

The topic of this bachelor thesis is "Celebrization of Czech Youtubers and bloggers as a part of marketing of Czech food companies" and tries to define four research questions (one main question and three secondary questions) using qualitative research. The introductory part of this work provides an explanation of why it differs from the original thesis, in which it is explained that the name Youtuber or blogger is summarized by the unified term micro-celebrity. The thesis focus on research of only one social network - Instagram, because of the complexity of this platform and its great popularity among young people. In any case, adolescents are not the only age group that it is focused on, the research also focuses on the cross-section of age groups. The theoretical and practical part of the thesis focuses on ways of interaction between micro-celebrity - followers - product (or company, which is by micro-celebrities promoted). Individual ways of interaction are described separately, for example how the company establishes cooperation with micro-celebrity. The practical part of the work contains description of the main monitored product Coca-Cola, research questions and the course of qualitative research, which includes a graph representation. Several research methods were needed to complete the research - a questionnaire survey, a survey on Insta Stories, and scientific observation. The conclusion offers a summary of the research findings.