

Annotation

Bachelor thesis follows expansion of gastronomy and culinary trend in modern society and its way of using by mass media. This work does not look for answers to why media use new trends in proces of creation of new media content, nevertheless this work tries to create a picture of how media use these trends and in which way. Following work focused on the presentation of gastronomy in czech media. Published research provides comparation of representation of gastronomy in several TV shows by using content analysis. This research discovers actual share of act of cooking and other examples of gastronomy. One of the goals of this work is to discover how media use gastronomy topic and also for which purpose we, as a spectators, consume their content. One of the main ideas behind this research is strong position of entertainment in media and its influence of rating numbers.

Keywords

Content analysis, TV Show, programme scheme, gastronomy, culinary, Prostřeno, Masterchef,