

Abstract

This bachelor's thesis entitled "Anglicisms in the cultural section of Seznam Zprávy" aims to survey the occurrence of anglicisms in the cultural section of Seznam Zprávy media for the month of February 2024 and to describe the context in which they are used. The thesis contains two main parts, theoretical and practical. In the theoretical part, the thesis focuses on anglicisms from the viewpoint of linguistics, their development and methods of adaptation into the Czech language. In the practical part, the research is implemented by using the method of content analysis and the excerpt of anglicisms from the culture section of the medium Seznam Zprávy for the month of February 2024. For the implementation of the research, coding sheets and a coding table were prepared to record the occurrences of each anglicism. Excerpted anglicisms are arranged alphabetically and each of them is described using the online English dictionary Cambridge Dictionary or Oxford Learner's Dictionaries and Dictionary.com. For the context of use of anglicisms in the Czech language, Internetová jazyková příručka, Akademický slovník současné češtiny and Český národní korpus are used. The following chapter evaluates the results from the content analysis research. The February cultural section contained 55 texts, of which 20 contained anglicisms. A total of 50 anglicisms were excerpted. The expression mainstream/more mainstream had the highest frequency of 7 occurrences, 33 anglicisms had the lowest frequency of 1 occurrence.