

## **Abstract**

The diploma thesis focuses on motivations for watching beauty videos on YouTube. The aim is to clarify why viewers watch amateur videos that communicate topics related to physical appearance. Assuming the audience as an active actor of media communication the thesis is based on uses and gratification theory. Viewers watch beauty videos consciously to meet their individual needs. Based on an analysis of eleven interviews with regular viewers of beauty videos this thesis reveals five categories of motivation. Beauty videos represent the source of information, the source of entertainment, the platform for communication with individuals with shared theme of interest and the tool for self-education. These motivations are not specific for this specific type of media and can motivate viewers to watch amateur beauty videos and professional beauty shows equally. The key motivation for watching beauty videos on YouTube is the interest of vloggers. Authors of beauty videos disclose parts of their privacy, show their imperfections and interact with their audience. Using these practices vloggers evoke the illusion of a close relationship between them and their viewers. Viewers have the opportunity to create strong social ties to vloggers.