

## **Abstract**

Diploma thesis „Sex on a plate: Food porn on Czech food blogs“ explores the link between food and sex. It argues that this connection is deeply rooted in our culture and nowadays it is reflected in food porn circulating on social media. The aim of this thesis is not only pointing out the connection between food and sex but also demonstrate that „porn“ in food porn is well justified and not at all coincidental. The phenomenon of food porn is also set in the context of a contemporary trend of online sharing. The theoretical part explores the relationship between people and food with emphasis on the differences between eating habits of men and women. Furthermore, the thesis draws attention to the similarities between food porn and sexual pornography. In the theoretical part of this thesis, I also comment on the trend of online sharing and digital narcissism. The second half of the thesis presents the chosen methodology, its design and my analysis using grounded theory, a method of qualitative research.