

The problems of the innovation processes in the present-day language systems have been essential to the current linguistic research. In general, this thesis is focused on a synchronic contrastive description of the types of innovation processes producing and influencing the lexical dynamics of the Czech and Bulgarian languages. Doing so, it stems from the generally accepted view that, depending on the criterion applied, the individual innovation processes may be made correlative with various dynamic tendencies of a more complex and universal nature, i. e. with signs of intellectualization and democratization, internationalization and nationalization, terminologization and de-terminologization of the Czech and Bulgarian literary languages.

Chapter I presents the methodological and theoretical starting points of the research. By means of a model designed by B. Havránek and developed by A. Jedlička, the following parallels between the Czech and Bulgarian language situations are being set in it: a) political and social changes in both societies and new orientation of interests of the members of the "language (communication) community"; b) widening the spheres of use of colloquial and non-literary linguistic devices; c) increase in the number of users of foreign languages, especially English; d) spread of new information technologies and their accessibility for a higher number of users; e) easy access to various informational resources and views at language communication; f) central role of the media in modifying relations and moods within the language complex under the conditions mentioned above. Taking the mentioned findings into account, the language of Czech and Bulgarian media is being seen as a language, where linguistic devices with different communication and style features collide and interfere.