

## **ABSTRACT**

This diploma thesis examines the linguistic construction of the youth language in the widely read teenage magazines "Bravo" and "Cool". The aim of this work is to determine what linguistic and stylistic means define the speech of young people. In the foreground of the analysis, which seeks to define the differences and similarities between the German and Austrian youth languages using a sociolinguistic basis rooted in the theory of language varieties, is the ever-growing phenomenon of combining German with English, i.e. "Denglisch". The study also explores the extent to which text genres in mass media influence linguistic varieties. The thesis initially defines the specialized terms in the context of variation linguistics, with diatopic and diastratic varieties playing an important role. Subsequently, the features of youth language are presented, with an emphasis on linguistic and stylistic markers. The results show that both "Bravo" and "Cool" include Anglicisms. The investigation reveals that the use of lexical neologisms in "Bravo" is not significantly more frequent than in "Cool". It appears that both magazines occasionally employ such neologisms to make their texts more interesting and appealing, but they may not be as prominent as other stylistic features and linguistic aspects. Overall, "Bravo" and "Cool" contribute to creating a youthful and modern linguistic atmosphere through their use of language innovations, such as bricolage. The analysis of youth language in these magazines offers insights into the linguistic diversity and creativity of the younger generation, demonstrating how language serves as a means of expression for their interests and identities.

## **KEY WORDS**

sociolinguistics, variety linguistics, German youth language, teen magazines, Denglisch