

Abstract

This diploma thesis focuses on fashion blogs and the perception of bloggers by their readers. The thesis is divided into three parts – theoretical, methodological and analytical. In the first part, I explain the terms that are associated with blogging and therefore journalism, online journalism, blogging, social networks, but also the character of journalist, blogger and the concept of an opinion leader. In the second part, I will present the procedures that I used for data collection, I will also introduce the research objective and describe the research file. In the last part, I describe the research itself, which I translated through a mixed analysis when I used both quantitative and qualitative approaches. Using a questionnaire survey, I perceived the perception of a fashion blogger from the viewpoint of its followers, their identification with the blogger's figure, but I also chose the supplementary question where I studied, whether the readers prefer fashion blogs or magazines and also the reason for their preferences. The results confirm the positive relationships of readers to the blogger, they consider him as an inspirational person who influences fashion trends, but also opinions on current topics. I see the added value of this diploma in revealing what readers think about bloggers and placing the blogger in society.