

**Abstract**

The master's thesis opens up a broader discussion on foreign language teaching in the age of new media, in particular analyzes L2 Czech presentation formats of grammar and vocabulary in selected Instagram profiles dedicated for Russian-speaking students. It also maps the new forms of signal grammar. The thesis is based on the theory of signal grammar, visualization of grammatical rules and lexical semantization. Language theory is also connected with the theory of media communication on Instagram. Above all, the author shows new procedures in the formatting of language material and their transformation in contrast to printed textbooks in the digital age.

**Klíčová slova**

Interpretation of Czech grammar L2, semantization, signal grammar, new media, social networks in the education, Instagram, content marketing, Russian speaking students