

## **Abstract in English**

The bachelor's thesis is focused on the phenomenon of stickers for children at the first class of the primary school. Its aim is the description and the explanation of the sense of their collection, grouping and exchange.

The thesis is conceptualized like an ethnographical study at the school background. It is based on the methods of qualitative research. Data was collected using participant observation, interviews with focus group, analysis of documents and diary of research worker. Then it was qualitatively analysed and interpreted in relation to the relevant literature.

The text of work is divided in two parts – the theory and the research. The theoretical part is coming out from sphere of psychology and also social and cultural anthropology, sociology, philosophy and cultural history. The practical part presents results of the research.

The aim of study is to enable better insight into the problematics of stickers, especially their influence on relations between children and self-concept of pupil at the first class. It describes and analyses in detail of principles of classifications and exchanging. The thesis shows what is the power of stickers to create individual and his surroundings.