

ABSTRACT

This diploma thesis explores in what way disinformation affect thinking and acting of people from psychological and sociological point of view. It defines fundamental concepts often used in relation to modern media world, such as fake new, propaganda, trolling, etcetera. Moreover, it covers how disinformation are accepted by various social groups and why the groups succumb to them. In the subsequent part, it explains, based on expert opinions, the role of media in today's society, how media contribute to the cohesion of the society, but also to its division. An important point is the attitude of the state to disinformation and to overall concept of free speech on social media, where it is often used to spread lies. The main part of the thesis concerns with education, particularly with the relationship between teachers and schools and media education. The practical part of the thesis is based on conversations with teachers from various schools which answer questions related to the teaching of media education. The point of the interviews is to connect them to the theoretical part as well as gain further insight into the topic. Furthermore, the work describes chosen teaching activities that demonstrate ways how media education could be integrated into the tuition of history and civics. The goal of the diploma thesis is to find a solution that would lead to societal change in the approach to media literacy without which one cannot succeed in the modern world.