

The bachelor thesis „The world of cosmetic and fashion blogs as a new phenomenon of online journalism” deals with the emergence, development, and consequently huge rise of Internet blogs focused on cosmetics and fashion. The work defines the very concept of blog, shows the difference between the concepts of cosmetic and fashion blog and introduces their main representatives, categorizes individual blogs according to their area of interest, presents current trends in this field, tries to understand and explain the issue of sponsorship, that is, for example its impact on the results of individual product reviews, and point to the dark side of blogging, such as the ever-increasing disruption of bloggers' privacy.

The practical part of the thesis contains two interviews, one with a blogger and a blog author IloveMakeup, who was nominated in the category of beauty in Blogger of the Year competition, the other with the authors of the A Cup of Style blog, who won this award in all the years.

The next part is dedicated to qualitative research using a public questionnaire designed for blog-readers to demonstrate the different attitude of bloggers themselves and their readers to the issue of internet blogging. At the end of the thesis, pre-defined research questions are confirmed or refuted by using quantitative and qualitative research.