

ABSTRACT

This bachelor thesis focuses on anglicisms in the discourse of Czech lifestyle influencers. It is divided into two parts – theoretical and practical. The theoretical part describes how English language and culture has affected Czech language. It also unveils the phonological, grammatical and word-forming adaptation principles. Finally, it defines the community of online content creators and the lifestyle category. The practical part analyses the collected anglicisms. The main focus is on the used adaptation principles. All of the lexical material has been extracted from recent (i.e. 2023, 2024) YouTube and TikTok posts. A dictionary with every collected anglicism is also included in this thesis.