Abstract

This dissertation consists of two parts – a theoretical and an analytical, empirical part. In the theoretical segment, there is a summary of theoretical knowledge about celebrities and their relationship to society and the public, a comparison between celebrities and real authorities, an overview of mass-communication and its influence on the socialisation of children and a series of advantages and disadvantages of the impact of mass-communication on children. The final stage of the theoretical segment characterises, from the point of view of developmental psychology, the two age groups that will be compared in the second segment.

The empirical segment answers such questions as how much do children use media in their leisure time, what types of media are most popular amongst them, which celebrities do the children admire and why are these celebrities important for them in particular. The empirical segment is based on analysis of data taken from questionnaires created purposely for qualitative-quantitative research. These questionnaires were given to students in the 4th and 6th grades of an elementary school in Polepy in the Czech Republic (ages 10/11 and 12/13 respectively). The goal of this dissertation is to show the trending habits of children as mass-media users.