

Abstract

Bachelor thesis Analysis of domestic gastronomic periodicals after year 2000 is focused on development of the most read periodicals in Czech republic from gastronomy sphere. Main goal was to find out, which outside effects are influencing them the most and how. Also if all of the effects influenced all of the titles the same way. The anticipated outside effects are financial crisis of 2008, possibility of importing products, famous gastronomy people and growing interest in healthy lifestyle. Content analysis was used for the research, because it is systematic, it is possible to apply it on all of the periodicals and it provides clear results. First the paper researches each of the titles individually and after that compares them between each other. In the end some of the hypothesis proved right, mainly hypothesis about advertising growth and presence of the exotic recipes. Recipes focused on health in *Apetit* and *Gourmet* proved development of science fields. Hypothesis connected to famous and important people of gastronomy was found not to be correct. Periodicals did not react to the same influences the same way, but all of their reactions are noticeable and provable.