

Annotation

The aim of this thesis is to demonstrate the developmental dynamics and the current state of two language means found on the periphery of use (not only) in the media – transgressives and dialectisms – in the Krkonoše – Jizerské hory magazine. In the theoretical part, the issue of transgressives and Czech dialects, in more detail the dialect of Podkrkonoší region, is described. The thesis does not systematically address dialectisms that do not meet the criteria of dialect of Podkrkonoší region. Part of the theoretical part is also a short chapter briefly introducing the monitored periodical. The methods used in the practical part are qualitative and quantitative analysis. The transgressives and dialectisms found in the magazine are analyzed in detail in terms of their kind, normality, functional use, or their separation by punctuation marks (only the use of quotation marks in dialectisms). The final chapter then interprets the developmental dynamics of the observed phenomena, including an outline of possible reasons behind the occurrence of the monitored elements on the pages of the monitored periodical at present. So far, the literature has not dealt with the emergence of dialectisms of Podkrkonoší region (and dialectal elements in general) in the media, also for this reason, this work can be beneficial, especially for the research of Czech dialects, which are gradually disappearing, dissolving in interdialects.