

Abstract

The popularity of bookstagram accounts is gaining momentum and reach. For this reason, the thesis focuses on the format of book reviews both on Instagram and in literary and online magazines. The aim of the thesis is to define the structure of book reviews on Instagram and in literary magazines, the nature of bookstagram, and, above all, to assess whether bookstagram influences literary reviews. Another objective is to explore the perspectives of literary reviewers and bookstagrammers on book content on Instagram. The theoretical part mainly deals with the definition of book reviews and literary criticism, methods of text interpretation, and also defines new media and social networks, with a specific focus on bookstagram.

In the analytical part, book reviews of *Šikmý kostel* are first described through direct description in both types of media. Subsequently, they are compared in several key categories such as the presence of the book's context, language form, or topics. Semi-structured interviews with literary reviewers and bookstagrammers follow, including two informants who engage with both media. The research section thoroughly analyzes the structure of book reviews and the opinions of their authors, providing insights into the characteristics of high-quality reviews, texts on bookstagram, and its potential impact on journalism.