

Abstract

Literary reviews have changed considerably in the current fluid era and are still changing. This is due to new media, and especially social networks, where anyone can become a reviewer and professionalism and knowledge of literary scholarship is no longer needed as it used to be. Therefore, this thesis discusses the transformation of literary reviewing in the age of social media by examining the form, congruence and differences of professional reviews in cultural and social periodicals and Instagram posts containing book reviews. The aim of this thesis was to find out what similarities or differences there are between reviews written by literary critics and book reviews posted on Instagram by ordinary users. The evaluation was carried out by analysing several professional reviews and several book posts on Instagram on three selected titles, namely *Ostrov* by Bianca Bell, *Mezipřistání* by Matej Hořava and *Probudím se na Šibuji* by Anna Cima, and then comparing these findings. The research section shows how literary critics and Instagram users express themselves in their reviews, what they consider important to convey, what form of review they write, and whether there is a difference in their final rating. Finally, the final findings of the practical section are formulated, including a description of the difference in the timing of the publication of texts or the importance of trust in the reviewer. An assumption is also made as to what transformation is now most likely to occur again within book posts on Instagram.