

Economics is ranked among the most popular sciences of Today. It is not only the experts who consider economics; non-professional economists do it as well. Economy influences our daily lives and we have a major piece on its development and on the language that describe it. This situation causes the occurrence of some anomalies among economic terms, tendency to use unusual linguistic means on purpose to catch reader's attention or because of natural motivation of well-known matters lying beyond the economic field. This diploma thesis tries to highlight some of those phenomenons. The research takes its stand on the technical economic studies data from the electronic database of Czech National Corpus (Český národní korpus), which allows to determine their frequency as well. The attention is paid mainly to the most typical model in Czech terminology: adjective – noun, noun – adjective, where in addition to semantic, functional classification and frequency, the metaphoric and metonymic motivation or their pragmatic sides are delimited. There is an effort to classify the metaphoric and metonymic collocations that occurred in the random text sample into semantic categories. Naturally, there is an outline of terminology and metaphors matters as well. The quantitative results are attached in the tables related to each chapter; the results for terms and motivated collocations are to find in the back of this thesis.