

Abstract

This bachelor thesis scrutinizes the Korean phenomenon of kimchi. The aim of the thesis is to make an overview about this phenomenon and to analyse its role as a link between the traditional and modern Korean culture.

The first part of the thesis is devoted to facts, which are necessary to understand the importance of the kimchi's status, and which suggest the strength of this tradition in Korean culture. This part also clarifies the term kimchi and describes the origin and variety of this Korean dish. The next part of the thesis focuses on the current position of kimchi in the modern Korean society. It presents the ways of storing kimchi and describes in greater detail both the traditional and industrial production of kimchi, which closely relates to the import and export of this product. The increasing expansion of kimchi around the world has caused its globalization which further raises public awareness of the Korean culture. However, the popularity of kimchi in its country of origin is on decline due to the westernisation of the Korean cuisine. The thesis lists the ways how Koreans try to prevent this decline.

The bachelor thesis gradually reveals four main aspects in which kimchi creates the link between the traditional and modern Korean culture.