

The work deals with social communication. Its main task is to structure the subject and to apply the social communication analysis focused on youth group. In its first part, the theme is conceived in general. It defines the term and its place in sociology and other social sciences. The work characterizes a framework of social communication (communicative act, participants, communication channel). It also describes the division of communication means and their possibilities. It analyzes the content and styles of communication process, functions and purpose of social communication. It also discusses the factors that affect communication (communication context, the means used for communication, participating persons and social environment). The second 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.