

Abstract

This thesis thematizes the influence of commerce or commercials on bloggers and aims to realise their point of view interpreted by the authors of selected blogs in certain specific categories such as: fashion, beauty, lifestyle and food blogs. It is therefore, a critical view of the Czech blogs in selected categories in order to determine their relationship with the commercial industry thereby linking them with the information and PR content. This paper attempts to compare the neutrality or conversely the impact of commercials on certain selected Czech blogs. The purpose of this research is to ascertain the attitudes of bloggers who succumb to pressures from commercial entities. The result of this work is to evaluate personal perspective on the issue of linking bloggers with marketing plans and advertising commercial entities. Findings of the reviews point to the concept of free labour and touch upon the broader issue of poorly paid workers in the Web 2.0 environment.