

Contents

A few words of introduction 8

1 Media pedagogy – theoretical framework 10

1.1 The concept of media pedagogy 10

1.2 Goals of media pedagogy 12

1.3 Media literacy and media competencies 13

Chapter summary 17

2 Media education in the Czech Republic 19

2.1 Media education in the curriculum 19

2.2 Interdisciplinary aspects of media education 22

2.3 Recommended expected outputs for the cross-cutting theme Media Education 26

2.4 Information and methodological sources for teaching media education 29

Chapter summary 31

3 The media 34

3.1 The media and their classification 34

3.2 Media institutions and the functions of the media 36

3.3 Media communication and the public 37

3.4 Examples of educational activities on the topic “Media” 39

Chapter summary 40

4 The influence of the media 43

4.1 Media manipulation 45

4.2 The influence of media on society 46

4.3 The influence of media on children – children and television 47

4.4 Examples of educational activities on the topic “Influence of the media” 51

Chapter summary 52

5	Media ethics and regulation. Stereotypes in the media	54
5.1	Media ethics	55
5.2	Self-regulation and regulation of the media	58
5.3	Stereotypes in the media	59
5.4	Examples of educational activities on the topics “Media ethics”, “Media regulation” and “Stereotypes in the media”	64
	<i>Chapter summary</i>	66
6	News reporting. Media and politics	69
6.1	The importance of news reporting, types of reports	70
6.2	Selection of news items	72
6.3	Constructing news reports	74
6.4	The relationship between the media and politics.....	77
6.5	Examples of educational activities on the topics “News reporting” and “Media and politics”	79
	<i>Chapter summary</i>	80
7	The media and entertainment.....	83
7.1	Types of media entertainment	84
7.2	Infotainment	85
7.3	Entertainment on the internet	86
7.4	Other entertainment genres	89
7.5	Examples of educational activities on the topic “The media and entertainment”	91
	<i>Chapter summary</i>	92
8	Advertising and its place in media education.....	95
8.1	Types of advertising.....	98
8.2	Advertising strategies	100
8.3	Advertising slogans.....	104

8.4 Examples of educational activities on the topic “The media
and advertising” 104

Chapter summary 106

9 Internet safety – cyberbullying 109

9.1 Cyberbullying – definition 109

9.2 Types and means of cyberbullying 112

9.3 Preventing and dealing with cyberbullying 114

9.4 Examples of educational activities on the topic “Cyberbullying” 116

Chapter summary 117

Correspondence tasks 119

Cited and recommended literature 120