

## **Annotation**

This thesis deals with the topic of how the members of online community of hookah smokers (hookah community) communicate. The core of the thesis lies in the quantitative content analysis of the content published in three hookah community Facebook groups. The results of the analysis are complemented with insight gained through semi-structured interviews conducted with seven members of the hookah community, using qualitative analysis.

The first part of the thesis outlines the new media, describes basic terminology and concepts of social networks and marketing communication, provides an introduction into the topic of online communities, and describes hookahs, the hookah community, and the commercial entities involved in the hookah industry. The second part of the thesis describes the methodology of quantitative and qualitative research, presents the obtained findings, and provides their summary utilizing the knowledge presented in the theoretical part of the thesis.

The thesis aims to describe and evaluate the current state of communication within the hookah community Facebook groups and map the presence of commercial communication in the analyzed content.