

## **Abstract**

The diploma thesis deals with the characteristics of the discourse of selected Czech food blogs. On the one hand the food blogs, which are considered here as part of the media content, have common features with other culinary discourses, on the other hand they have their specifics, which are given mainly by their multimodal nature. The theoretical part therefore introduces the culinary discourse, as well as the phenomenon of blogging, which was made possible with the advent of the Internet and web services. The thesis then presents a brief food blogs history and previous foreign research, that dealt with the characteristics of the food blogs language. Qualitative analysis of discourse, which was used for the food blogs analysis in the research part of the thesis, focuses on common language and formal features of food blogs, discourses of individual authors and the most common topics that food blogs contain. The research material was selected based on the results of the last year of the *Food blog roku* competition. These are contributions from three popular Czech food blogs, which were published on blogs in the first half of 2019. These contributions were subjected to an in-depth analysis, the results of which are subsequently presented in the thesis.