

Abstract

Bachelor's thesis is about meaning of pubs as a group and ritualized activity for creating social identity of small groups of college students visiting the pub regularly. Thesis is trying to find out rules of creating integrity of groups in pub environment as traditional social institution. Work is based on social identification theory. General inductive approach was used for analysis on data gathered by half-structured interviews with young people, largely college students, who belongs to stable groups visiting a pub. The result was the pub seen as a place universally capable of group integration and able to build and keep group identities. Pub's meaning for identity creation is distinguished for two types of groups. Differences are made by different ways of creating groups and their common characteristics. Two types are distinguished based on their voluntary and involuntary common group characteristics. Differences of groups are also in openness, conflict vulnerability and the way of keeping group cohesion. Pub institution is described in ways important for groups, importance of social identity and how it can be seen in groups as mutual relationship of identity blending, creating their own relations with common activities, which are developed as cohesion improving tools.