

Abstract

Diploma thesis *Fenomén labužnictví a časopisy věnující se gastronomii na území České republiky v letech 2004-2012* is devoted to the questions of publishing gastronomic magazines in Czech republic in the years 2004-2012 and describes the culinary trend which is frequent issue of the Czech media discourse in the year 2012. The first parts of the thesis deal with the sociological perspectives on food, its role within society is explained as well as its ability to produce the meanings and symbols and to express social differentiation. The attitude of Czech population towards food and lifestyle is characterized. The following chapter focuses on the culinary trend in various kinds of mass media content, it reveals the context of the trend, its impact and the way it is represented in Czech republic.

The last two chapters of the thesis deal with the gastronomic magazines, which are divided into two main categories according to their content. The current situation on the Czech market with magazines is explained. The final chapter focuses on selected gastronomic magazines F.O.O.D. *Apetit* and *Gourmet* which are analyzed from the point of their sections arrangement, graphic design, advertisement and language. Short semiotic analysis of selected articles is presented.