

UNIVERZITA KONŠTANTÍNA FILOZOFA V NITRE
PEDAGOGICKÁ FAKULTA

BAKALÁRSKA PRÁCA

20101

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PEDAGOGICKÁ FAKULTA

KLASIFIKÁCIA ANGLICIZMOV POUŽÍVANÝCH V SLOVENSKEJ
TLAČI

BAKALÁRSKA PRÁCA

Študijný program:	Učiteľstvo anglického jazyka a literatúryŠpecializácia
Pracovisko (katedra/ústav):	Katedra lingvodidaktiky a interkultúrnych štúdií
Vedúci bakalárskej práce:	prof. PaedDr. Eva Malá, CSc.



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ZADANIE ZÁVEREČNEJ PRÁCE

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Študijný program: učiteľstvo anglického jazyka a literatúry (Učiteľské štúdium, bakalársky I. st., externá forma)
Študijný odbor: 1.1.1 učiteľstvo akademických predmetov
Typ záverečnej práce: Bakalárska práca
Jazyk záverečnej práce: slovenský
Sekundárny jazyk: anglický

Názov: Klasifikácia anglicizmov používaných v slovenskej tlači.

Anotácia:

- Výber anglicizmov zo slovenskej tlače.
- Rozdelenie anglicizmov podľa ich významu a frekvencie.
- Charakteristika najčastejšie používaných anglicizmov vo vybranej slovenskej tlači.

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Dátum zadania: 09.10.2009

Dátum schválenia: 25.03.2011


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Acknowledgement

I am thankful to my supervisor, prof. PaedDr. Eva Malá, CSc., whose encouragement, guidance and support from the initial to the final level enabled me to develop an understanding of the subject.

ČESTNÉ VYHLÁSENIE

Vyhlasujem na svoju česť, že som bakalársku prácu vypracovala samostatne a uviedla som všetku použitú literatúru.

Nitra, 18.04.2011 Lucia Adamová

Abstract

This bachelor's thesis deals with the classification of anglicisms used in the Slovak press. In view of the high occurrence of anglicisms, not only in everyday speech, but penetrating into all areas, it is significant to classify them into various semantic groups. It is also necessary to find the number of occurrences of words in each semantic group. The work consists of three chapters. The first two chapters are theoretical chapters and the third chapter is a practical chapter of the thesis. The first chapter deals with the function and development of the Slovak language. The second chapter deals with loan words and expansion of the vocabulary, especially with borrowing words from English language. The final chapter is devoted to actual research which classifies the excerpted anglicisms in the given period from the chosen newspaper. This is divided into 13 selected semantic groups and their subsequent statistical evaluation.

Key words: language, loan word, anglicism, semantic group

Abstrakt

Bakalárska práca sa venuje klasifikácii anglicizmov používaných v slovenskej tlači. Vzhľadom na aktuálnosť a množstvo výskytu anglicizmov používaných už nie len v bežnej reči, ale prenikajúcich do všetkých oblastí, je podstatne významné začlenenie anglicizmov do jednotlivých sémantických skupín, ako aj zistenie početnosti výskytu týchto slov v jednotlivých skupinách. Práca sa skladá z troch častí. Teoretickú časť práce tvoria dve samostatné kapitoly. Prvá sa zaoberá funkciami a vývinom slovenského jazyka, druhá sa venuje obohacovaniu slovenského jazyka (slovnej zásoby) s dôrazom na preberanie slov všeobecne a následne preberaniu slov z anglického jazyka. Tretia časť práce je venovaná samotnému výskumu, ktorým zatriedujeme excerptovanú zložku anglicizmov, získanú z vybranej periodickej tlače počas sledovaného obdobia, do nami určených 13 sémantických skupín a ich následnému štatistickému vyhodnoteniu.

Kľúčové slová: jazyk, slovo, anglicizmus, sémantická skupina

Table of Contents

Table of Contents	7
List of Figures	8
List of Tables	9
List of Abbreviations and Symbols	10
Introduction	11
1 Language function	13
1.1 Brief outline on historical development of the Slovak language	14
1.2 Division of words	15
1.3 Expansion of the Slovak vocabulary	16
2 Loan words	20
2.1 Loan words and their assimilation.....	22
2.2 Words borrowed from the English language.....	24
2.3 English influence in Slovakia	26
2.4 Anglicisms in journalism.....	26
3 Anglicisms in the Slovak press	28
3.1 Selection of anglicisms in the selected newspaper.....	28
3.2 Classification of anglicisms.....	29
3.3 The results of the analysis	31
Conclusion	39
Summary	40
List of Resources	42
APPENDICES	44

List of Figures

Graph 1: Percentage of all semantic groups in the total number of excerpted nouns.....	33
Graph 2: The semantic groups in which the occurrence of anglicisms is higher than 10 %	34
Graph 3: The semantic groups in which the occurrence of anglicisms is 5% do 10% ...	36
Graph 4: The semantic groups in which the occurrence of anglicisms is under 5%	37

List of Tables

Table 1: Number of words and percentage of anglicisms in each semantic group	32
Table 2: The first division of the semantic groups	34
Table 3: The second division of the semantic groups.....	36
Table 4: The third division of the semantic groups	37

List of Abbreviations and Symbols

e.g. for example (*exempli gratia*)

etc. et cetera

i.e. id est (that is)

E the English language

L. Latin

Gk. Greek

Introduction

Language as a communication tool is an ideal source for expressing our feelings, wishes thoughts and fears. The vocabulary of any language is connected with its history, social change, and new inventions. These new inventions, phenomena, ideas or subjects require new names. When it is not possible to name them by using domestic equivalents, we borrowed and expressed these words by loan words from other languages. Currently the English language plays an important role in the process of borrowing words.

English vocabulary traditionally affected the terminology of sport, economics, and finance and currently influences all spheres of our life especially the information technology and media.

At present English is one of the most important languages. It is a language of global communication and it is expanding into all languages of the world including the Slovak language. We consider this topic to be very interesting, because it is an up to date issue and there is a huge amount of English words penetrating into the Slovak language.

The main aim of our thesis is to determine the fields of our everyday life in which the English words penetrate the most. We worked with several methods like classification, analysis and selection to reach the goal of the thesis.

The work consists of three chapters, the first two chapters are theoretical and the last chapter deals with the practical part. In the first chapter we give a brief outline on the development of the Slovak language and we state the functions of the language. We deal with division of words from a lexical point of view and also with necessity of the expansion of vocabulary. In the second chapter we define the main characteristics of loan words and their assimilation.

We also focus on loan words borrowed from English language, their importance on the Slovak language and the importance of English in general. The third chapter of this thesis is a practical part paying attention to our research, where we select, classify and analyze anglicisms excerpted from the chosen daily newspaper in the given period of 1 month.

We chose a daily newspaper “Nový čas” as an example of publicistic style. During the given period we selected a sample of anglicisms used in this daily newspaper. We

selected only nouns out of the sample of all excerpted anglicisms. This selected sample of nouns was used for a statistical analysis- classification of nouns into 13 chosen semantic groups and subsequently we obtained the occurrence of nouns in each semantic group. These words are also organized into tables and graphs for a better clarity.

Our findings are summarized in the third part of work and in the conclusion.

1 Language function

The importance of every language lies in its communication function; without the language it would be hard to communicate, or even impossible to describe or give shape to the things around us. Language is one of the most important symbols of any nation. It is a dynamic phenomenon and therefore opened to new contributions.

Horecký (1988 : 35-36) distinguishes these functions of the language:

- Communication function (as a main tool for communicating)
- Cognitive (Gnoseological) function (functions as a tool for acquiring knowledge)
- Accumulation function (to collect, keep and protect the knowledge)
- Ethnoscificative (representative) function (it is representing the nation)
- Display function (naming things; aim is on the text)
- Expressive function (all information is presented individually; aim is on the speaker)
- Appeal (aesthetic) function (every speaker wants to affect the addresser; aim is on the addresser)
- Phatic function (main aim is the contact with the addresser)
- Nominative function (language codes, naming)
- Deictic function (pointing on various phenomena)
- Relational function (to express the relationship between things around us, words in vocabulary and words in sentences)
- Pragmatic function
- Distinctive function (phonemes; distinctive function between words)
- Delimitation function (phonetic, accent show word boundaries)
- Meta- language functions (by use of language means there is a description of another part of the language mean.)

1.1 Brief outline on historical development of the Slovak language

Language as a communication tool is an ideal source for expressing our feelings, wishes, thoughts and fears and as a facility to build on new knowledge. Its development was very long and it went through a lot of changes and improvements. It had to travel a long journey and developed from primitive communication using sounds and gestures to its present form.

In the present day we understand language as a system of expressive means and rules for its usage. There are many theories on the development of languages.

According to Horecký (1988) it is not possible to separate thoughts and speech activity, thoughts from language. He also states that human language on the basis of certain biological assumptions was formed as a result of organized human activity, but concurrently with forming human consciousness and the ability to think. There are not any records about the creation of concrete language. Therefore to know about the predecessors of today's languages we need to compare today's language with the older phases of the languages in which we have some written documents. By this activity we can come to approximate the reconstructed version of some languages. The Slovak language was once formed in the frame of the Slavic languages, from one ancient Slavic protolanguage called "praslovančina" which was developed from a common Indo-European stock (Horecký. 1988 : 9-11).

Krajčovič also stated that the Slovak language began to evolve directly from "praslovenčina" in the 10th century. It belongs to West Slavic stock. In the development of the Slovak language cultivating (improvements made in its communication ability in various historical conditions) has its specific place. We can divide the history of cultivating into three main periods: prehistoric, the period of pre-standard language and the period of standard language. He mentions that two cultural form languages were used in the prehistoric period. These were old Slavonic and a cultural form of native language.

Dominance in the period of pre-standard language belonged to the Latin language. It was an administrative language, most dominant mainly in 15th -16th century, because of the need to acquire Latin on the basis of the mother tongue language. (Krajčovič 1993 : 27-30).

Latin as a language of Christianity, scholarship and science was the language spoken by upper classes and the only language taught in schools. Its importance was so

great that it was a lingua franca of the Roman Empire era. We have borrowed many words from Latin, we can mention some words like kríž, olej, anjel, titul, formula, žiak, biskup, mních, advent, almužna, krst, oltár, biblia, litánie, oficiál, patent, disciplína, kredit, hymna).

Krajčovič (1993) states that the Czech language plays a big role in the expansion of the Slovak vocabulary in the 16th century. Alongside Latin and Czech a written form of Slovak language began to be used. (Krajčovič. 1993 : 29).

The period of standard language begins in the 18th century, when Anton Bernolák created the first codified form of the Slovak language. This did not manage to reach nationwide application.

In 1844 Ľudovít Štúr legitimized the Slovak standard language, which apart from some changes we actually use today.

1.2 Division of words

The Slovak language as any other language has its phonetic system, morphological and lexical system.

P. Ondruš (1972 : 5) used several aspects to divide words into groups:

- Based on the foundation of semantics: synonymy, ambiguous words, homonymy, antonyms
- Based on the terms of expressiveness and emotionalism: expressive, pejoratives, irony, touting words, humorous words, familiar words, hypocoristic words, children's words, euphemism, vulgarism
- Based on style: colloquial words, bookish words, poetic words, terminology words, publicistic words
- Based on the geographical and social usages: nationwide, dialectic words, argotic words, slang, professionalism
- Based on the aspect of origin: native words and loan words
- Based on the period occurrence: neologism, archaisms
- Based on the structure of denomination: monosyllabic and polysyllabic words
- Based on the proper usage: correct words and incorrect words.

Ondruš also divided words of foreign origin into three basic groups:

- Loan words
- Exotic words
- Quotation words

Loan words are words borrowed from other languages. We will be dealing with these words in our practical part of our thesis.

He describes exotic words as words naming habits, customs, and clothing used by a certain nation, typical for this nation and we do not find them anywhere else.

e.g. kuli, mandarín,, tomahawk, toreador.

Quotation words are usually multi words taken from other languages and used in their original form without adapting into the Slovak context e.g. *ad hoc*, *ad personam*, *fair play*, *happy end*, *power play*, *fata morgana* etc. (Ondruš. 1972 : 54-55).

In this work we are mostly interested in loan words, because we are going to be analyzing and classifying the words of English origin in the Slovak language.

1.3 Expansion of the Slovak vocabulary

A vocabulary of any language is connected with its history, social change, with new inventions. The need for expansion of vocabulary is necessary in any language. It is a dynamic process. All languages are in constant contact with one another. Every language has a necessity to name “the unnamed”.

According to Mistrík in his book *Modern Slovak language* (1983) the vocabulary of every language is very sensitive to any social change, and also sensitive to development of science and new technology. It is reacting to new ideas, discoveries, work progress and development of society. It is typical for languages with a colourful history, but even more for young languages like Slovak especially in the era of scientific and technical progress.

The vocabulary of the Slovak language in terms of its development has a number of layers, which were gradually formed one by one from the oldest time until the present day. The oldest Slovak words are monosyllabic or two syllabic words. (*brat*, *pes*, *ruka*, *ja*, *ty* etc.)

Active words are words we use in everyday conversation. Passive vocabularies are words we do not use every day, but we know their meaning. (Mistrík. 1983 : 49).

As it is stated in Horecký (1988) we have to keep in mind that naming things does not happen without the help of other words. We create words by relying on other names of the things that already exist in the vocabulary. From these existing words we can make other words by derivation, compounding or shortening. These three ways of creating new words are called word formation.

Words are formed by affixation adding prefixes or suffixes to the words (*pri letiet-prílet, od let-odlet*). Another way of creating new words is compounding words together (*zrada vlasti- vlastizrada or hodný úcty- úctyhodný or veľké mesto- veľkomesto*). We also distinguish acronyms; we can create these by shortening words (*OSN-Organizácia Spojených národov, EHS Európske hospodárske spoločenstvo*).

A productive way of expanding the vocabulary is also borrowing words from other languages. These words are called borrowed or loan words. (Horecký. 1988 : 55).

Borrowing words from other languages is a normal activity and way of enriching the vocabulary of every language. As we stated before, the Slovak language was enriching its vocabulary by borrowing words from other languages throughout its history, including Latin (*oficiál, patent, inzerát, kandidát, kredit, disciplína*), Greek (*alegória, anekdota, dialekt, gramatika, metafora, tragédia*), German (*rytier, rada, gróf, garbiar, farba, golier, fľaša, šľachta*), Hungarian (*rováš, dereš, hajdúch, klobása, čižma, koč, tábor, bosorka*), Czech (*bájkka, látka, poriadok, dojem, ovšem, poobede, žiaden, ústava*), French (*sezóna, intriga, rola, detail, silueta, model, maršál, lóža*) English (*gól, tím, šport, hokej, futbal, play off, audit, monitor, displej*) and so on. Some words were adapted into our language long ago. We use these words without realizing that these words are words of foreign origin. We can mention some of these words like *šport, televízia, hokej, box, tip, sloh, farba, rádio, disk, papier, futbal, tenis*, etc. Currently the main source of borrowing is the English language. We have many 'new comers' like *wow, free, cool, OMG, kouč, show/šou, bestseller, happy-end, fair-play*, and many more.

Jesenská (2007) wrote that we should not perceive the process of borrowing words from other languages as a negative process, because it is a process causing enrichment of our own vocabulary. If we removed all loan words from our vocabulary, we would more than likely have a problem to communicate. Even though mixing a mother tongue

(native) language with a foreign language means for purists a manifestation of decadency. (Jesenská. 2007 : 17).

Jesenská also wrote that we can understand the process of borrowing in terms of functionality as a positive or negative process. We can talk about positive processes when we borrow words necessary to describe an object we do not have or we do not have an equivalent to this term in the Slovak language (*internet, blog, and marketing*), or words contributing to variation of language, they are functional and they meet (communicative) function. By negative loan words we understand dysfunctional redundant words, because we display with adequate native equivalent in the Slovak language (e.g. popcorn- *pukance*, cash- *hotovosť*, budget- *rozpočet*, homeless- *bezdomovec*). (ibid)

Kačala (1994) mentions in his book, that some loan words have adapted, fully assimilated into our language and we do not even realize that these words are words of foreign origin. Also we can probably not manage without these words. If we decided to be without these loan words, we would have to use our precious time on non productive work. We would need to put a lot of energy into looking for new words to replace the loan words; we know that the positive result of this work would be questionable. How would we replace well known words like *televízia, šport, text, informácia, štruktúra, politika, tendencia* or other? How would we replace terminology like *symbolizmus, poetizmus, pantizmus, pragmatizmus* etc.?

We have to assess loan words in the Slovak language with a differentiated and complex outlook. We have to use loan words carefully and avoid using too many loan words as it is sometimes used in publicistic style of radio commentary, television or journalism. This could sometimes lead to a negative attitude; the reader could feel that text with too many loan words is becoming difficult to understand. (Kačala. 1994 : 83-85).

Another way of borrowing words, slightly different to the classical way is calquing. It is a quite productive method. The word is literally translated, (word for word translation). Nowadays we have a lot of calques taken from computer technology, most of them from the English language and with the increasing development of technology we will probably see a big need for an increase of calquing.

Mistrík (1993) defines calques as words or phrase formed by imitation of the word structure in different language while maintaining its internal form and linguistic expressions of the same motivational relation. (Mistrík. 1993 : 229).

We can mention calques like skyscraper- *mrakodrap*, electronic mail- *elektronická pošta*, computer network- *počítacová sieť*, flea market- *blší trh*, open system- *otvorený systém*, closed system- *zatvorený systém* and many more.

We have also so called half calques, where half of the word is translated and the other part of the word is adapted phonetically. (E.g. *bavlna*, *Vianoce*, *veľryba*).

2 Loan words

There are many linguists who dealt with the problematic of the loan words. We can mention Arnold, Kvetko, Mistrík, Ružička, Horecký, Ondruš, Dolník, Bosák who have analyzed this subject from many perspectives.

According to Horecký (1958) every language enriches its vocabulary by use of three different techniques. The names for objects or concepts can be made by changing a meaning of an already existent word, or by derivation. Ultimately we can borrow already existent words so called loan words from other languages.

Horecký stated in his later book (1998) that loan words are usually characteristic with their formal similarity, being more precise with their phonemic, morphematic and morphological structure. We can see phonemes like *é,ó,f,g* (*filológia, futbal, farba, séria, groš, geleta*) in loan words, also joined phonemes which are not in original native words. Quite significant is the joining of two vowels that look like native diphthongs. (e.g. *georgína, auto, pneumatika, heroín, fiála.*) It is known that groups *t, d, + i, e, ia, ie*, in loan words are pronounced hard: *televízia, tiger, desert, digitálny, tiamín, diapozitív, diéta*. Sometimes we can find joined consonants at the end of loan words that are not typical for the native words (e.g. *lord, triumf, defect, finance, film, telemark*). Some of the loan words are not adapted morphologically to the receiving language and we do not decline them e.g. *kuli, kupé, resumé, atašé, menu* (Horecký. 1998 : 112).

As cited by Arnold (1973 : 14) “a loan word, borrowed word or borrowing is a word taken over from another language and modified in phonemic shape, spelling, paradigm or meaning according to the standards of language.”

Kvetko in his work (1994) agrees with Arnold when he describes a loan word (borrowed) as a word taken from another language and changed in spelling, phonemic shape, grammar or meaning according to the rules of the language. (Kvetko. 1994 : 66)

Mistrík (1993) defines loan words as words borrowed to the vocabulary of the receiving language from other languages either directly or through another language in all periods of language development depending on economic, political and cultural development of the linguistic community. It is a conventional method of expanding and enriching the vocabulary in both the past and also in the present time.(Mistrík. 1993 : 344).

Now we have stated few crucial definitions of the loan word, it is also important to define the definition of the native word.

Horecký in lexicology (1980) defines native words as words belonging to original Indo-European stock, words related to Slavic and Baltic languages, words belonging to Old Slavic origin, words with onomatopoeic origin, as well as some belonging to Germanic stock. (Horecky. 1980 : 192).

We can mention words like *dobrý, čas, dnes, ja*.

According to Arnold, the native word is a word belonging to the original stock. Sometimes it can be difficult to distinguish whether the word is a loan word or a native word for example boss- a word taken from Dutch language, import- a word taken from Latin language, disk –a word taken from Greek language. These words are totally graphically, phonetically and grammatically adapted to the receiving language. (Arnold. 1973 : 14).

Ondruš (1980) divided loan words into two categories:

- Loan words taken from Slavic languages
- Loan words taken from non Slavic languages.

The oldest group of loan words in our language are Christian names for things used in old Slavonic: *div, duch, duša, hospodin, hriech, milostivý, spasit'*.

The process of borrowing words from Slavic and non Slavic languages were diverse with loan words borrowed directly from them, for example Czech, German or Hungarian languages.

So called bookish borrowing was done when there was no contact with the country we were taking the words from. E.g. French, English, Spanish and others. A special case of borrowing words directly was when taking lexical units through the help of a certain social class. We can see some German working class terminology like *plech, garbiar, hoblík* or Rumanian terminology spoken by shepherds like *bryndza, geleta or vatra*. The lexical units borrowed indirectly did not adapt by formal structure to the receiving language as much as lexical units taking from another language directly, orally. There were many lexical units from the Latin language like *advent, convent, rebus* etc. (Ondruš. 1980 : 195-196).

The process of borrowing lexical units from other languages is not simple, it has many faces. What it means is that some words penetrated into the Slovak language

through a different language than a language of its origin e.g. the word disk was of Latin origin, but we borrowed this word from English language. There are many examples of such words export, import (<English <Latin) analytik (<English < Latin) koordinátor (<English <Latin) boss (<English < Dutch) or test (<English < Latin)

We should differentiate between the source of borrowing and the traces of its origin. We can demonstrate this with one example analytik < E analytic < L. analyticus < Gk. analytikos. Therefore we probably took this word from English and English would be our source of borrowing, but the origin of this word is Greek.

There are many words borrowed from the English language, but their origin belongs to a different language. We have to mention that English accounts for 75% of loan words borrowed throughout its colourful history from many languages.

We have also words, that are used in other languages and we call this words international words. We can mention just some examples like *šport, video, derby, anténa, opera, piáno, sari, and anaconda*. These words are mainly used in various terminologies including science, sport, industry or art.

2.1 Loan words and their assimilation

As stated already we have different type of loan words, and their assimilation depends on the length of time they have been in our language. Some have adapted totally, some even though they have been used for generations have still retained some similarity in pronunciation, spelling, orthography or morphology.

Arnold (1973) differentiates various group of loan words:

- Completely assimilated loan words are words morphologically, phonetically, and orthographically adapted to the receiving language.
- Partially assimilated loanwords can be divided into three smaller subgroups:
 - Loan words which are not assimilated semantically. These words represent objects which are characteristic to the country they belong to.
 - Loan words which are not assimilated grammatically. These words are mostly taken from Greek and Latin languages and they did not adapt their grammatical rules to the receiving language.

-
- Loan words which are not assimilated phonetically. These words kept their accent.
 - Unassimilated words are loan words which were taken from the language in their original form.

Barbarisms are loan words which are used in everyday conversation and they have not assimilated in any way.

International words are words that are used in other languages universally, especially in various terminologies taken from science, industry, art, information technologies etc. These words should not be mixed with words of the common Indo-European stock. (Arnold. 1973 : 252-253).

Kvetko in his English lexicology also divided loan words as completely assimilated loan words, partially assimilated loan words with the subgroups of loan words not assimilated semantically, loan words not assimilated grammatically; loan words not completely assimilated phonetically and unassimilated loan words. (Kvetko. 1994 : 67).

Now we can use some examples on each division mentioned.

- Completely assimilated words e.g.: *skrining* (<screening), *šou* (<show), *manažér* (<manager), *víkend* (<weekend)
- Partially assimilated words:
 - Loan words not adapted to the receiving language semantically, are mostly words donating objects of the country they belong to. e.g.: *tomahawk* (<tomahawk), *mandarin* (<mandarin), *toreador* (<toreador), *geisha* (<geisha), *zloty* (<zloty),
 - Loan words not adapted grammatically: *rugby*, *whiskey*, *bolero*, *bulletin*
 - Loan words not adapted phonetically e.g. *kovboj* (<cowboy), *kemp* (<camp), *displej* (<display), *department* (<department), *soprano* (<soprano), *parfum* (<parfum), *scanner* (<scanner), *jazz* (<jazz)
- Unassimilated loan words are e.g.: interview, vírus, touchpad, play station, notebook, power play, happy hour, happy end, display, foxtrot, watt, etc.

Barbarisms are words e.g.: ciao, čau, pro futuro, adios, ab Libitum , repete, kontrakt

International words e.g.: *video*, *anaconda* (<anaconda), *piáno* (<piano), *antibiotik* (<antibiotic), *anténa* (<antenna), *transport* (<transport) *telegraf* (<telegraph), *telefón* (<telephone), *aeroport* (<airport), *safari* (<safari) etc.

2.2 Words borrowed from the English language

At the beginning of this subchapter we should define the word anglicism.

According to Mistrík (1993) the word anglicism means a language element (a word, an expression, a syntactic construction) borrowed from the English language. By anglicism we mean adapted language elements, e.g. words: *vrak*, *box*, *klub*, *smog*, *comfort*, also borrowings with no special need in our language, these are not advised to be used. A special type of anglicism is pseudo anglicism formed in the receiving language by the typical English means of word formation, but with a word base of the receiving language. (*autoklub*, *pigi čaj*) The Slovak language borrowed some English words in the form closer to its graphical shape than its phonetic shape. (*kovboj*, *lasér*, *radar*). Lately there is an increase of anglicism penetrating into all languages of the world. In our country this increase is caused especially by various contacts, for example political, cultural, economical, sport and others. (Mistrík. 1993 : 65).

Mistrík has also written (1983) that English words, which have fully adapted in our language are mostly words coming from sport terminology. These words are naming various types of sport games and sport elements, including the word sport itself and well known words like *gól*, *futbal*, *volejbal*, *basketbal*, *faul*, *windsurfing*, *ofsajd*, *derby*, *tenis*, *klub*, *stop*, *tramp*, *dres*, *box*. The words borrowed a long time ago were written phonetically (*futbal*, *gól*) newer words are being written with their original spelling. Recently we are borrowing words from the English language or through the English language terminology from modern technology. He mentions a few examples like *molekulárny*, *kybernetika*, *genetický*, *laser*, *kontajner*, *skraper*. He writes that we have around 2500 words of English source in our language. (Mistrík. 1983 : 53-54).

We can assume that this amount of loan words from the English language defined by Mistrík is much higher in the present time, as he wrote this almost thirty years ago and we are currently importing words mainly from the English language.

In the penguin English dictionary (2005 : 48) anglicism is described as a noun with characteristic feature of English occurring in another language, adherence or attachment to England, the English culture.

Words borrowed from the English language are present in nearly every part of semantic groups. We have words in politics (*líder, summit, analytik*), economics (*mítng, manažér, marketing, holding*), everyday social life (*pub, šou, flirt, stejk, snob*), sport (*derby, tím, futbal, play off, paraglajding*), music (*pop, roker, hit, album, country*), computer technology (*joystick, monitor, displej, sms, internet*), science (*brainwashing, sejf, snajper, tester, gas*) and others, we have also many acronyms like CD (computer disk), RAM (random access memory), NET (internet), DVD (digital videodisk).

Sometimes this word anglicism can be controversial, because some words, especially words from sports terminology are used in other languages e.g. *futbal, gól, derby, šport, tenis* and we can call this words not just anglicism, but internationalism.

The English language is globally taking an importance among all speakers. This is the same as when Latin had the position of being a language of lingua franca in the Roman era. English is taking over this position and it is now a language of global communication.

Besides new information technology, new inventions, business, mass media, and others which have helped advance the English language to become the most important language the fact that English is a very open language to the process of borrowing has probably helped. It accounts for 75% of loan words. The colourful history of England caused this huge amount of words with foreign origin to penetrate into its language. The English language has borrowed words from about 120 different languages.

Daily more and more people are communicating through the internet, using applications such as Skype, Facebook and Twitter. They may be working for companies that no longer deal just with their home countries, but also deal internationally through either their own business to increase their market, share, profits or working through a mother company which is based somewhere else in the world. Therefore they can be dealing with other nationalities, but the English language would be the common ground they share as a business language.

2.3 English influence in Slovakia

As cited in Crystal (2003) “Wherever you travel, you see English signs and advertisements. Wherever you enter a hotel or restaurant in foreign city, they will understand English, and there will be an English menu.” (Crystal. 2003 : 53-54).

Until the 19th century anglicisms were penetrating into our language indirectly or mainly through different languages e.g. French, Russian and Czech. After 1989 when we opened our borders to the world, language took a different perspective. All the changes brought a bigger necessity to communicate globally. Fast political changes, mass media, fast flow and exchange of information etc. forced the Slovak language to borrow new words, especially words from the English language. Children instead of having to learn Russian as their main foreign language started to learn English. It is normal now, that we have children learning English even at nursery. This illustration of the importance of the English language in Slovakia can be shown by the changes of the educational law 245/2008, where there is an amendment which makes the English language as compulsory subject from the September 2011 for all children as young as 9 years old. Many new words have penetrated and are still penetrating into our language through movies, sports, music and politics, but mainly through the computer technology. We can hear and see our teenagers communicating with the presence of many loan words- anglicisms. (e.g. “je to cool”, instead of “prepáč -sorry”, super imidž, pekný face, use of interjection “wow” or they use newer chat acronyms like OMG-oh my god, LOL-laughing out loud etc.) . This happens mainly through the help of very popular chat and social networks. Most of us know what it means *CD-Rom*, *playback*, *kouč*, *celebrita*, *tím*, *sorry*, *O.K.* and more and more people want to learn and understand English.

2.4 Anglicisms in journalism

By Mistrík (1984) in terms of frequency of loan words in the Slovak language, the publicistic style is in contradiction to the belles- lettres style. In the publicist style we can find a lot of loan words, but in the belles-lettres style only a minimum. In the language of the newspaper we can see a higher frequency of loaned words borrowed from the language indirectly. In the colloquial style we would see a higher frequency of loan words borrowed directly. In the past, loan words occurred only occasionally, but in

today's newspapers, radio commentary, TV news every sixth word is not a word of Slovak origin. This is caused by a closer cooperation with the international newscast agencies and daily newspapers being first to bring up-to-date information and also present innovations from science and technology mostly named by words of foreign origin. (Mistrík. 1984 : 90).

Kačala (1994 : 85-86) in his book *Slovenčina- vec politická* is very sceptical about some use of anglicisms, he does not agree with publicist using too many loan words in their text, (currently borrowed mostly from the English language). He is using as an example the title taken from the newspaper *Suverénny come back*, he describes this title from a publicistic point of view as striking, but from the communication point of view as totally dysfunctional, because instead of giving the reader information, it prevents conversation between the author and the main percentage of readers; because not many of them can understand English to decipher the expression *come back* as “*návrat k pôvodnému stavu*“. Also he states that our newspapers, our mass media and various advertising texts are full of anglicisms , and they are ignoring the common Slovak reader or listener and his knowledge of English. Most of these English loans can be replaced by native words, therefore bringing and adding too many obscure, not adapted loan words into texts designed for the general public. It is understood as an offense against the principle of maximum clarity. He believes that not the loan words itself, but users of our language with their unconscious attitude towards the language and towards cultural values are the greatest danger to our national language.

3 Anglicisms in the Slovak press

The main aim of our thesis is to determine the fields of our everyday life in which the English language penetrates most.

In this chapter we are going to analyze and classify anglicisms selected from daily newspaper. The bases for our research are anglicisms in the publicistic style which are characteristic of proximity, accuracy, variability and also the high influence on the reader.

We have chosen to analyze loan words in the daily newspaper *Nový čas*, which is by MML (Market & Media & Lifestyle) Median SK statistically the most read newspaper in Slovakia. We were tracing words in this newspaper for a period of 1 month from the 1st of February to the 28th of February 2011.

Our task was to find words borrowed from English into the Slovak language in this newspaper. After tracing the words we were classifying them according to their semantic level.

3.1 Selection of anglicisms in the selected newspaper

We were selecting words from the chosen newspaper *Nový čas* in the given period (1.2.2011- 28.2.2011), which we thought were loan words borrowed from the English language. This was not an easy task. In Slovakia we do not have an etymology dictionary; these words were selected following various secondary sources. This was demanding, but therefore even more interesting. We used an etymology dictionary online, but sometimes we did not know whether English was the source of the borrowing or was the source of the borrowing another language. English is a language of business and Slovakia has more frequent connections with English speaking countries, therefore we assumed that English was the source of borrowings for these words.

We have found around 250 words borrowed from English per day (of which some were repeatedly used) with around 7 words borrowed from English per page and within the period of 1 month we found around 840 words in which the source of origin is presumably the English language. We found that the highest occurrence of anglicisms was used in the sports column. An example cited from *Nový čas* from the 5th of

February page 36. “*České tenistky sú podľa bookmakerov favoritkami na postup do semifinále z víkendového duelu proti Slovenkám.*”

We did not find many words from science and technology; this is probably due to the fact that *Nový čas* contains mainly societal issues and does not include many science and technological articles.

On the one hand loan words used in *Nový čas* were well adapted anglicisms in the Slovak language (the older ones-fully assimilated were mostly used in the sports column), but on the other hand we also found “unnecessary” anglicisms. We mean words expressed by loan words borrowed from the English language, even though we have our own native equivalent for these words (e.g. homeless- *bezdomovec*, song- *pieseň*, supervisor- *prevádzkar*, coach- *tréner*). This use of “unnecessary” loan words might be caused by authors of the articles trying to use a colloquial style close to their young readers and as an effort to avoid the repetition of words, with the main aim to attract the reader’s attention.

Some of the loan words used in the newspaper are the newer loan words borrowed from the English language that did not have time to adapt to the language yet. We can mention a few examples like *talk show*, *styling*, *stylist*, *superstar* and many more.

3.2 Classification of anglicisms

We can classify loan words by different perspectives. At the beginning we decided to divide these loan words by their word classes. This is shown in our Appendix A. The words are arranged in an alphabetical order. English word classes are nouns, pronouns, adjectives, adverbs, interjections, prepositions, contractions.

We didn’t expect to find any prepositions, conjunctions or pronouns, this was confirmed. The highest occurrence of anglicisms was in nouns (we have found 607), adjectives (148), verbs (65), adverbs (20) and interjections (2).

The approach was to present English borrowings in daily newspaper *Nový čas* classifying them into the particular semantic groups. We have classified the excerpted anglicisms into 13 semantic groups.

New inventions, phenomena and subjects which are not possible to name by using our native word stock are expressed by loan words. These words were borrowed, and are still being borrowed into all fields, areas of life.

We have classified the anglicisms excerpted from *Nový čas* into the chosen semantic groups in terms of their meaning and analyzed by their percentage of occurrence of only nouns, in view of the fact that the most of selected verbs and the adjectives are derived from nouns.

We have divided the nouns by their meaning into 13 selected semantic groups:

1. Business, economics, finance e.g:
audit (audit), diler (dealer), biznis (business), míting (meeting), transakcia (transaction)
2. Politics, law, diplomacy e.g.:
agent (agent), analytik (analytic), protest (protest), kolízia (collision), incident (incident)
3. Computer technology e.g.:
activity online (activity online), audiosystém (audio system), skype (skype), data (data), displej (display)
4. Sports terminology e.g.:
atletika (athletics), basketbal (basketball), futbal (football), derby (derby), dištanc (distance)
5. Food and drinks e.g.:
biftek (beef steak), drink (drink), fast food (fast food), keks/keksík (biscuits), piknik (picnic)
6. Transport and vehicles e.g.:
airbag (airbag), motocykel (motorcycle), pilot (pilot), komfort (comfort) limuzína (limousine)
7. Music, film, theatre, literature, photography, dancing e.g.:
raper (rapper), talent (talent), video klip (video clip), sitcom (sitcom), slogan (slogan)
8. Travelling e.g.:
all inclusive (all inclusive), last minute (last minute), arrival terminal (arrival terminal, dispečing (dispatching), rezervácia (reservation)

9. Names connected with social life and entertainment e.g.:

bodyguard (bodyguard), bodypainting (bodypainting), celebrita (celebrity),
nightshopping (night shopping), nonstop (nonstop),

10. Names connected with exercising and healthy diet e.g.:

aktivita (activity), diéta (diet), fit (fit), fitnes centrum (fitness centre), , strečing
(stretching), stres (stress),

11. Science, industry, technology and agriculture e.g.:

farmár (farmer), cyklon (cyclone), grant (grant), , traktor (tractor), transparent
(transparent)

12. Medicine e.g.:

deficit (deficit), epidémia (epidemic), epidurálka (epidural), amputácia
(amputation), deficit (deficit)

13. Others e.g.:

gay (gay), grafiti (graffiti), hipisák (hippi), homeless (homeless), kepm (camp)

Due to the large quantity of nouns (607) we stated the semantic groups and gave five examples. The complete statistical samples of the selected nouns classified into the semantic groups are due to their size given in the Appendix B.

3.3 The results of the analysis

To meet our target we had to follow these steps:

1. Selection of the newspaper. We chose the newspaper (daily periodical press, Appendix C). We decided to use the daily newspaper, Nový čas for our research based on a survey published by the agency Median SK late 2010. The Nový čas is the most read newspaper every year and maintains the largest, (up to 25% of the market share) in readership compared to other newspapers.
<http://medialne.etrend.sk/televizia-monitoring/trhu-medii-dalej-dominuju-novy-cas-markiza-a-expres.html> 9.4.2011
2. Since it is a daily newspaper, the period of 1 month gave us a sufficient amount of data needed for our research.

3. Selection of anglicisms from the newspaper. This step required daily monitoring and selecting the anglicisms. Nový čas contains around 38 pages and addresses different fields of everyday life.
4. Choice of 13 semantic groups. In this task our choice was based on the excerpted anglicisms and their meaning.
5. Selection and classification of representative samples into the relevant semantic groups. We used several secondary sources to do the selection. (there is no etymology dictionary in Slovakia yet). We divided the anglicisms (nouns) into the relevant semantic groups in terms of their meaning. (Appendix B).
6. Statistic analysis and its evaluation

We have found around 840 words presumably borrowed from the English language, in which 607 words were nouns (within the period of 1 month).

Statistic evaluation of each semantic group is captured in table 1. The other tables (Table 2, 3, 4) serve as background data to describe the chart.

We analyzed the semantic groups by the highest occurrence of excerpted anglicisms. The following graphs represent the amount of anglicisms in each semantic group. Every group has a different amount of these words.

Table 1: Number of words and percentage of anglicisms in each semantic group

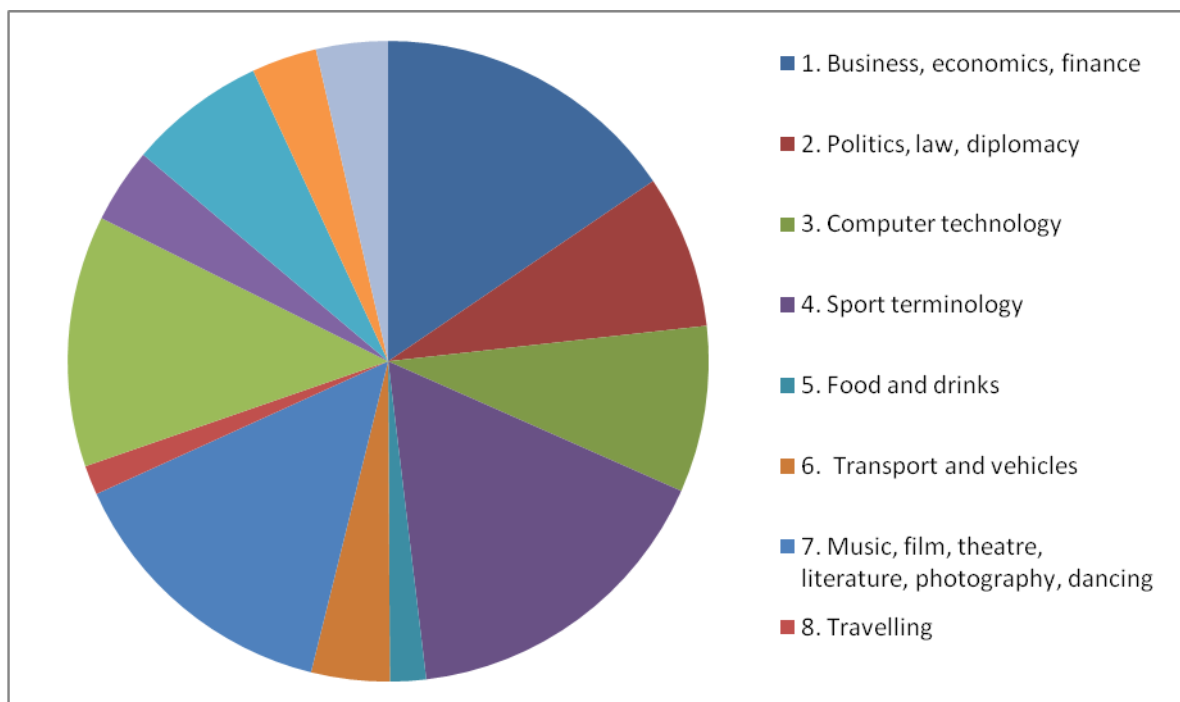
Name of semantic group	Total words in the selected semantic group	Percentage of each semantic group
1. Business, economics, finance	94	15,49%
2. Politics, law, diplomacy	47	7,74%
3. Computer technology	51	8,40%
4. Sport terminology	100	16,47%
5. Food and drinks	11	1,81%
6. Transport and vehicles	24	3,95%
7. Music, film, theatre, literature, photography, dancing	87	14,33%
8. Travelling	9	1,48%
9. Names connected with social life and entertainment	77	12,69%
10. Names connected with exercising and healthy diet	23	3,79%
11. Science, industry, technology and agriculture	42	6,92%

Name of semantic group	Total words in the selected semantic group	Percentage of each semantic group
12. Medicine	20	3,29%
13. Others	22	3,62%
	607	100,00%

Source: own research

The Graph 1 illustrates % (percentage) of all semantic groups in the total number of excerpted nouns.

Graph 1: Percentage of all semantic groups in the total number of excerpted nouns



Source: own research

We divided these semantic groups into three parts for a better clarity (due to the variability of chosen semantic groups).

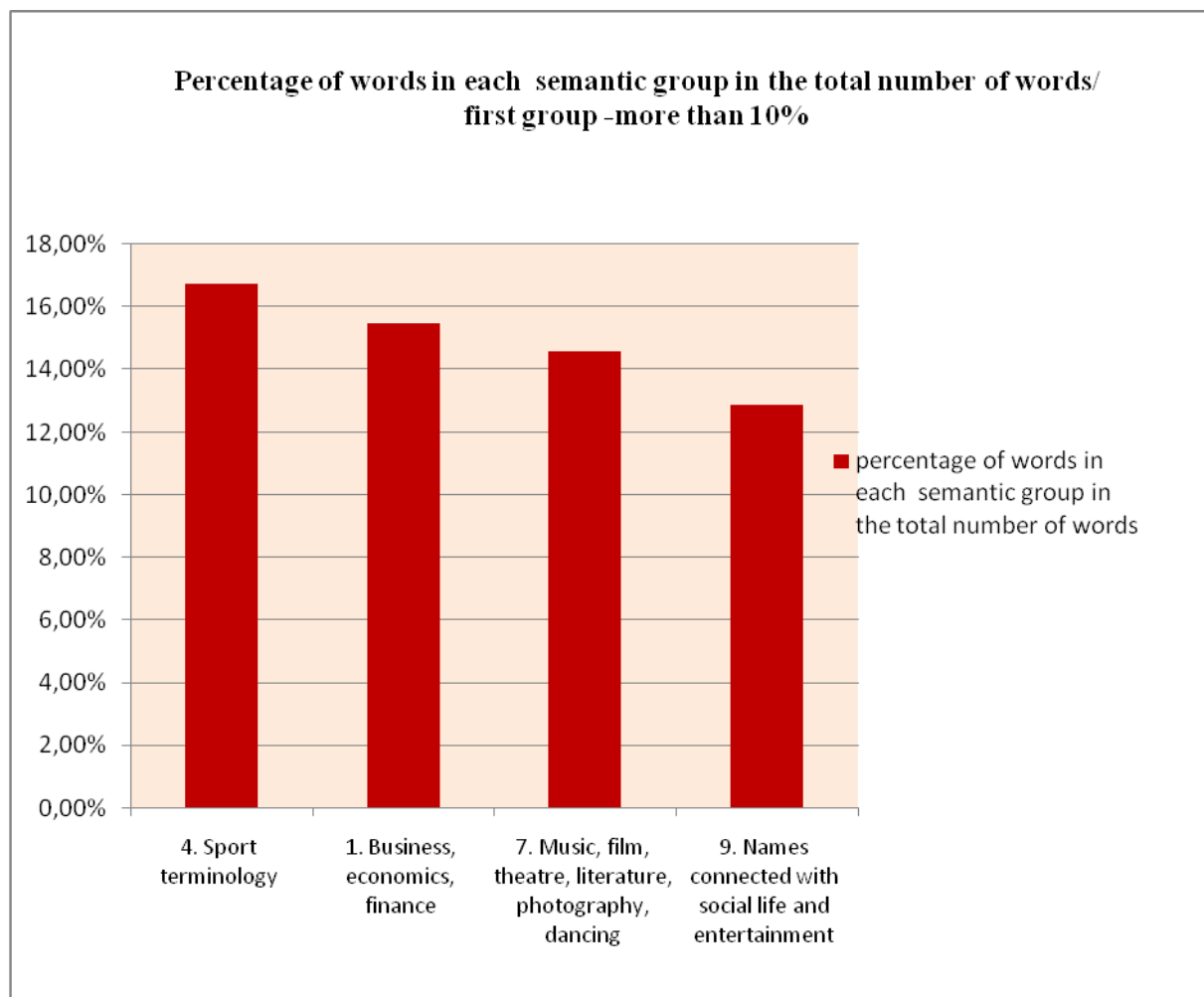
The first part (Table 2) contains the semantic groups in which the occurrence of anglicisms is higher than 10 %. These are the most numerous groups. Graph 2 captures these groups in percentage.

Table 2: The first division of the semantic groups

Semantic group	Number of words in each semantic group	Percentage of words in each semantic group in the total number of words
4. Sports terminology	100	16,75%
1. Business, economics, finance	94	15,49%
7. Music, film, theatre, literature, photography, dancing	87	14,33%
9. Names connected with social life and entertainment	77	12,69%

Source: own research

Graph 2: The semantic groups in which the occurrence of anglicisms is higher than 10 %



Source: own research

As we can see in the Graph 2 the semantic group containing the sports terminology has a highest occurrence of anglicisms. This group account for 16, 75% of the excerpted nouns borrowed from the English language. These loan words are mostly completely adapted words into the Slovak language. The reason for this large amount of words contained in sports terminology is probably due to the fact that the most of the sports originates in the U.K. It is important to mention that all international sports competitions like Olympic games, The world Championships require international terminology, used in other languages and we can call these loan words internationalisms not only anglicisms.

The semantic group containing words related to business, economics and finance also accounts for a lot of anglicisms – internationalisms. The percentage is as high as 15, 49%. The Slovak language borrows a lot of words from the field of business and economics. It would be time consuming to derive or make up new words out of our own words stock, that's why we borrow these words. There are many international meetings in business, nowadays a lot of companies deal with other nationalities, they use the English language as a business language and they bring a lot of words into our language. The semantic group music, film theatre, literature, photography and dancing accounts for 14, 33 % of anglicisms excerpted from *Nový čas*. The most of the anglicisms coming from music kept their original form (*superstar, pop, hit, rock*). The music charts contain mainly English / American interpreters and songs; we borrow a lot of words from English music. *Nový čas* contains a lot of articles with social issues connected to social life and entertainment. Some loan words falling under this group are new words borrowed from the English language only recently and they did not have time to adapt into our language (*styling, stylist, idol, reality show e.t.c.*).

The second part represents the semantic groups in which the occurrence of anglicisms is 5% to 10% (it is shown in the graph 3). Semantic group containing words related to computer terminology dominates in Table 3. Currently the main source of borrowing from English language is probably the sphere of information technology and media, but daily newspaper *Nový čas* does not include many articles from this group. Maybe that explains the lower occurrence of anglicisms in this semantic group.

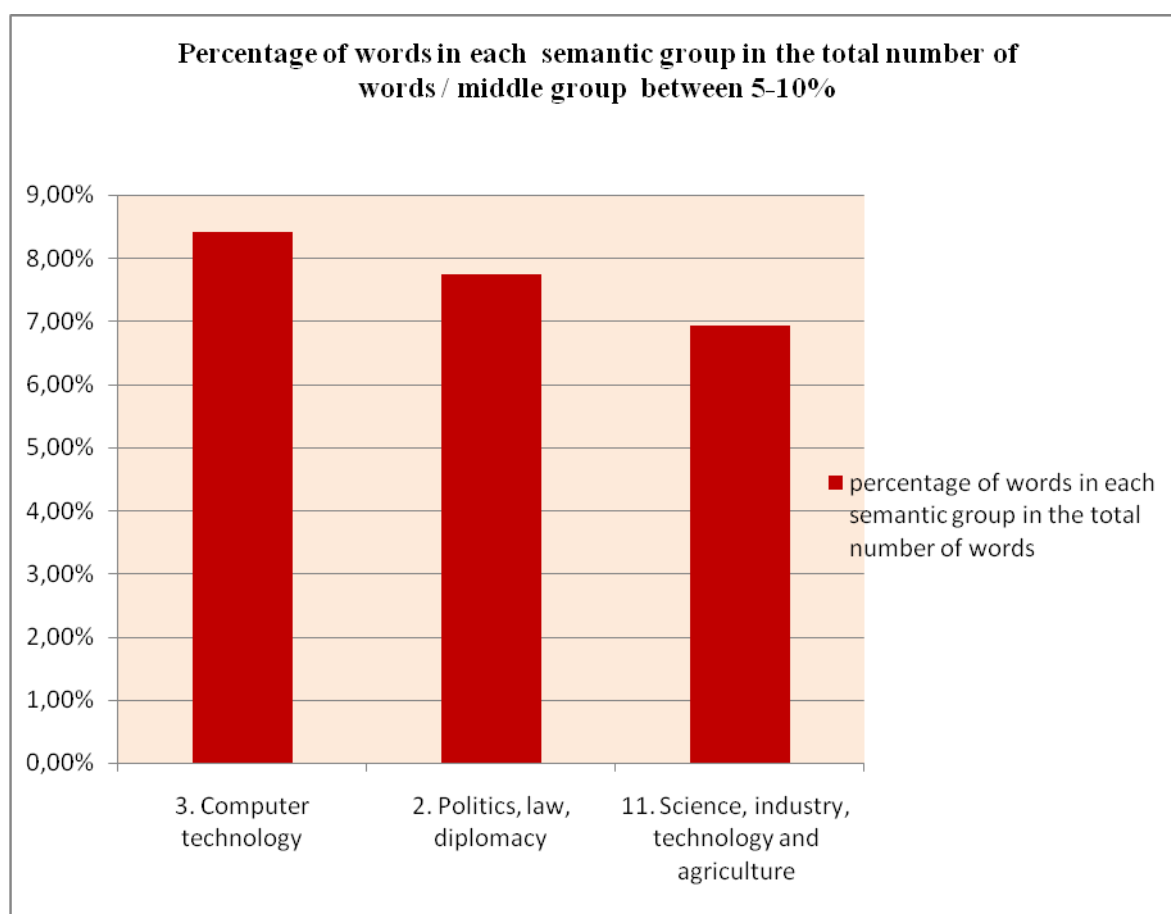
Table 3: The second division of the semantic groups

Semantic group	Number of words in each semantic group	Percentage of words in each semantic group in the total number of words
3. Computer technology	51	8,40%
2. Politics, law, diplomacy	47	7,74%
11. Science, industry, technology and agriculture	42	6,92%

Source: own research

The semantic group politics, law, diplomacy does not accounts for many loan words in this table, this might also be caused with the fact that Nový čas does not include many articles from politics. The most of the political or diplomatic words were Latin or French origin.

Graph 3: The semantic groups in which the occurrence of anglicisms is 5% do 10%



Source: own research

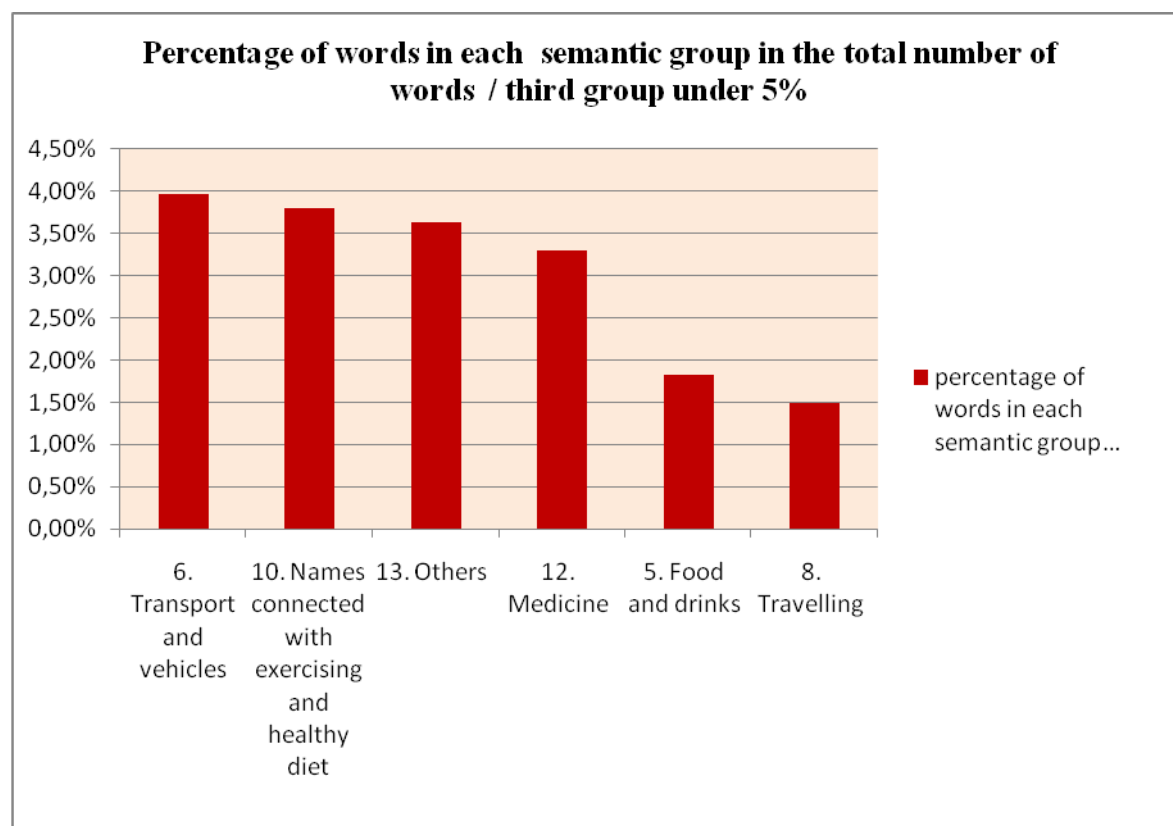
The third division stands for the semantic groups in which the occurrence of anglicisms is under 5%.

Table 4: The third division of the semantic groups

Semantic group	Number of words in each semantic group	Percentage of words in each semantic group in the total number of words
6. Transport and vehicles	24	3,95%
10. Names connected with exercising and healthy diet	23	3,79%
13. Others	22	3,62%
12. Medicine	20	3,29%
5. Food and drinks	11	1,81%
8. Travelling	9	1,48%

Source: own research

Graph 4: The semantic groups in which the occurrence of anglicisms is under 5%



Source: own research

In this last division of semantic groups dominance belongs to the semantic group containing words related to transport and vehicles. The semantic group which includes the words related to travelling accounts for the least percentage of anglicisms in our research. These words were selected mainly from advertising part of the newspaper Nový čas. This last division of semantic groups contains mainly newer loan words that did not have time to completely adapt into our language.

We chose 13 semantic groups to prove, that we can find loan words for all of this fields; we tried to prove that the English language influences various areas of life. As we demonstrated the English words have penetrated into various spheres of life of our society and they are a big contribution towards the development and expansion of vocabulary of the Slovak language.

We can find many loan words borrowed from the English language into the Slovak language and currently English is the main source of borrowings.

Conclusion

This bachelor's thesis deals with the classification of loan words used in the Slovak press. The main aim was to determine the fields of our everyday life in which the English words penetrate the most. To fulfil the goal we used various methods like selection, classification, analysis, synthesis and comparison.

The thesis is divided into three main chapters. The first two chapters are theoretical and the last chapter focuses on our research and analysis.

The first chapter is comprised of three subchapters. It is theoretical and describes various functions of the language and also briefly outlines the historical development of the Slovak language. The language is a dynamic system opened to new contributions and we have shown different ways of expansion of the vocabulary.

In the second chapter of the thesis we focus on the definition of loan words and their assimilation. We also we state the definition of the word anglicism. We pay attention to the importance of the English language.

The third chapter describes our research and it is divided into three subchapters. We try to meet the goals stated earlier. We excerpted anglicisms from our chosen daily newspaper *Nový čas*. We then classified nouns out of all these excerpted words into 13 chosen semantic groups according to their meaning. We could see that the publicistic style comprises of many loan words and that the English words are penetrating into various spheres of life of our society. Some words selected from the newspaper were fully adapted older anglicisms, but some were new loan words that did not have time to completely adapt into the Slovak language. We have also found loan words borrowed from the English language even though we have our own equivalent for these words. We compared these semantic groups and for easier clarity we arranged these groups into tables and graphs. We counted the percentage of occurrence of anglicisms in each of the semantic groups. The highest percentage of anglicisms were found in the semantic group comprising words related to sports terminology. The least percentage of anglicisms belongs to the semantic group related to travelling.

On the bases of the results of this reserach, it can be concluded, that the Slovak language, especially publicistic style is affected by the English language. English has and continues to play a large role in the process of expansion of the Slovak vocabulary.

Summary

Jazyk ako základný komunikačný prostriedok je ideálnym zdrojom na vyjadrenie našich myšlienok, želaní, obáv alebo pocitov. Slovná zásoba každého jazyka je rozmanitá a zároveň je ovplyvnená jeho históriou, spoločenskými zmenami a novými vynálezmi, či výtvarnými. Práve tieto nové vynálezy, fenomény, myšlienky či predmety, ktoré vznikajú v neustálom turbulentnom prostredí súčasnosti, musia byť nejako pomenované. Je čoraz ťažšie nájsť v našom jazyku vhodný ekvivalent a preto je omnoho jednoduchšie si názov pre toto slovo požičať z iných jazykov, a teda použiť cudzie slovo. Tieto slová nazývame prevzaté slová.

Dnes môžeme povedať, že najviac týchto slov preberáme z anglického jazyka a že anglický jazyk sa stáva najdôležitejším jazykom v tomto procese preberania slov. Anglická slovná zásoba tradične ovplyvňuje terminológiu športu, ekonomiky, či finančníctva a momentálne sa vyskytuje vo všetkých oblastiach každodenného života. Práve vzhľadom na miesto vzniku a rozvoja, najviac ovplyvňuje oblasť informačných technológií a médií.

Anglický jazyk sa stáva najdôležitejším dorozumievacím jazykom globálnej komunikácie a expanduje do všetkých jazykov sveta, teda aj do Slovenského jazyka. Pre slová, ktoré preberáme z anglického jazyka do slovenského, používame výraz „anglicizmy“. Je rozdiel pri používaní anglicizmov, pre ktoré existuje v slovenskom jazyku relevantný ekvivalent a anglicizmov, pre ktoré slovenský ekvivalent neexistuje. V súčasnosti však sú anglicizmy bežnou formou vyjadrovania, ako v hovorovej reči, tak v tlačenej podobe.

Práca sa zaoberá klasifikáciou anglicizmov používaných v slovenskej tlači. Cieľom nášho výskumu, bolo získať vybranú vzorku anglicizmov, klasifikovať z hľadiska významu do sémantických skupín a následne zistiť najpočetnejšiu skupinu na základe uvedeného kritéria. Vybranú vzorku anglicizmov sme získali s nami zvoleného denníka a našou prácou sa pokúsime dokázať, že prevzaté slová z anglického jazyka sa naozaj šíria do väčšiny oblastí života našej spoločnosti.

Bakalárska práca je rozdelená do troch kapitol. Prvá kapitola, je zameraná na teoretické vymedzenie funkcií jazyka, kde najdôležitejšiu funkciu zastáva komunikačná funkcia. V tejto časti práce popisujeme aj historický vývin slovenského jazyka. Vývoj jazyka je veľmi dlhý proces vyvíjal sa od najprimitívnejšieho dorozumievania pomocou

posunkov až po dnešnú podobu ako ho vnímame teraz. Z lexikálneho hľadiska sme načrtli rozdelenie slov do skupín a ich expanzii do slovenského slovníka. Táto expanzia slovníka je dynamický proces, ktorý sa neustále mení. Všetky jazyky majú potrebu, nutnosť pomenovávať to „to nepomenované.“

V druhej kapitole sme stanovili základnú charakteristiku prevzatých slov a ich asimiláciu do slovenského jazyka a tiež sme sa zamerali na slová prevzaté z anglického jazyka a vplyvu anglického jazyka všeobecne. Zamerali sme sa najmä na prevzaté slová v publicistickom štýle. Pri preberaní slov a ich adaptácii záleží najmä ako dlho sú v našom jazyku, či sú adaptované do nášho slovníka foneticky, graficky alebo morfológicky a podľa toho ich aj potom delíme na úplne asimilované, napoly asimilované a neasimilované slová.

Tretia kapitola sa venuje nášmu výskumu, kde sme sa venovali anglicizmom používaných v slovenskej tlači, ich výberu a klasifikácií do sémantických skupín, zadelených podľa ich významu. Tieto delenia a výsledky pozorovania sme pre väčšiu prehľadnosť usporiadali do tabuliek a grafov.

Vybranú vzorku anglicizmov, ktorá nám slúžila ako podklad k štatistickému spracovaniu, vzhľadom na jej rozsiahlosť uvádzame v prílohách. Bola získaná z denníku „Nový čas“ počas mesačného sledovaného obdobia. Na štatistické vyhodnotenie početnosti zastúpenia anglicizmov vo vybraných sémantických skupinách, sme vzhľadom na podobnosť základu slov pri podstatných, prídavných menách či slovesách, vybrali len skupinu podstatných mien. Štatistickú vzorku tvorilo 607 podstatných mien, ktoré sme podľa významu klasifikovali do 13tich sémantických skupín. V tejto kapitole uvádzame výsledky výskumu prezentované tabuľkami a grafmi.

V závere práce je zhodnotený celkový prínos práce, ktorým poukazujeme na čoraz väčší význam prevzatých slov z anglického jazyka do slovenského. Vzhľadom na to že vychádzame zo vzorky prevzatých slov používaných v publicistike, kladieme dôraz na rastúci výskyt anglicizmov, už nie len v bežnej hovorovej reči, ale práve v tlačenej podobe.

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APPENDICES

Appendix A: Statistical samples of word classes

Appendix B: Selected samples of nouns in each of the semantic group

Appendix C: List of excerpted literature

APPENDIX A Statistical sample of found nouns, verbs, adjectives, adverbs and interjections

NOUNS p.1:

adopcia	bodypainting	doping	flirt	ilustrátor
adrenalín	booklet	dres	fond	ilúzia
advokát	bookmaker	drink	forfaiting	imidž
agent	boom	dual rate	formula	implantácia
airbag	bos	duel	fotka	implantát
airboarding	boss	džentlmen	fotofiniš	imunita
akrobat	box	džob	fotograf	in line skating
akt	cash	džudista	fotografia	incident
akt extra	celebrita	efekt	fotoobjektív	infekcia
aktivita	chaos	eliminácia	fotoreportér	inflácia
aktivity online	charita	e-mail	fotoseria	ingrediencie
akvárium	chemoterapia	energia	free ride	iniciátor
alarm	choreograf	entuziazmus	free style	in-line
album	čirlíderka	epicentrum	frontman	inšpektor
alergia	comeback	epidémia	full hd	inštruktor
alibi	connecting people	epidurálka	funfon	interbeauty
all inclusive	country spevak	esemeska	futbal	interiér
ambície	crashtesty	eurofond	futbalista	internerbanking
americký futbal	curling	evakuácia	galéria	internet
amputácia	cyborg	Excel	gang	internetová stránka
analytik	cyklistika	exekútor	gate	interview
apartmán	cyklon	exhibícia	gay	invázia
aplikácia	dáta	exluzivita	gemy-tenis	IT firma
aquapark	deaflympiáda	expert	gol	jachta
arbiter	debl	extáza	golfista	jojo efekt
arrival terminal	debutantka	extraliga	grafiti	joystick
artefakt	defenzíva	factoring	grant -v škole	junior
aspirant	deficit	fajn	gymnastika	jury
atak	demisia	family	hairstyling	kabaret
atletika	dentist	fanatik	hala	kabína
audiosystém	depozit	farmár	hardver	kalamita
audit	derby	fast food	hendikep	kamera
automotoklub	detektor	faul	hipisak	kapitán
autoportrét	deviácia	favorit	hipoterapia	kardio tréning
baby days	diesel	federácia	hit	kardiostimulátor
banket	diéta	festival	hitparáda	kariéra
barel	digitalizácia	film	hokej	karta
barman	diktátor	finále	hokejista	kasting
basketbal	díler	finalista	hokejistka	katastrofa
benefit	diskriminácia	finalizácia	hokejka	keksík

biatlonista	dispečing	finančná rezerva	home button	kemp
biftek	displej	finančníctvo	homeless	kickboxerka
bigboard	dištanc	firemné eventy	hospitality	kid
bikini	distribúcia	firma	humor	kiosk
bilbord	distribútor	fit tyčinka	humorista	klan
biznis	dizajn	fitko	hviezda-star	klient
biznismen	dizajnér	fitnes	idea	klinika
blog	DJ	fitneska	identita	klip
bloger	dokument	fitness centrum	idol	klub
bodygard	dokumentácia	fixácia	ikona	koalícia

NOUNS p.2:

kokpit	lodge	objektív	profesia	rituál	snoubording
kolaps	logo	Office	profesionál	rival	snoubordista
kolektory	lokalita	online	profil	roadshow	snowtubing
kolízia	lokomotíva	opera	prognoza	rock	sociálna sieť
kombi	magazín	operátor	program	rocker	softver
komédia	maily	orbitrack	programátor	rooming-in	šok
komfort	manažér	organizácia	projekt	RTG laser	solárium
komplikácia	manažment	organizátor	prominent	rutína	song
kompromis	marketing	outfit	prostitútka	sága	šou
komunita	masáž	paintball	protest	šanca	šoubiznis
koncept	mašina	panika	prototyp	sauna	šoumen
koncert	maska	paraglajding	pulz	scéna	spa centrum
kondícia	mečbal	parahawking	pumpa	sejf	špecialista
konflikt	medaila	paralyzér	puzzle	sektor	speed dating
kongresmanka	média	park	radikál	semifinále	špekulácia
kongresmen	medializácia	partner	rádio	semináre	šport
kontajner	megašou	párty	raketa	sendvič	sprejer
kontakt	mejkap	pauza	ranč	senzor	šprint
kontext	melodia	pedikúra	ranking	séria	šprinter
kontrakt	member	penalizácia	raper	server	štadion
kontrast	metoda	penalta	rapovanie	servis	status
kontrola	metro	permanencia	reakcia	set	stejk-steak
konzultácia	miniplayback show	piknik	realita	sexepíl	steper
koordinátor	minorita	píling	reality show	sexsymbol	stimulátor
koordinícia	misia	pilot	reality šou	shopy	štipendium
kopia	miss	pirát	realizácia	show	stop
korekcia	míting	plán	rebel	shutout	strečing
korupcia	mobil	platform	record	signál	stres
kostým	mobilný operátor	play off	redaktor	signalizácia	striptíz
kouč	modeling	playmate	referent	silikony	štýl
kreditná karta	modernizácia	pop	reforma	singel	styling

kriminalita	monitor	pop-art	refrén	sitkom	stylista
kríza	monitoring	popularita	register	skalp	summit
kuriozita	monster truck	porcia	regulácia	skalpel	super last minute
kurt	monštrum	portál	rehabilitácia	škandál	superforma
lady	mop	portfolio	relax	škandál	superkombinácia
lasér	motocykel	portrét	relax centrum	skeptici	superlatívy
last minute	multiinstrumentalista	post	rely	ski centrum	supermanažér
legenda	múzeum	power play	remake	skialpinista	supermarket
licencia	muzikál	Powerpoint	reportér	skiatlon	supermodel
líder	navigácia	poza	reprezentácia	skipass	superstar
liga	navigátor	pozícia	reprezentant	skríning	supervízor
limit	night klub	pozitíva	resort	skúter	surferka
limuzína	nightshopping	PR manažérka	respondent	skype	surfovanie
liposukcia	nominácia	predátor	revolúcia	slalom	surfovavčka(net)
lízing	nominant	priorita	rezervácia	slogan	taktika
	nonstop	privatizácia	rezidencia	smartfon	talent
	notebook	proces	rezignácia	smska	talkshow
		produkt	režim	snajper	tank
		produktivita	ring-v boxe	snooker	taping-nozný

NOUNS p.3:

telefon	verzia
teleskop	video
televízia	videoklip
tempo	víkend
tender	vila
tenis	vírus
tenistka	víza
terminátor	vokalistka
terorista	volejbal
terorizmus	vulgarizmy
test	webnwalk
testery	webová stránka
tím	wellness
tínedžerka	winner
tip	Word
tip-top	youtube
titul	zoom
top	
top charts	
top Free	

VERBS:

aklimatizovať	rezervovať
asanovať	rezignovať
aspirovať	skopirovať
atakovať	spekulovať
balansovanie	sportovať
byt "in"	stabilizovať
degenerovať	surfovať na nete
deklarovať	testovať
dementovať	tipovať
demonizovať	transportovať
demonštrovať	trénovať
diagnostikovať	triumfovať
diskvalifikovať	vytrejdovať
dominovať	zalarmovať
draftovať	
esemeskovať	
evakuovať	
fascinovať	
faulovať	
finišovať	

ADJECTIVES p.1.:

adoptívny
adrenalinový
aerobný
akrobatický
akustická
amaterský
ambiciozny
animovaný
antidopingová
atraktívna
basketbalový
boxerska
charitatívny
crazy
curlingová
defenzívny
definitívny
demografický
detoxikačná
diabetologický

top lokalita	fotiť	dieselovy
top transfer	fotografovať	diskvalifikovana
topslalomarka	garantovať	dispozicny
touch and type	gradovať	distancny
tours	hazardovať	distributorska
traktor	idealizovať	dominantny
transakcia	identifikovať	draftovany
transfer	imitovať	drogovi
transformácia	inklinovať	efektívnejši
transparent	inštalovať	ekonomicky
transportér	investovať	elegantny
trek	kliknúť	elitny
treker	komplikovať	enormny
tréning	koncertovať	enviromentalny
trik	konzultovať	epiduralny
triumf	kozumovať	eroticky
trofej	kulminovať	esteticka
tunel	lokalizovať	excentricka
turbodiesel	manipulovať	exkluzivny
turista	monitorovať	exoticky
turizmus	nastylovať	experimentalny
tutor	navigovať	externe
typ	neholdovať	extremny
ultimátum	nominovať	famozna
uniforma	pozovať	fascinujúci
vagon	prezentovať	fedkapovy
verdikt	privatizovať	filmova
	profitovať	financny
	registrovat'	folkova
	relaxovať	frekventovana

ADJECTIVES p.2.:

frustrovany	metalicka
futbalovy	mobilny
garantovana	multifunkcna
generalny	multikulturny
globalny	najprodukticnejši
golfovy	openingova
golovy	opticka
graficky	optimisticky
grandiozny	originalna
halovy	perfektny
hekticky	personalna

ADVERBS

aktivne
defenzivne
efektívnejšie
exkluzivne
externe
extremne
iniciativne
intimne
kuriozne
perfektné
premierovo

INTERJECTIONS:

super
whaa

hendikepovany	polarizovany	prioritne
hiphopovy	popovy	profesionalne
hokejovy	popularny	radikalne
hollywoodsky	producentsky	relativne
humorosticky	produkcný	super
ideálny	projektovy	supermanovsky
identicke	radikalny	transparentne
inflacny	redukcný	vulgarné
inovativny	rekordny	
interaktivna	respektovana	
interierova	rezervny	
internetovy	ritualne	
investicna	semifinalový	
juniorske	sexi	
kardio	sexualna	
karnevalovy	sezonny	
katastroficky	snoubordovy	
katastrofalny	softverovy	
klubovy	sokovany	
kolektivna	sokujuci	
komercny	solarny	
komplexny	sportova	
komunalny	striptizova	
kontaminovany	talentovany	
kontinentalna	televizny	
kontroverzny	tenisova	
korupcny	testovany	
kvalifikacny	tinedzrske	
kvalitny	totalny	
laserovy	tragicky	
legendarny	traumatizujuci	
lesbicky	treningovy	
lifestylovy	unikatny	
ligovy	urgentny	
limitovana	vikendovy	
magicky	vulgarny	
manazersky		
marketingovy		
medialna		

APPENDIX B

Selected nouns in each of the semantic group

1. Business, economics, finance e.g.:
aplikácia (application) audit (audit), balansovanie (balance), benefit (benefit), biznis (business), biznismen (businessman), booklet (booklet), bookmaker (bookmaker), boom (boom), boss/bos (boss), cash (cash), deposit (deposit), diler (dealer), distribútor (distributor), distribúcia (distribution), document (document), dokumentácia (documentation), dual rate (dual rate), eurofond (euro fond), exekútor (executor), džob (job), expert (exper), factoring (factoring), finančná rezerva (financial reserve), finančníctvo (finances), firma (firm), firemné eventy (firm events), fixácia (fix), fond (fond), forfeiting (forfeiting), formalita (formality), inflácia (inflation), inšpektor (inspector), internetbanking (internet banking), interview (interview), IT firma (IT firm), lízing (leasing), kariéra (career), karta (card), klient (client), kreditná karta (credit card), kompromis (compromise), kontakt (contact), kontrakt (contract), kontrast (contrast), kontrola (control), koordinátor (coordinator), kópia (copy), korupcia (corruption), kríza (crisis), licencia (licence), likvidácia (liquidation), limit (limit), manažér (manager), manažment (management), marketing (marketing), médiá (media), medializácia (mediatisation), míting (meeting), modernizácia (modernization), tender (tender), office (office), operator (operátor), organizácia (organisation), organizátor (organiser), partner (partner), plán (plan), post (post), pozícia (position), pozitíva (positives), PR manažérka (PR manager), privatizácia (privatisation), profesia (profession), profesionál (Professional person), profit (profit), projekt (project), produkt (product), produktivita (productivity), profesia (profession), prognóza (prognosis), prominent (prominent), referent (referent), respondent (responder), sejf (safe), sektor (sector), skeptik (sceptic), supermanažér (super manager), supervisor (supervisor), supendácia (suspend), šanca (chance), špekulácia (speculation), transakcia (transaction), transfer (transfer)
Total: 94

2. Politics, law, diplomacy e.g.:
<p>alibi (alibi), advokát (advocate), agent (agent), analytik (analytic), aspirant (aspirant), atak (attack), charita (charity), demisia (demission), diktátor (dictator), diskriminácia (discrimination), evakuácia (evacuation), fanatik (fanatic), guverner (governor), konflikt (conflict), kolízia (collision), incident (incident), iniciator (initiator), invázia (invasion), jury (jury), koalícia (coalition), konfrontácia (confrontation), kongresman (congressman), kriminalita (criminality), kuriozita (curiosity), líder (leader), member (member), minorita (minority), misia (mission), priorita (priority), protest (protest), prototyp (prototype), radikál (radical), register (register), reforma (reform), resort (resort), režim (regime), rezignácia (resignation), snajper (sniper), summit (summit), suverenita (sovereignty), škandál (scandal), terorista (terrorist), terorizmus (terrorism), ultimátum (ultimatum), uniforma (uniform), verdikt (verdict), víza (Visa)</p>
Total: 47

3. Computer technology e.g:
<p>activity online (activity online), audiosystém (audio system), audit (audit), blog (blog), blogger (blogger), data (data), connecting people (connecting people), crashtesty (crash tests), cyborg (cyborg), data (data), displej (display), detektor (detector), e-mail (e-mail), esemeska (sms), excel (excel), hardver (hardware), home button (home button), internet (internet), internetová stránka (internet site), joystick (joystick), logo (logo), maily (mails), monitor (monitor), monitoring (monitoring), navigácia (navigation), navigátor (navigator), notebook (notebook), Office (Office), online (online), portál (portal), portfolio (portfolio), Powerpoint (Powerpoint), profil (profile), program (program), programátor (programmer), projekt (project), server (server), skype (skype), sociálna sieť (social network), softver (software), status (status), speed dating (speed dating), status (status), surfovať na nete/surfovačka (surf on the internet), touch and type (touch and type), vírus (virus), webnwalk (web and walk), webová stránka (web site), Word (Word), youtube (youtube), zoom (zoom)</p>
Total: 51

4. Sport terminology e.g:

airboarding (airboarding), akrobat (acrobat), americký futbal (American football), arbiter (arbiter), atletika (athletics), basketbal (basketball), biatlonista (biathlete), bigboard (bigboard), box (box), čírlíderka (cheer leader), curling (curling), cyklistika (cycling), deafolympiáda (deaf Olympics), debl (debel), debutantka (debutante), defenzíva (defence), derby (derby), dištanc (distance), doping (doping), drafting (drafting), dres (dress), duel (duel), džudista (judo), extraliga (extra league), faul (faul), free ride (free ride), free style (free style), futbal (football), futbalista (footballer), gemy- tenis (gems), golfista (golf player), gól (goal), gymnastika (gymnastics), hala (hall), hendikep (handicap), hokej (hockey), hokejista (hockey player), hokejka (hockey stick), in-line korčule (in-line), in-line skating (in-line skating), jachta (yacht), junior (junior), kapitán (captain), kickboxerka (kick boxer), kouč (coach), kurt (court), liga (league), mečbal (match ball), medaila (medal), nominácia (nomination), nominant (nominate), paintball (paintball), paraglajding (paragliding), parahawking (parahawking), penalta (penalty), penalizácia (penalty), play off (play off), power play (power play), ranking/renking (ranking), rekord (record), rely (rely), reprezenácia (representation), reprezentant (represent), ring (ring), rival (rival), semifinále (semi final), set (set), shutout (shutout), ski centrum (ski centre), ski alpinista (ski alpinist), skipass (skipass), skúter (scooter), slalom (slalom), snoubordista (snow boarder), snowtubing (snow tubing), snooker (snooker), snoubording (snowboarding) šport (sport), šprint (sprint), šprinter (sprinter), steper (stepper), stop (stop), štadión (stadium), surf (surf), surferka (surfer), taktika (tactics), taping (taping), tender (tender), tenis (tennis), tenistka (tennis player), tím (team), titul (title), top transfer (top transfer), top slalomárka (top slalom), trek (trek), treker (trekker), triumf (triumph), trofej (trophy), volejbal (volleyball), winner (winner)

Total: 100

5. Food and drinks e.g.:
biftek (beef steak), drink (drink), fast food (fast food), ingrediencie (ingredients), keks,keksík (biscuits), piknik (picnic), porcia (portion), sendvič (sandwich), stejk (steak), supermarket (supermarket), špecialita (speciality)
Total: 11
6. Transportation and vehicles e.g:
airbag (airbag), alarm (alarm), automotoklub, (auto,moto,club), diesel (diesel), formula (formula), jachta (yacht), kabína (cabin), kokpit (cockpit), kombi (combi), komfort (comfort) limuzína (limousine), lízing (leasing), lokomotíva (locomotive), mašina (machine), metro (metro), monster truck (monster truck), motocykel (motorcycle), pilot (pilot), raketa (rocket), tank (tank), traktor (tractor), transportér (transporter), turbodiesel (turbo diesel), tunel (tunnel), vagon (wagon)
Total: 24

7. Music, film, theatre, literature, photography, dancing e.g:
akt (akt), akt extra (akt extra), album (album), autoportrét (auto portrait), comeback (comeback), country spevák (country spevak), choreograf (choreograph), dizajn (design), dizajner (designer), DJ (DJ), efekt (effect), exhibícia (exhibition), favorit (favourite), festival (festival), film (film), finále (finale), finalizácia (finalisation), fotka/fotografia (photo), fotofiniš (photo finish), fotograf (photographer), fotoobjektív (photo objective), fotoreportér (photo reporter), fotoséria (photo series), full Hd (full HD), hit (hit), hitparáda (hit parade), ilustrátor (illustrator), interiér (interior), kabaret (cabaret), kamera (camera), klip (clip), koncert (concert), kontext (context), kostým (costume), legenda (legend), maska (mask), megašou (mega show), magazín (magazine), miniplaybackshow (mini playback show), miss (miss), multiinstrumentalista (multi instrumentalist), muzikál (musical), objektív (objective), opera (opera), pop (pop), pop art (pop art), produkcia (production), rádio (radio), sexi (sexi), sprejer (sprayer), stres (stress), striptíz (striptease), styling (styling), stylist (stylist), supermodel (supermodel), superstar (superstar), šouman (showman), štýl (style), party (party), portrét (portrait), prostitútk (prostitute), raper (rapper), rapovanie (rap), redaktor (redactor), refrén (refrain), reporter (reporter), remake (remake), roadshow (roadshow), rock (rock), roker (rocker), pop(pop), sága (saga), premiéra

(premier), scéna (scene), singel (single), sitcom (sitcom), slogan (slogan), song (song), superman (superman), talent (talent), televízia (television), top chart (top chart), top free (top free), video (video), video klip (video clip), vokalistka (vocalist), zoom (zoom)

Total: 87

8. Travelling e.g.:

apartmán (apartment), all inclusive (all inclusive), last minute (last minute), arrival terminal (arrival terminal), gate (gate), dispečing (dispatching), rezervácia (reservation), turista (tourist), turizmus (tourism),

Total: 9

9. Names connected with social life and entertainment e.g.:

adrenalín (adrenalin), aquapark (aquapark), aktivita (activity), ambície (ambitions), baby days (baby days), banquet (banquet), barman (barman), bikini (bikini), billboard (billboard), bodyguard (bodyguard), bodypainting (bodypainting), celebrita (celebrity), chaos (chaos), dizajn (dizajn), dizajnér (designer), family (family), favorit (favourite), finalista (finalist), flirt (flirt), frontman (front man), galéria (gallery), hairstyling (hairstyling), humor (humour), humorist (humourist), idol (idol), ikona (icon), imidž (image), interbeauty (inter beauty), interiér (interior), junior (junior), kolaps (collapse), kasting (casting), klub (klub), lady (lady), mejkap (make up), megašou (big show), miss (miss), modeling (modelling), museum (museum), night club (night club), nightshopping (night shopping), nonstop (nonstop), párty (party), pedikúra (pedicure), outfit (outfit), piling (peeling), playmate (playmate), piling (peeling), prostitútka (prostitute), popularita (popularity), puzzle (puzzle), realita (reality), reality šou (reality show), rituál (ritual), rebel (rebel), sexepíl (sex appeal), sexsymbol, (sex symbol), shopy (shops), show/šou (show), skrining (screening), star (star), šoubiznis (show business), spa centrum (spa centre), sprejer (sprayer), star (star), stres (stress), striptíz (striptease), štýl (style), styling (styling), stylistka (stylist), talent (talent), talkshow (talk show), tínedžerka (teenager), tip (tip), tip-top (tip top), tutor (tutor), typ (type),

Total: 77

10. Names connected with exercising and healthy diet e.g.:
aktivita (activity), diéta (diet), fit (fit), fitnes centrum (fitness centre), imunita (immunity), infekcia (infection), jojo efekt (jojo effect), kardiotréning (cardio training), kardiostimulátor (cardio stimulator), kondícia (condition), masáž (massage), orbitrack (orbitrack), pulz (pulse), rehabilitácia (rehabilitation), rutina (routine), solarium (solarium), spa centrum (spa centre), stepper (stepper), strečing (stretching), stres (stress), superforma (super form), tréning (training), wellness (wellness)
Total: 23

11. Science, industry, technology and agriculture e.g.:
akvárium (aquarium), artefact (artefact), barel (barrel), cyklon (cyklon), dentista (dentist), detektor (detector), deviácia (deviance), eliminácia (elimination), , epicentrum (epicentre), farmár (farmer), full hd (full hd), grant (grant), handyskope (handy scope), iniciátor (initiator), kalamita (calamity), katastrofa (catastrophe), kid (kid), kolektory (collectors), kontajner (container), kráter (crater), lasér (laser), lokalita (locality), mobil (mobile), mobilný (mobile), mobilný operátor (mobile operator), park (park), platform (platform), predátor (predator), proces (process), pumpa (pump), ranč (ranch), rooming-in (rooming in), RTG laser (RTG laser), semináre (seminar), senzor (sensor), solárny (solar), test (test), testery (tester), top (top), traktor (tractor), transparent (transparent), trauma (trauma)
Total: 42

12. Medicine e.g.:
alergia (allergy), amputácia (amputation), deficit (deficit), epidémia (epidemic), epidurálka (epidural), chemoterapia (chemotherapy), infekcia (infection), implantácia (implantation), klinika (clinic), komplikácia (complication), konzultácia (consultation), korekcia (correction), liposukcia (liposuction), permanencia (permanent), rehabilitácia (rehabilitation), sauna (sauna), silikóny (silicones), skalp (scalp), skalpel (scalpel), vírus (virus)
Total: 20

13. Others e.g.:
adopcia (adoption), džentlmen (gentleman), fanfon (fun phone), gang (gang), gay (gay), grafiti (graffiti), hipisaák (hippi), homeless (homeless), idea (idea), identita (identity), kepm (camp), kiosk (kiosk), klan (clan), komunita(community), koordinacia (coordination), lodge (lodge), monstrum (mostrum), mop (mop), park (park), pirat (pirat), proces (proces), smartfon (smart phone),
Total: 22

APPENDIX C

LIST OF EXCERPTED LITERATURE

Nový čas, rok 2011, 1. Február

Nový čas, rok 2011, 2. Február

Nový čas, rok 2011, 3. Február

Nový čas, rok 2011, 4. Február

Nový čas, rok 2011, 5. Február

Nový čas, rok 2011, 6. Február

Nový čas, rok 2011, 7. Február

Nový čas, rok 2011, 8. Február

Nový čas, rok 2011, 9. Február

Nový čas, rok 2011, 10 Február

Nový čas, rok 2011, 11. Február
Nový čas, rok 2011, 12. Február
Nový čas, rok 2011, 13. Február
Nový čas, rok 2011, 14. Február
Nový čas, rok 2011, 15. Február
Nový čas, rok 2011, 16. Február
Nový čas, rok 2011, 17. Február
Nový čas, rok 2011, 18. Február
Nový čas, rok 2011, 19. Február
Nový čas, rok 2011, 20. Február
Nový čas, rok 2011, 21. Február
Nový čas, rok 2011, 22. Február
Nový čas, rok 2011, 23. Február
Nový čas, rok 2011, 24. Február
Nový čas, rok 2011, 25. Február
Nový čas, rok 2011, 26. Február
Nový čas, rok 2011, 27 Február
Nový čas, rok 2011, 28 Február