

Bachelor thesis „Linguistic Analysis of the Blog Módní peklo“ introduces popular Czech blog Módní peklo which critically reflects shortcomings of Czechs in the domain of fashion. The introductory part of the paper contains the definition of the term blog and describes the current status of blogs in the Internet network. The main part of the thesis is divided into two larger units. The first one focuses on the detailed thematic and contentual characteristics of the blog Módní peklo. It describes the history of the blog since its emergence in 2010, including the most important points in its existence. This section also introduces the author of the blog and mentions web platforms that are thematically related to Módní peklo. The second unit brings an analysis of the language which is typical for the blog. The description emphasizes particularly lexicologic and stylistic terms. The described phenomena are exemplified by authentic examples from the blog. The conclusion of the thesis summarizes the findings reached in the previous chapters. This part of the text contains the debate of how the language of the blog affects its popularity among the readers. The thesis includes an interview with the author of the blog and appropriate text and image attachment.