric part of the work deals with analyses of media literacy research in Czech Republic between years 2016–2020 which were explicitly focused on elderly population or grown-up population where elderly population was part of it.

Keywords

media, media literacy, elderly, media education, level of media literacy, development of media literacy