

The main goal of the diploma thesis is a comparison of chosen areas of media education in the Czech Republic and Great Britain. The work is focused on determination of theoretical framework of media education. It states definitions of media literacy and media education, and presents different approaches to media education implementation and its historical development in CR and GB.

The nature of the thesis is comparative. The comparison is made in specific areas: media education in the national curriculum, education and teacher's training, the institutions which focus on media education, educational activities and media industry initiatives.