

Abstract

The theme of this bachelor thesis is travel journalism; despite being a lifestyle genre, it provides important information about the image of the world. The object of this work is to analyse selected travel articles in the *Czech National Geographic* magazine, *Koktejl* magazine and on the *Big trip* blog during the given period from July until December 2015. The *Czech National Geographic* magazine is a branch of American *National Geographic*, where most of the articles are translated from the original version. *Koktejl* is a Czech geographic magazine with articles written by local authors. *Big trip* is a personal blog of Ladislav Bezděk and Kateřina Dvořáková; therefore the texts published there are different than those published in the magazines. Researched travelogues are divided by media and cultural resemblance. The aim of the work is to determine, using the qualitative content analysis, in what way the chosen media inform about the areas contained in the texts. This bachelor thesis pays attention to the representation of the world, text range, style, and the position that the geography of travel journalism has in comparison with the geography of foreign news. The theoretical segment contains the characteristic of the chosen media and travel journalism, and is based mainly on foreign literature.