

The thesis focuses at the meaning and significance of an example in the process of upbringing a child; the formation of personality is investigated mainly in the milieu of a small town.

The introductory part presents a historical overview of knowledge concerning studying the teachers' example and its influence in the process of education. The following chapters deal with the theoretical analysis of the example, the principles and laws of imitating it, psychological interpretations, and comparison of it in the structure of other psychological mechanisms. The next chapters concern the analysis of basic causes and results of the influence of potential examples of human behaviour. The process of the example's influence is conditioned by a multitude of external and internal factors; therefore the work includes the description of the phenomena connected with the ontogenesis of a pupil's personality and a brief description of specific characteristics of the milieu of a small town. The last part includes the theoretical analysis of the conditions and possibilities of a teacher's influence as an example; moreover, the possibility of the compensation of missing examples by the teacher's one is discussed. The parts of a pupil's personality which can be influenced are described as well as the substantial rules for using this special method of interpersonal influence.

The theoretical part is supplemented by an empirical survey which was conducted at a primary and lower-secondary school located in Březnice, the Czech Republic. The survey provides concrete data concerning the topic of this thesis.