INTRODUCING STATEMENT

In Czech, the term for literacy is gramotnost, etymologically comes from the ancient Greek word γραμματική or γραμματα (letters). Despite their segregation into ranks, letters could be understood only jointly, as a unity. We suppose that grammaticē is being derived, not merely from γράμμα (‘letter’), but also from yet another mathematical term, γράμματα, a line: all those separate rankings, stoicheia, must in the last analysis be joined up into a single line if they are to be understood. We respect, the term belongs to the sphere of functional literacies, as it includes a pragmatic, performative component. Funkční vizuální gramotnost (i.e. visual literacy) does not consist only of the basic set of competencies and sub-competencies, but above all, it possesses the ability to use all these competencies together in different contexts.


