

Abstract

The thesis deals with the contemporary Czech adolescents' use of the English loan words and their role in identity construction in the virtual environment. Its objective is to prove that in the sample of respondents Anglicisms may be considered a distinctive feature of the online teenage group identity. The theoretical part provides framework where the basic terms are explained – such as identity, its interconnectedness with language, self-presentation, the adolescent age and the interplay of all these elements in the online milieu. The practical part then presents results of the field research, explains the choice of a comparative approach and confirms the initial hypothesis given in the introduction. The conclusion interprets the gained data and offers assumptions.

Key words: identity, selective self-presentation, search for self, testing possible selves, virtual environment, adolescent age, peer feedback, language, Anglicism.