

## **Abstract**

This dissertation analyzes the trending habits of children as mass-media users. The goal of this dissertation is to show how children use massmedia, what does television mean to them and who are their favourite celebrities. The empirical segment is based on analysis of data taken from questionnaires created purposely for quantitative research. These questionnaires were given to students in the 6<sup>th</sup> grades of elementary schools and 1<sup>st</sup> grades of 8-year secondary grammar schools, both in Prague in the Czech Republic.

At the beginning, there is a general theoretical part ó an overview of mass-communication and its influence on the socialisation of children and a series of advantages and disadvantages of the impact of mass-communication on children and also characteristics of the age group of my respondents.

The following text is divided in three parts that relate to three parts of the questionnaire. The first part analyzes how much children use media in their leisure time, what types of media are most popular amongst them. The second part focuses on television, what TV programmes are popular amongst children and why, if adolescents have something forbidden from their parents and what they think about watching television. And finally, the third part debates which celebrities our children admire, comparing to real authorities. Each part consists of a summary of theoretical knowledge about the specific topic, followed by the presentation of the specific analytical, empirical part and ends with a discussion.