

In my diploma work the main subject of interest is wine. Wine is certainly part of culture and so represents an excellent culturological problem. During my sommelier career I have noticed that wine is not only drink but can have very different meanings. It has influenced our culture, history, aesthetics and arts, religion and theology, economics and trade, habits and everyday life too. In this paper I study wine phenomenon through the journal 'Wine Horizon' which is the only wine magazine that constantly appears in Czech and Moravian lands from 1907. Written form is also excellent material for culturological research. In my work I compared five different annual volumes of this journal with approx. 25 years gaps. It allowed me to compare what were the most discussed themes in each year, what were (if there were any) the common subjects and which were different ones. I have selected 12 categories of different aspects of wine (wine growing and cellaring, history of wine, wine abroad, wine laws, serving wine, wine and food and so on, women and wine) and went through the journal and searched for any comments about and compared notions about these in different volumes.

The main idea was to find whether a journal writing about such 'culturological' subject is actually referring about it from different points of view or not and if yes then what are the angles. I have found out that the journal was on a very high level before the Second world war when it was giving to its readers a lot of information from different parts of wine industry and culture too. After this it was more viticultural journal with highly scientific articles but in the latest volume we can see it is again becoming to be very capacious journal with many different approaches.