

ABSTRACT

This thesis deals with the issue of use of media and multimedia by preschool children, and their parents. The thesis is divided into two parts – theoretical and practical. The theoretical part is based on the study of literature and is divided into five main chapters. In these chapters, I discuss the characteristics of the preschool child in relation to the topic. I describe the field of media and multimedia and look at how media affect preschool children and what the role of parents is in the work of preschoolers with multimedia. The last chapter, which deals with literacy, is divided into two subchapters, which address reading literacy and preliteracy and multimedia literacy. In the practical part, I implemented a questionnaire survey directed to parents and also semi-structured interviews with preschool children. Through this research investigation I aimed to find out how preschool children currently perceive the media world. I also focused on the extent to which multimedia is used by today's families compared to other media or other leisure activities and how parents approach the use of multimedia by children. A sub-objective of the practical part was also to create, put into practice and then evaluate the lessons with a children book that addresses the issue of multimedia, with using reading strategies. Although there were minor shortcomings in the implementation, described in the evaluation of the lessons, the prepared lessons can serve as inspiration for preschool teachers on how to include the topic of multimedia in preschool education.

KEYWORDS

preschool child, literacy, reading literacy and preliteracy, media literacy and media education, media and multimedia, children and media