Abstract

The work deals with social communication. Basic formal work arrangements is conducted from the theoretical anchoring the topic of practical knowledge in the field of social communication youth. The space here is devoted to the definition of social communication, comparing her relation with interaction and by negotiation, further then her frame (communication act, actors, communication channels - communication media, functions and purpose of the communication). For orientation deals with social communication, socialization of youth in the family, school and friends. Paies also free time youth and his usage. Followed by a section containing the results of my own empirical investigation and comparison with previous studies.This part is devoted to my own case study of the social communication of youth in chosen Kolínsko region. It detects means of communication used by youth, it deals with the question whether the youth prefer the possibilities of personal communication or the usage of modern means of communication; which communication topics they use with their friends and which they use with their parents and what is the purpose of communication with different types of communicators (parents / friends). It also focuses on the usage of communication accompanying phenomena (emoticons, acronyms, non-verbal rituals of meeting). Attention is also paid to the fact whether the responses to particular areas of the questions differ within the city and the countryside frame.