

## **Abstract**

The aim of the thesis "The use of new media in terms of ritual focusing on social networks" is to show how elements of ritual communication are reflected in behavior of users of social networks.

The text is divided into five chapters which include more specific focused subchapters. After the short introduction the chapter devoted attention to the issue of new media, to their nature, to their popularity and to the circumstances of their onset follows. The second chapter deals with a ritual and its various meanings and with ritual communication. Theme of the third chapter are social networks that are typical representatives of communication lines in new media. The work is more closely focused on three major social networks, whose popularity is currently the largest, namely Twitter, Facebook, LinkedIn and Spolužáci.cz. The fourth chapter consists mainly of a summary of results of the qualitative research which was realized for the purpose of this work and which should demonstrate whether and how ritualization occurs in communication of users of described social networks. In the foreground of the chapter the essence of the research and its course is characterized. During the research ten interviews with randomly selected users of some social network mentioned above and two diary investigations of two active users aimed at coping with abstinence was carried out. The final chapter briefly draws positives and negatives, potential risks and benefits of this type of communication. The text is completed with the conclusion.