

The main objective of the thesis was to explore the phenomenon of fashion blogs. Not in terms of their marketing or journalistic function as it was originally intended, but in a way of an examination of the position of the blog author. We focused on the reasons for the motivation of the authors of the blog leading them to continue their work.

The first chapter outlined the process of creation of the blog and the development of the blog in general. Based on research of the literature related to the fashion and media, the development of the fashion blog in the Czech Republic was described. The second chapter studied theoretical preview on blogs, which showed the strong relationship between media and blogging, defined marketing influence in the blogging and described product placement. At the same time we have shown from a theoretical point of view, based on the literature sources, the importance for the authors of the blogs of building social capital by blogging. This fact was analysed in the research part of the thesis when the individual answers of the Czech bloggers were presented.

The research part of the thesis compared the theory with the practice based on conclusions of the Czech discourse on fashion. This was achieved by analysing of the interviews with leading domestic bloggers. Using qualitative analysis of interviews, I tried to find out from nine selected bloggers the answers to selected questions, which I further divided into different categories. The aim of the research was to answer the research question: What are the motives leading bloggers to their continuous activity? To what extent is the creation of social capital the main motivation for them?

When analysing the interviews the research question confirmed itself. It was clear that the social capital is a key motive for continuous business activities in blogging. During the years of blogs existence the blogger creates a strong network of contacts and develops relationships which in turn open doors for new opportunities. From better work possibilities through participation on interesting projects to invitations to special social international fashion events - these benefits immerge only from a strong social capital possession. Another significant advantage of a strong social capital is the inclusion of the bloggers among fashion icons in the Czech Republic and Slovakia. They are presented in the fashion magazines or are

interviewed on television. All these factors help maintain the bloggers their position in the society and fashion industry and motivate them to more action.