

Abstract (english)

Just like the whole society is going through modernization, culture and tradition is experiencing the very same modernization and it is being changed. Every culture contains food, it is a component of everyday life for all people. Food satisfies needs, it develops creativity, but it is as well part of socialization and interpersonal communication. The whole process of food purchase, food preparation and food consumption is interwoven by values and norms, learned stereotypes and social pressures.

This bachelor's thesis works with content analysis and it reveals changes made in the presentation of recipes for czech traditional dishes, looking at the modernization of society, eating habits and gastronomic scene of the Czech Republic in culinary magazines printed for Czech public. These recipes are compared to traditional version from author Marie Janků-Sandtnerová. The content analysis showed that modern recipes are rich in ingredients and there are as well changes in terms of health and nutritional benefits.

Key words:

tradition; modernization; food; traditional kitchen; eating habits; eating trends; gastronomy