

Abstract

This diploma thesis primarily deals with anglicisms in magazines Bravo, Cosmopolitan and Popcorn in 1994, 2004 and 2014 in terms of linguistic, journalistic and pragmatic point of view.

The thesis is divided into two main parts: theoretical and analytical. The theoretical part provides an interpretation focusing on the issue of acceptance of English loanwords into the Czech language, their work with them, their eventual integration into the language and stylistic force in the Czech articles. Finally, it takes into account the pragmatic aspect of the texts. The analytical part presents and explains specific examples of anglicisms in the selected magazines, works with adapting processes, and also shows its pragmatic and journalistic functions.

On the basis of particular examples from selected magazines, the aim of this thesis is to describe the role of anglicisms in the texts, the way they are treated in the texts, how they are changed in order to serve the journalistic purposes, and how they influence the final form of media content, respectively the whole language system.