

Summary

School media create specific territory of media landscape. However in certain circumstances, they can be considered as organisational media, which forms a part of civil media sector, or as alternative media. School media create from school peculiar type of public sphere too.

School media production has quite long tradition in the Czech environment. First school media have a form of school or class magazines, which have appeared in the mid of 19th century. At the beginning, they were made from initiative of pupils and students. Their closeness to school has been changed and influenced by school experience and political situation through time. As a result, publishing of school magazines has been supported, tolerated, afflicted, and subordinated to supervision. Production media output as a part of incipient form of media education has not appeared until 80s of 20th century.

The spectra of school media has extended after the November 1989. Firstly, the organisation of independent school radio and television broadcasts has started, besides school and class magazines and occasional student's broadcasts in school radio. Secondly, thanks to the extension of information and communicative technology, the new type, school internet media has emerged. Finally, there is the enlargement of other types of school media production like a contribution of pupils and students on school's web page or their cooperation with professional media.

In the context of debate about the need for media education and its implementation into class work, the production of school media and realization of another media production is becoming a tool to creation and development of media literacy and integrates into the educational process.

The presented work maps the characteristics of school media in the regions of Olomouc and Ústí nad Labem. In the academic year 2007/2008 some kind of school media production has been implemented by 55 percent of primary and secondary education in the region of Olomouc, more than 69 percent of schools in the region of Ústí nad Labem. Moreover, in the academic year 2008/2009 the percentage has increased in the region of Ústí nad Labem to 75 percent. The most common form of school media production is printed magazine (primary schools) and cooperation with media (secondary schools) in both regions. School and class magazines of primary and secondary schools from the regions of Olomouc and Ústí nad Labem accents the themes associated with school environment. On the contrary, they do not reflect politics. The

contribution of primary school magazines from both regions tends to have form of articles. High school students in the Olomouc region prefer prose, in the Ústí region report.

Among the most common obstacles, that hinder the realization of school media production are lack of the interest on the part of pupils and students, lack of the time, small-class character of schools or its focus on specialized education.