

The bachelor thesis *Clothes as a means of communication in the children's collective* focuses on non-verbal communication mediated through clothes worn by students of the third year of a private grammar school in Prague.

Theoretical section of the thesis works with the findings of social psychology about non-verbal communication and clothes as one of the means of non-verbal communication, about presentation of the self, the first impression and assessment of others, as phenomena which penetrate social contact and our judgement of others. The theoretical section also discusses conventions within small groups, as these are where the students' communication takes place.

Practical section is comprised of an analyses of data collected in a research conducted during observations of and interviews with the students. The themes researched include characters of the students expressed through clothes, what and who influences the choice of clothes they wear, what can be expressed by clothes, importance they assign to look and whether gender stereotypes have any influence on their clothing.

I believe that look is a neglected topic of non-verbal communication. Clothes can be used to express our inner self, our personality, but at the same time, clothes also provide shelter, a disguise we can put on to play a certain role. Very often, we do not realize that our clothes give signals to the people around us, we evaluate the look of others without even thinking about it, as it is an integral part of the first impression someone makes on us.