

Abstract

This bachelor thesis explores the level of media literacy of Generation X. It examines the media literacy of its members through related topics such as Generation X's media habits, trust in the media or media education opportunities. The theoretical part introduces the topic of media literacy and the historical development of media education, explains their importance for individuals and society, presents current media education offerings in the context of lifelong learning and the latest research conducted in this area. The practical part is devoted to the qualitative analysis of ten in-depth interviews. It examines the experiences and attitudes of Generation X representatives from two perspectives, the initial approach focusing on each respondent separately to convey the respondent's answers as a unique combination of individual experiences, habits and opinions. The subsequent part of the analysis provides a comparison of the respondents' answers and formulates sub-themes suitable for further research on media literacy and media education for Generation X. These include the role of opinion leaders in decision-making, information overload, and self-reflection in media education.