

## **Abstract**

This bachelor thesis deals with the relationship between children of primary school age and cell phones. On the one hand it describes basic relationship during ongoing medialisation of society, on the other hand it shows few detailed descriptions, which are proved mainly within the practical part of this thesis. This bachelor thesis examines mainly basic usage of cell phones. In the practical part it deals with everyday usage of cell phones, the range of used operations and a possible intuitive cell phone handling. Moreover, the question of cell phone being a possible symbol of social prestige is revealed. Last but not least there is the topic of personification of cell phones. A semi-structured interview method is used in the practical part. The research was done in one elementary school in Prague, Czech Republic. Main part of this bachelor thesis is a discussion section, where the above mentioned research is interpreted.