



**The Department of Romance Languages and The Department of Applied  
Economics of Palacký University Olomouc**

**present**

**the Third Annual**

**International Multidisciplinary Conference**

## ***Wine as Multicultural Phenomenon***

**The conference will take place at the Faculty of Arts at Palacký  
University and the Konvikt Art Centre**

**April 28.-29. 2011**

**OLOMOUC**

**The conference is held under the auspices of  
The Dean of the Faculty of Arts of Palacký University  
Doc. PhDr. Jiří Lach, Ph.D., M.A.,**

**Director of Czech Radio Olomouc  
Mgr. Pavel Hekela  
and  
Director of the Olomouc District Chamber of Commerce  
Ing. Jaroslav Havelka**

**Motto:**

*Amongst beverages, wine is the most useful, amongst medicines the most palatable and amongst  
foods the most tempting. (Plutarch)*

*Knowledge of wine can be a source of pleasure for the entirety of the human life.*

**(E. Hemingway)**

**Fields of common reflection:**

*The history of wine - wine in history – wine as a symbol – wine as inspiration and source of creativity – wine in literature, music and fine art (famous paintings, drawings and sculptures depicting vineyards and wine) – wine in film and theater – wine as both a source of joy and damnation... The role of wine in Christian liturgy, wine – the bridge among nations. Rituals and mystical places related to wine production – sommelier as an 'artistic' profession (practical demonstration of sommelier`s work, an evening dedicated to tasting of wine and cheese), wine as an 'intellectual' part of a meal, harmony of the taste of wine and cheese...*

**Wine and language:**

*Lexicon and wine, the semantic field of wine, wine industry toponymy and topography, the 'poetry' of attributes in various languages, wine in folk art (songs, proverbs), argot and wine...*

**Specialized aspects:**

*Alchemy of the transformation of wine grapes into a unique beverage (wine chemistry), wine as a 'chemical solution', 'French paradox', vitis vinifera as a medical plant, the biochemistry of taste... Production processes of white wine, red wine, rosé, sparkling wine and fortified wine. Influencing factors on wine taste and quality. Influence and importance of soil quality, natural and climatic conditions on growing grapevine. Wine in Asia. Parameters and basic perceptions related to wine tasting – colour, aroma and taste.*

**Commercial-economic and legal aspects:**

*Wine as a commercial product, strategies of wine industry management, role of wine in the background of business meetings, wine in diplomacy, wine and virtual reality (Second Life), wine and design... The most important wine industry regions and famous grape varieties, selected leading producers. Systems of classification and designation of origin in famous wine regions in Europe, the USA and the Czech Republic. New wine industry legislation after 1989. How to read wine labels? The extent of information provided about type and origin of wines from the most important wine regions (France, Italy, Spain, Germany), the USA and the Czech Republic. Recommended wines, their origin and both physical and financial availability.*

### **Conference Aims:**

To approach wine as *a multicultural and civilizational phenomenon, as a commercial product and as a commercial and diplomatic negotiation aid.*

As was the case during the previous conferences, we hope that you will be glad to have the opportunity of *putting the new knowledge into practice* during the evening reception with organized wine tasting.

### **Conference languages:**

Czech, Slovak, Polish, Romance Languages

### **The expert panel:**

Prof. PhDr. Jiří **Fiala** CSc., Faculty of Arts, Palacký University Olomouc

Prof. Ing. Jaromír **Veber**, CSc., Faculty of Business Administration, University of Economics in Prague

Doc. PhDr. Aleš **Pohorský**, CSc., Department of Romance Studies, Faculty of Arts, Charles University in Prague

Prof. nadzw. dr hab. inż. Tadeusz **Leczykiewicz**, Poznan School of Banking

Doc. Ing. Miloslava **Chovancová** CSc., Faculty of Technology, Tomas Bata University in Zlín

Prof. nadzw. dr hab. Zbigniew **Trzaskowski**, Faculty of Contemporary Literature, Institute of Polish Philology, Jan Kochanowski University in Kielce

Prof. Jean-François **Brun**, Faculty of Economics and Management, University of Auvergne, France

### **Programme and organizational committee:**

Doc. Ing. Jaroslava Kubátová

Mgr. Jitka Uvírová, Ph.D.

Ing. Jiří Klvač CSc.

Ing. Zdeněk Puchinger

PhDr. Klára Bendová

### **Detailed information and registration for the conference:**

If you are interested in the conference, further information and an online registration form can be found at [www.contexo.cz](http://www.contexo.cz) - [Vino jako multikulturní fenomén](http://www.contexo.cz)

**The conference output will be a collection of papers with the ISBN code. The collection will be registered with the ISI Web of Science for assessment and indexing.**

## **Preliminary Programme:**

After the conference contributions have been approved by the expert panel, the programme with names of the participants will be published on the **conference website**.

## **Length of contributions:**

The time devoted to contributions on the first day during the plenum discussion will be approximately 30 minutes. The length of individual contributions will be published later.

## **Papers:**

Contributions to the collection of papers, including abstract and literature, can be submitted via the conference registration system. Recommended length is 5-12 norm pages (1800 characters per page).

The requirements for layout and processing can be found on the conference website.

## **Social program:**

During the evening reception, professional tasting of selected French wines will take place. The tasting will be managed by the leading Czech sommelier Zdeněk Zajíc, winner of the 'O burgundský hrozen 2009' competition and the holder of the 4<sup>th</sup> place in the national 'Sommeliér' competition in 2009.

## **Important information**

### Important deadlines

Registration of both active and passive participants **28. 2. 2011**

Registration of abstracts **31. 3. 2011**

Submission of papers for the collection **27. 4. 2011**

Conference participants have to organize their accommodation individually. The accommodation options will be published on the conference website.

Conference fee includes board during the conference (coffee break, evening reception). The conference fee is CZK 500 incl. VAT.

The fee includes: venue rent, conference materials, refreshments during breaks, social event (reception) and the collection of texts on a CD.

Registration will be accepted after the payment of the registration fee. From February 1, 2011, the payment can be made via wire transfer to the bank account of Palacky University Olomouc – account number 000019 – 1096330227/0100. The variable symbol will be assigned to each participant in the online registration system.

Foreign participants can make the payment via wire transfer to IBAN CZ09 0100 0000 1910 9633 0227, SWIFT KOMBCZPPxxx (OUR – all transfer charges are covered by the payer) or directly at the conference. The invoices will be given out at the conference.

**Contact:**

In case you need any further information, please contact

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**We are looking forward to meeting you in Olomouc at the time when this  
baroque gem of Moravia will be in full bloom.**

**Together, we will expand our knowledge and enjoy the evening reception with  
wine tasting.**