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Abstract: In the era of globalization, time and space has significantly shrank, distances are no longer so important and does not constitute borders in the transmission of information. Presently, information and media coverage almost immediately travel throughout continents. Thanks to the enormous development of mobile technology, we continuously are online. The geographical borders have ceased to divide and young people become citizens of the world, “global teenagers”, whose identity is shaped by the popular culture and consumption . Young people are constantly residing in the online space, sharing with friends their private life and the surrounding reality. Unfortunately, very often, they do not have the awareness about the dangers that go together with permanent residing in the network. This begs the question, how to equip young people with this knowledge? How to teach a prudent and wise use of a broadly understood media?

The aim of this article is to just pay attention to the elements necessary in today's world of media education. Education, which in the global world is not easy, education, which often parents and educators are not fully aware of. In the article, there will be also indicated those areas, in which the loved ones responsible for the upbringing of children can actively tak an action in the field of media education.