

Abstract

This thesis is focused on a study of the gourmet blogosphere in the Czech Republic. The blogosphere and food blogs are becoming a quickly developing trend resulting in influence on traditional media and society in general. The thesis is researching the mutual interconnectedness of traditional media and food blogs. In terms of traditional media, the focus is put on lifestyle and gourmet-themed media. The thesis is looking at specific aspects which help to enrich the contents of traditional media. It also characterizes traditional professional journalism, especially in its print form and also defines new media. The blogosphere is explained within the sphere of new media representing a new type of amateur journalism. The public is slowly transforming from a passive audience to an active one within the blogosphere. They have an opportunity to create journalism themselves. To understand the community of food bloggers and foodies, sociology analysis of society by Pierre Bourdieu is taken into account with its concept of taste of luxury and necessity.