

## **Abstract**

This bachelor thesis discusses the neologism that has appeared on social networks (Facebook, Twitter, Instagram). The first part of this thesis summarizes and classifies the finding of relevant literature, describes lexical units and defines terms as neologism, neosemanticism, loan word and social network. The second part include semantic and word-forming analysis of found neologism with special attention to loan neologism and its adaption.

The thesis is materially based on social networks, articles about social networks and the database NEOMAT. The conclusion summarizes results of the research. The appendix of this thesis includes the list of new found lexical items, a table of frequency of found neologism and links of used articles.