Summary

This bachelor’s thesis is concerned with the phenomenon of Internet discussions, namely the informal online discussion boards hereby manifested by three different examples connected by a common topic of interest, fashion. Firstly, the phenomenon is contextualized in the group of other types of computer-mediated communication realized by the medium of the Internet. Secondly, it is defined by the factors of public accessibility (versus the participants’ illusion of privacy) and dialogic, interactive properties. Lastly, it is put in contrast with online chat concerning the presence of a topic, asynchronous and more permanent character.

The aim of the thesis is to analyze and describe the way contemporary Czech language is used in this particular environment. Typical features of the internet in general are data connectedness, hypertext linkage and elision of contextual information (which is usually easy to find elsewhere), as well as users’ anonymity, which often leads to unscrupulous behaviour and vulgarity. It is also common that users tend to spend as little time on the production of a post as possible, which may lead to higher frequency of typographical and grammatical errors.

The language of the discussion posts is compared to the character of colloquial speech which is quite similar. The thesis also introduces various ways of compensating the absence of nonverbal messages (moods and facial expressions are usually substituted by emoticons, particular words or phrases are emphasized by capitalization or multiplication of the letters). It also presents different users’ opinions on language codification (and keeping to it in informal communication situations) and it lists the most frequent grammatical errors as noticed by users themselves.

One of the important parts of this thesis also covers the possibilities of creating neologisms by various word-formation processes (mostly univerbation or shortening by clipping, acronymy, blending or their combinations) and adaptation of loan words from other languages (nowadays it is mostly from English). This is followed by overall characteristics of lexemes usually featured in the posts, especially differences in the usage of certain lexical items according to their emotional charge (diminutives and vulgarisms) in different environments. Finally, the factor of moderation or censorship and its impact on the nature of discussion posts and the choice of lexical units is also addressed.

The appendices then present the examples of how the environment of an internet discussion can be built and quite extensive archives of the analyzed discussions’ content.