

In my diploma thesis, I tried to familiarise readers with the characteristics of Spanish used by journalists in Spain across all means of mass communication (newspapers, radio, television and Internet).

First, I focused on explaining the publicist style and stated in which means of mass communication sports journalism can be found. Furthermore, I described its linguistic characteristics in particular mass media.

Then I dealt with sports slang and classified its grammar characteristics, dividing it into a morphological and syntactic part. I also described phonetic pronunciation, which listeners encounter in sports commentaries.

In the morphological part, I familiarised readers with the way of forming new words in Spanish through a compositional or derivational process. I also listed the most common prefixes and suffixes that contribute to the formation of new words in Spanish sports journalism.

In the syntactic part, I focused in more detail on peculiarities regarding noun gender, the usage of sports journalism elementary words by Spanish journalists and on unusual language means, which make sports texts and commentaries diverse.

I provided a few examples of typical clichés that can be found in the language area, as well examples of attempts on their updating.

Subsequently, I dealt with the Spanish sports language vocabulary. I divided it into several parts. The first part is dedicated to slang expressions, the second one to specialised technical expressions and the third part to words loaned from foreign languages. I gave examples of the enhancing of vocabulary through the process of semantic creation, which is a process of metaphorical and metonymical figurative devices. I also familiarised readers with a way of its enhancing through the process of word contracting.

In the conclusion of my thesis, I analysed authentic written and oral linguistic materials, which were obtained in Spain in 2008.