

Annotation

This thesis deals with the blending of journalistic and marketing content on the example of Ambiente Restaurants, namely its corporate blog Jídlo a radost which was created in 2015 primarily for promotional purposes.

The main aim of this thesis is to find out what procedures in the editorial of the Jídlo a radost blog editor uses, where the editors of the blog get information and whether their editorial routine is comparable to that in the classical publishing houses. At the same time, the work examines who the blog readers of Jídlo a radost are, how they perceive the content that Ambiente Restaurants publishes, whether the Jídlo a radost blog is for them the primary source of information about gastronomy and whether they trust the information from the blog.

The practical part of this diploma thesis contains mixed research, which uses two research methods. The first is a quantitative method of questionnaire survey, in which readers of the Jídlo a radost blog readers were asked. The second is a qualitative method, namely a semi-structured interview with Ambiente Restaurant's communications manager Sarka Hamanova.

Data from the research of were used to answer the five main research questions.