Abstract

The main topic of this thesis is the development of the Czech language at the time of new media and participative journalism. It tries to discover in which way the language develops, what influences effect the language and which of the foreign languages has the biggest impact on it. All of this is demonstrated within the expressions of the user-created videos on the website, YouTube. The web portal is shortly introduced here as well as an example of the new media. The beauty community which deals with cosmetics, fashion and lifestyle (and it’s a widespread group on this portal) has been selected as the sample for demonstrating the language development. Their slang is extensive and it slowly spreads even among viewers of the video content as we can see in the feedback they offer in the comments related to the video. The slang is most usually taken from the English language because it is the first language in which beauty videos originated. Some of the words are just taken from the foreign language and not converted to the Czech language, nevertheless the video authors try to convert some of them. However, the expressing is not just about the language. In the thesis there is also a pragmatic part which focuses on the communication with the viewers and subscribers and the expressing of emotions. The last part of the analytic section is a description of relation between language and the video picture.