

# English Loanwords in Czech Business Texts

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## **ABSTRAKT**

Bakalářská práce se zabývá výskytem anglických výpůjček v českých obchodních textech a jejich asimilací do českého lexikálního systému. Cílem teoretické části je seznámení se s důvody přejímání cizích lexémů do slovní zásoby jiných jazyků, nahlédnutí do historického vývoje anglických výpůjček v českém jazyce a obeznámení se s morfologickou, ortografickou a výslovnostní asimilací anglických výrazů do českého lexikálního systému. Praktická část obsahuje popis periodik použitých pro analýzu, která zkoumá znaky popsané v teoretické části a znázorňuje četnost anglických výpůjček pomocí grafů a tabulky.

Klíčová slova: výpůjčky, lexém, morfologická asimilace, ortografická asimilace, výslovnostní asimilace

## **ABSTRACT**

The bachelor thesis deals with the presence of English loanwords in Czech business texts and with their assimilation to the Czech lexical system. The aim of the theoretical part of the work is to provide reasons for borrowing lexemes from foreign language systems, to mention the historical context of English loanwords in the Czech lexicon and to describe the morphological, orthographical and phonetic assimilation of English loanwords in the Czech lexical system. The practical part consists of the description of the periodicals used for the analysis that investigates the features described in the theoretical part and that illustrates the amount of English loanwords by charts and by a table.

Keywords: loanwords, lexeme, morphological assimilation, orthographical assimilation, phonetic assimilation

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**DECLARATION OF ORIGINALITY**

I hereby declare that the work presented in this thesis is my own and certify that any secondary material used has been acknowledged in the text and listed in the bibliography.

May 10, 2009

*Jana Rajova*  
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## INTRODUCTION

The bachelor thesis focuses on the presence of English loanwords in Czech business texts with the aim to find out whether or not the English language influences the Czech business lexicon.

The theoretical part illustrates the historical context of the English language from its status as a borrower of words from other lexical systems to its status as a donor of English expressions to other languages. The theory disserts on the most frequent ways of enriching the lexicon of language, it provides the characteristic features of the process of borrowing and it explains the reasons for borrowing lexical units from other languages. The theoretical part also explores the historical context of English loanwords in the Czech lexicon and it also deals with the theme of the English loanwords assimilation to the Czech lexical system.

The objective of the practical part of the work is based on the analysis of English loanwords in the Czech business periodicals with the aim to detect the features described in the theoretical part. The analysis explores the aspects of the process of English loanwords assimilation in the Czech business texts, investigates the amount of English loanwords in the representative magazines and it illustrates the results of the findings by a table and charts.

## **I. THEORY**

## 1 THE ENGLISH LANGUAGE AS A LINGUA FRANCA

As the world status of the English language is strengthened every day, a lot of English words are incorporated into other linguistic systems. English has become a global language, a language whose interference is noted in almost every sphere of everyday life. Not only does English language play significant role in unifying communication among people of different nationalities, but it also touches fields like media, business and science. The English domination makes a lot of people realize that the abilities of understanding and speaking the English language are safely becoming a necessity.

Phillipson (Phillipson 2003, 5) marks that the global character of the English language brings prosperity to education systems, professional qualification, economy and vitality of cultures. Furthermore, he adds that in today's increasingly international world, the importance of lingua franca in the spheres like politics, commerce, defence, media, technology, the Internet and another aspects of life is more than evident.

Gubbins and Holt (Gubbins and Holt 2002, 7-15) support this idea and add that the expansion of global language has become essential also in the business area, not only in order to understand international partners and competitors but also to strengthen good public relations with them. Moreover, they claim that even young people respond to learning English emotionally and incorporate English words into their speech. In connection with this, McArthur (McArthur 1996, 11) marks that the progression of the English language in the world has become a fashionable phenomenon. According to Phillipson (Phillipson 2003, 5), English is the central medium without which the processes of globalization and internationalization would be unrealizable.

### 1.1 The English Language as a Borrower

David Crystal (Crystal 1997, 6) notes that the cosmopolitan character of the English language has been framed over the centuries as English has borrowed thousands of new words from the languages with which it has been in contact. Whereas the speakers of some languages have tried to keep new words out, English seems rather to have welcomed them. Moreover, Katamba (Katamba 2005, 143) states that the number of words borrowed into English increased each century. The English lexicon is therefore a large mosaic of words deriving from different corners in the world.

According to Crystal (Crystal 2002, 42-43), the remarkable range, flexibility and adaptability of English vocabulary provide a great variability of its lexicon. Therefore, many similar words can be used for expressing one concept, for example, alongside *kingly* which is of Anglo-Saxon origin, French borrowing *royal* and Latin borrowing *regal* exist.

The history of language reveals how the meaning of words altered over time. Crystal (Crystal 2003, 126) marks that the very beginnings of borrowing from other languages can be dated as far back as to the Celtic times. Stockwell and Minkova (Stockwell and Minkova 2001, 31) add that the Celtic expressions that were incorporated into Old English were usually everyday words such as *bin*, *cradle* and place names ending in *-combe* (*valley*) and *-torr* (*rock*).

Another language, which significantly contributed to the lexicon of Old English, was Latin. Stockwell and Minkova (Stockwell and Minkova 2001, 32) say that the first Latin words entered Old English in the fifth century as a result of the military and administrative dealings between the Roman Empire and the pre-Old English Germanic tribes. The most notable influence of Latin upon Old English arrived with the acceptance of Christianity by Anglo-Saxon tribes. Crystal (Crystal 2003, 126) adds that since those times, the English lexicon has possessed words like *bishop*, *church*, *priest*, *school* and many others. Following Katamba (Katamba 2005, 141), not only Latin words were borrowed. As scientific knowledge was more advanced in the Arabic world than in the west, a noticeable number of Arabic scientific terms were indirectly borrowed into the English lexicon from French.

Following Stockwell and Minkova (Stockwell and Minkova 2001, 33), one of the major influences on the early vocabulary came with the North Germanic tribes. The closeness between the Scandinavian words and the Old English ones facilitated the process of assimilation and Crystal (Crystal 2003, 126) notes that about 2000 Scandinavian words were incorporated to Old English with the Viking invasion, e.g. *skin*, *sky*, *dirt*.

As stated by Crystal (Crystal 2003, 126), the Norman Conquest enormously affected the Middle English lexicon and provided its speakers with thousands of French words. In connection with this, Katamba (Katamba 2005, 141-143) states that French was the greatest provider of borrowings to English for centuries because of its dominant status in the fields of government, politics, the military and diplomacy. Some of the French words that have entered the English lexicon are e.g. *roman*, *brochure*, *art nouveau*, *genre*, *facile* and *salad*.

Stockwell and Minkova (Stockwell and Minkova 2001, 38) claim that it was in the 14<sup>th</sup> century when the influence of foreign languages on the English lexicon weakened and when English gained again the dominant status in the spheres of administration, commerce, art and learning. However, Crystal (Crystal 2003, 126) notes that foreign words were also adopted in the times of Early Modern English. New Latin loanwords doubled the size of the English lexicon in the Renaissance period and the trend of borrowing eagerly flourished also during the later centuries. But not only has the English language borrowed thousands of words from another languages; it has also been a great provider itself.

## 1.2 The English Language as a Donor

As noted by Filipovič (Filipovič 1996, 37-38), whereas the process of borrowing words into English from other languages lasted for centuries, the generosity of English as a donor language started much later. In the 16<sup>th</sup> century, there were only a few English words that found a way to other languages. In the end of the 17<sup>th</sup> century and in the first half of the 18<sup>th</sup> century, a remarkable change occurred. Foreign nations began to borrow English words so intensively that English became the most generous donor of words to other languages. The “Anglomania” started to spread not only throughout Europe but also around the world.

Crystal (Crystal 1997, 110-111) states that the very first beginnings of the English language as a donor of words to other languages are closely connected with the times of the British Empire, when English gained the status as the leading language in many British colonies. Its role was furthermore strengthened in the first half of the 19<sup>th</sup> century by the leadership of Britain in the Industrial Revolution and later on in the second half of the 20<sup>th</sup> century by the position of the USA as the chief economic power. Dollerup (Dollerup 1996, 26-27) notes that after the Second World War the scientists from all over the world were forced to accept English as their lingua franca because the Americans published all the discoveries in the natural science and medicine exclusively in English.

In addition to this, Crystal (Crystal 1997, 78-79) notes that the importance of the English language was further intensified after its embodiment as the official language (the second one being French) by the League of Nations, an international organization that was created as a part of the Treaty of Versailles in 1920. In connection with this Dollerup

(Dollerup 1996, 27-28) adds that the English language has become the only diplomatic language of the international politics (in liaison with UNO, UNESCO, WHO, NATO, EU).

According to Filipovič (Filipovič 1996, 38), the penetration of English into other languages developed also with the new means of communication. Dollerup (Dollerup 1996, 27) notes that especially with the advent of television the awareness of English became more significant, particularly because of the fact that the majority of films was imported from Anglophone countries. Moreover, he claims that the real turning point came with the propagation of popular music as the English language dominated the international music market in the 1950s and 1960s.

According to Crystal (Crystal 1997, 110-111), after the electronic revolution in the USA during the 1970s, the status of English was further strengthened with the advent of computers. As a result of all these facets, English is ranked as the top language in press, advertising, broadcasting, sound recording, transport and also communication.

## 2 THE PROCESS OF BORROWING

Crystal (Crystal 2003, 126) notes that “borrowings” or “loanwords” are lexical items that are taken from one language to another one. In addition to this he points out that none of these terms is really appropriate because the receiving language does not give them back. In Kvetko’s point of view (Kvetko 2005, 96), loanwords are defined as new words that were taken from another language and that were more or less modified in phonemic shape, spelling, grammar or meaning according to the rules of the receiving language. Following Radford (Radford et al. 1999, 256), loanwords are foreign words that are used even by people who do not speak the lending language. According to Yule (Yule 2006, 54), the process of borrowing is one of the most productive sources through which new words enter the lexicon of language.

In connection with borrowings, Katamba (Katamba 2005, 137) distinguishes two main types: *loanwords* and *loanshifts*. *Loanwords* refer to words that used to belong to one language and that were later imported and adopted by another one. *Loanshifts* or *calques* are vocabulary items whose meanings are directly translated by the receiving language. Radford (Radford et al. 1999, 255) adds that calques are used when speakers of the borrowing language use their own native linguistic resources in order to coin a new word for a concept from another society.

In addition to this division, Katamba (Katamba 2005, 138) says that the most commonly loaned words belong to open lexical classes (nouns, verbs, adjectives, adverbs). Nouns are used the most frequently due to the fact that borrowing usually takes place in order to name an unfamiliar animal, thing or cultural phenomenon.

### 2.1 Language and its Changes

Plag (Plag 2003, 1) considers language as the human’s most valuable possession that distinguishes human beings from all the other living creatures. New words enter human minds on a daily basis and the word stock of an average speaker contains a considerable number of them.

According to Kvetko (Kvetko 2005, 53), a language is susceptible to change throughout its history, as words are transferred from one language to another.

Kvetko (Kvetko 2005, 27) distinguishes two different ways of enriching the lexicon of a language.

- Enrichment of the existing stock of vocabulary in a language, when the lexicon is changed by means of addition, reduction, combination, and shift of function or shift of meaning.
- Enrichment of the lexical stock realized by the process of borrowing.

In connection with word building, Kvetko (Kvetko 2005, 27) divides word formation into major and minor processes.

### 1. Major processes

- **AFIXATION** – affixation is a word building process of creating new words by adding an established prefix or suffix to the root of a word. It is one of the most common ways of building new items in a language (e.g. *write* - *writer*).
- **COMPOUNDING** – compounding is one of the most productive and one of the oldest ways of coining new words in English when two or more bases of words are joined in order to form a new unit (e. g. *armchair*, *forget-me-not*).
- **CONVERSION** – conversion is a process when new words are created in a different part of speech without adding any derivative elements (e.g. *a face* - *to face*, *to break* - *a break*). As stated in Jackson and Amvela (Jackson and Amvela 2007, 100), conversion is a kind of word formation when words belonging to one word class are transferred to another one.

### 2. Minor processes

- **BACKFORMATION** – backformation is a specialized type of reducing a word from one word class in order to form a word of different word class, e.g. *an editor* - *to edit*, *a typewriter* - *to typewrite*.
- **BLENDING** – blending is a process when two different words are firstly shortened and later combined together, e.g. “*brunch*”- *breakfast* and *lunch*,



“*telecast*”- *television* and *broadcast*. Crystal (Crystal 2003, 130) adds that the usage of blends is mostly spread in the spheres of advertising and commercials.

- CLIPPING – clipping is a process of shortening words by removing one or more syllables. It is typical especially for nouns, e.g. “*bus*” was created from *omnibus*, “*fax*” from *facsimile*.
- ACRONYMS – acronyms are words that are created from the initial letters of a set of other words and that are read as ordinary words. Katamba (Katamba 2005, 183) adds that acronyms usually refer to an organization, a company or a scientific concept, e.g. *NATO*, *NASA*, *UNESCO*, *AIDS*. These terms have been borrowed by many language systems around the world.
- INITIALISMS – initialisms are words that are created from the initial letters of expressions consisting usually of two or three words and that are usually of alphabetical spelling, e.g. *VIP*, *SOS*.

In addition to this division, Yule (Yule 2006, 53) mentions a process of COINAGE, a process of inventing new words. He notes that the most widespread usage of coined expressions is found in trade names for commercial products and adds that a lot of coined expressions function as general words also in many different languages, e.g. *aspirin*, *nylon*, *vaseline*, *zipper* or *teflon*.

## 2.2 Reasons for Borrowing

Borrowing belongs to the major processes, as it is one of the most productive ways of enriching the vocabulary of a language. There are several reasons why borrowing has become the most common tool of extending the lexicon.

According to Katamba (Katamba 2005, 138-140), one of the many reasons for borrowing words from other languages is to fill a gap in certain semantic fields that lack words for new concepts. If there is a suitable expression in another language, speakers usually prefer to withdraw the foreign word rather than to produce an original concept from nothing.

Another factor, which gratefully contributes to the process of borrowing, is closely connected with prestige. As noted by Katamba (Katamba 2005, 138), people have always

favoured fashionable words from fashionable foreign cultures in order to show that they follow the modern trends. Radford (Radford et al. 1999, 255) claims that if certain cultures are pre-eminent in some activities, the expressions linked to that field happen to be widely used by the other nations as well. A nice example of this can be illustrated in the sphere of French gastronomy as thousands of French terms have entered the lexicons of foreign cultures, e.g. *restaurant*, *menu* or *cordon bleu*.

In addition to these factors, Katamba (Katamba 2005, 139) mentions the aspect of identity as a significant motive in the process of borrowing. He suggests that the aspect of identity is typical for bilingual speakers, as they sometimes prefer code switching in order to incline closer to their interlocutor. Frequent code switching causes the integration of foreign expressions into another language systems, as an elegant equivalent is hard to be found.

Following Katamba (Katamba 2005, 142), loanwords are also frequently incorporated in order to talk discreetly about delicate topics. He supports the idea that less embarrassment is caused when awkward things are expressed in a foreign language. For this reason, expressions like *genitalia*, *gigolo*, *madame*, and *bordello* are encountered in many language systems.

### 2.3 Sources of Borrowings

As stated in Kvetko (Kvetko 2005, 97-98), it is substantial to distinguish between the *immediate source of borrowing* and *the origins of borrowing*. He claims that *the immediate source of borrowing* is the language from which the word was taken, whereas the term of *the origins of borrowing* refers to the language where the word firstly originated.

Katamba (Katamba 2005, 135) also deals with the topic of sources of borrowings and in connection with this theme he provides the terms of *direct* and *indirect* borrowing.

He notes that the process of direct borrowing occurs when a word is directly taken from one language to another and the phonological and morphological aspects are not much modified, e.g. the word *omelette* appears both in French and English.

In the case of indirect borrowing, a word passes from one language to another and undergoes considerable phonological change, which is reflected in its spelling. The more indirect the borrowing is the more alterations are likely to happen in the interpretation of its meaning.

### 3 ENGLISH LOANWORDS IN THE CZECH LEXICON

As the English language has been eminently spreading all around, the incorporation of English words into the Czech language system has also become significant. Following Svobodová (Svobodová 1996, 99), English borrowings appear in both written and spoken form very frequently, mostly in the spheres of economics, management, sport and modern music. Martinová (Martinová et al. 2005, 187-188) says that the amount of the English loanwords in the current Czech lexicon significantly outnumbers the words that have been borrowed from other languages and that the use of English words increases in all the spheres of communication every day.

#### 3.1 Historical Context of English Loanwords in the Czech Lexicon

As noted by Svobodová (Svobodová et al. 1996, 97), not only is the process of borrowing a dynamic way of enriching the word stock, but foreign words also form an inseparable part of the lexicon of each language, even the Czech language. The incorporation of foreign words into the Czech lexicon is a long lasting process as borrowings have accompanied the Czech language for centuries.

Nekula (Nekula 2004, 259) states that the relations between the Czech and English nations date as far back as to the reign of the Přemyslid dynasty, when the Englishman Robert Anglicus held an office of the Bishop of Moravia.

The marriage of Anne of Bohemia from the House of Luxembourg with the English king Richard II brought about new relations with England. As a result of this, the Czech students were enabled to experience studies at Oxford University, from where they brought the writings of John Wycliffe, an outstanding English cleric and scholar. These writings became immediately popular, especially among the group following Jan Hus. In addition to this, the close contacts between English and Czech scholars contributed to the fact that Peter Payne, who used to be one of the Wycliffe's students, left England and became a teacher at Charles University.

Plentiful relations between Bohemian countries and the English nation were noted also during the reign of the House of Habsburg, as Prague became a meeting point of the English Catholics and Protestants.

In the nineteenth century, the influence of the English culture was also remarkable in the sphere of the Czech literature, though the domination of the German language was evident. The English writers like John Milton, Walter Scott, Charles Dickens and William Shakespeare became popular with many Czech scholars and readers.

According to Šimandl (Šimandl 2005), at the beginning of the twentieth century only a few English expressions were included into the Czech lexicon, e.g. Czech speakers domesticated the English *big beat* as *bigbít*. As stated by Nekula (Nekula 2004, 261), with the endeavour of Vilém Mathesius, the first professor of the English language and literature at Charles University, the incorporation of the English language in the Czech culture started to be strengthened.

Poštořková (Poštořková et al. 1983, 59-61) states that a remarkable number of English borrowings was included in the Czech lexicon after the post war period, especially in the spheres of sport (*hokej*), movies (*dabing*), music (*džez*) and aviation (*start*). English started to be used as the dominant language at international meetings, the English literature became easily accessible and the process of internationalisation grew into a concern of fashion.

Martincová (Martincová et al. 2005, 188) notes that the most significant influence of the English language upon the Czech lexicon was evident after the Velvet revolution in 1989, when the use of English expressions increased in almost every sphere of communication. The process of English lexis incorporation into the Czech language system has influenced the fields of advertisement, business, finance, accounting, banking, engineering, electronics, computers, entertainment and many others.

When the Czech Republic joined the European Union, the use of English as an international language proved to be invaluable. As the political, economic and scientific areas are global, the knowledge of English is becoming inevitable.

## 4 ASSIMILATION OF ENGLISH LOANWORDS IN THE CZECH LEXICON

As noted by Bozděchová (Bozděchová 1997, 271), the last decades of cultural, social and economic expansion all around the world has not only brought about new contacts with other nations but also enriched the Czech lexicon with a great variety of English words. Even though the majority of Czech population has already realized the importance of English as a lingua franca, a significant number of antagonists opposing the English lexemes adaptation is still found.

Rejzek (Rejzek 1993, 26) states that supporters of language purism consider the English loanwords as the extraneous elements in Czech texts. He adds that with the incorporation of English loans, unknown phonetic elements are included, e.g. the diphthongs *ei* and *ai*. In Poštolková's point of view (Poštolková 1983, 60-61), this can make a text less understandable and cause difficulties to its readers.

On the other hand, Svobodová (Svobodová 1996, 101-102) marks that the English borrowings make a Czech text more vivid and that they catch the reader's attention. Following Poštolková (Poštolková 1983, 60-61), the adaptation of English loanwords provides a text with the international character.

According to Svobodová (Svobodová 1996, 102), the main reason for incorporating the English borrowings into the Czech lexicon should not be found in the fashionable character of the loan. The main reason for adopting the English word into a Czech text should be found in the ability of the loan to serve a better function than its Czech equivalent.

### 4.1 Factors Influencing the Process of Assimilation

The English lexemes incorporation in the Czech language is a dynamic process that is influenced by many factors.

As stated by Kvetko (Kvetko 2005, 97), the degree of assimilation depends on the length of time that the word has existed in the receiving language and on the frequency that its speakers use it.

Schmiedtová (Schmiedtová 2002) considers the areas where the word is included, as an influential aspect as well. Whereas a borrowing used in technical spheres is likely to

retain its original grammatical, phonetic and semantic aspects, a borrowing used in everyday communication is domesticated easily. In addition to this, the assimilation of concrete words takes less time than the adaptation of abstract words. For example, whereas the English concrete word *juice* is commonly translated into Czech as *džus*, the abstract words *judo* and *jazz* keep their original forms.

Following Němec (Němec 1968, 141), the cultural, historical and geographical aspects are also important in the process of assimilation.

## 4.2 Types of Assimilation

According to Kvetko (Kvetko 2005, 97), foreign words may become fully assimilated, partially assimilated or unassimilated to the orthographical, phonetic and morphological standards of the receiving language.

1. *Fully assimilated words* are loans that have appeared in the lexicon of a receiving language for a long time, so the speakers do not even notice their foreign origin, e.g. *wine*, *bishop* (Latin); *husband*, *window* (Scandinavian). Katamba (Katamba 2005, 146) extends this definition saying that fully assimilated words lose all the foreign marks and diacritics used in spelling and they are no more marked by initial letters or by inverted commas.
2. *Partially assimilated words* are loanwords that are not completely assimilated semantically, grammatically, phonetically or orthographically. Katamba (Katamba 2005, 14) adds that the pronunciation and spelling of partially assimilated loans vary a lot.
3. *Unassimilated words*, known also as *barbarisms*, are words that have completely failed to be adopted, e.g. *protégé*, *chauffeur*, *haute couture*. In addition to this definition, Němec (Němec 1968, 15) claims that barbarisms are not a part of the national lexicon, as they are semantically and morphologically related to the foreign cultures.

Following Katamba (Katamba 2005, 147), the more nativised a borrowed word is, the more likely it is to assimilate with the rules of the receiving language.

As it was said above, foreign words are usually adopted according to the morphological, orthographical and phonetic standards of a receiving language.

The following subchapters will describe the process of assimilation on these three levels.

#### 4.2.1 Morphological Assimilation

Martincová (Martincová 2005, 192) regards the morphological adaptation as processes of adapting English words whose lexical forms remain either unchanged or are assimilated through morphological devices, e.g. gender and paradigm.

In Svobodová's point of view (Svobodová 1996, 99), the most commonly incorporated English words, which are retained in the original forms, are nouns, adjectives and compounds.

##### 4.2.1.1 Morphological Assimilation of Nouns

Svobodová (Svobodová 1996, 99-100) writes that the original English words do not undergo inflection but they are determined by a feminine gender, e.g. *show*, masculine gender, e.g. *boom*, or neutral gender, e.g. *interview*. In some cases, the particular gender of the English loan is governed by the gender of the Czech equivalent. English words like *music* and *star* are therefore feminine because their Czech equivalents are feminine as well. There are also cases when the agreement between the Czech word and its English counterpart is not unified, e.g. *image*.

Martincová (Martincová 2005, 194) recognizes the following cases of gender variation:

- *Inanimate nouns whose endings are not in agreement with the Czech paradigms.* These nouns are usually of neutral gender, e.g. *know how*, *hands-free*. In some cases however, the gender is determined by semantically close lexemes, e.g. the English *interview* can be related to the Czech word *rozhovor*, which is a masculine, or to the Czech word *rozmluva*, which is a feminine.
- *Inanimate nouns whose endings are phonologically ambiguous.* These are of both feminine and masculine genders. For example, when the English word *image* is

inflected in Czech texts, forms like *imagem* (vzhledem) or *imagí* (pověstí) are encountered.

- *Nouns whose endings do not influence the paradigm.* These animate nouns like *au pair* and *barbie* are governed by a particular gender and they are adapted through the word building processes, e.g. *au pairka*, *barbína*.
- *Nouns with –s/-es endings.* In some cases, -s/-es endings become a fixed part of the borrowed words, e.g. *cornflakes* (kornflejksy) or *pampers* (pampersky).

Svobodová (Svobodová 1996, 101) extends this division by the category of acronyms, which are also common in the Czech texts. There are acronyms like *SW*, which stands for *software*, *PC* used for *personal computer*, *P.O.Box*, which refers to *post office box*.

#### 4.2.1.2 *Morphological Assimilation of Personal Names*

Svobodová (Svobodová et al. 1996, 99) deals with the problematics referring to the modification of personal names. Linguists as well as speakers constantly argue whether to assimilate foreign proper names or not. Whereas some proper names are assimilated, due to the long-term function in the Czech language, others appear in variable modifications.

The following assimilated proper names are mentioned:

- Well-known historical personalities, e.g. *Kryštof Kolumbus*
- Proper names of emperors, which are usually translated, e.g. *Richard Lví Srdce*
- Geographical names, e.g. *Londýn*, *Temže*

Speaking further about the assimilation of personal names, disagreements usually arise in connection with foreign women surnames. Opponents of adjusting foreign women surnames by the suffix *-ová* claim that this kind of assimilation destroys the identity and insults holders of the name.

On the other hand, supporters of women surname modification argue that the main advantage of adjusting surnames by the suffix *-ová* is found in its explicitness, as no difficulties are encountered in distinguishing between a male and a female gender.



#### 4.2.1.3 Morphological Assimilation of *-ing* Nouns

Rejzek (Rejzek 1993, 28) extends the matter of nouns assimilation by mentioning nouns appended by the suffix *-ing*

He provides three different types of *-ing* nouns assimilation:

- Nouns that are fully assimilated due to the frequent use and due to the long time of inveteracy in the Czech lexicon, e.g. *trénink*, *mítink*
- Nouns realized in both *-ink* and *-ing* orthographical forms, e.g. *marketing/marketink*
- Unassimilated nouns, e.g. *windsurfing*, *bowling*

The work of Martinčová (Martinčová 2005, 206) deals with the problems of *-ing* nouns as well. There are mentioned three groups of nouns appended by the *-ing* suffix:

1. Group of *-ing* nouns that are formed from English verbs by the process of nominalization. The verbal character is evident in the semantic feature of *-ing* noun, e.g. *carving*, *jogging*, *lobbing*; and it motivates verb noun building also in the Czech lexicon, usually by appending the suffix *-ní*, e.g. *carvování*, *joggování*, *lobbování*.
2. Group of *-ing* nouns, which refer to abstract names of processes. These *-ing* nouns do not bear a dynamic character, which is typical for verbs, but they rather represent the action, e.g. *cheerleading*, *teleworking* and *signmaking*. Czech speakers use either the English lexeme or they translate the expression directly, e.g. the calques *domácí bankovníctví*, which stands for the English *home banking*, or *telefonní bankovníctví*, which represents the English *phone banking*.
3. Group of *-ing* nouns, which can be used in plural forms, e.g. *různé druhy dressingů*.

#### 4.2.1.4 Morphological Assimilation of Adjectives

Martinčová (Martinčová 2005, 198-199) mentions the following examples of the English adjectives, which are the most typical in Czech texts:

- Adjectives of quality e.g. *free*, *cool*

- Adjectives made from verbs e.g. *unplugged*
- Adjectives containing prepositions e.g. *off-line, on-line, offshore, open source*
- So called relational adjectives, words that belong to noun word class in the English lexicon but serve as adjectives in the Czech language. This is for example the case of the word *gipsy* that is used in Czech phrases like *gipsy kapela* or *gipsy folk*.

#### 4.2.1.5 Morphological Assimilation of Compounds

According to Svobodová (Svobodová 1996, 101), compounds appear in two forms in Czech texts. In the first case, both components are of English origin, e.g. *superman*. In the second case, one component is represented by an English word and the second one is of Czech origin. These so called hybrid compounds are for example *supermodelka, exmanželka*, and *fitcentrum*.

In addition to this, compounds appear in three forms in the Czech texts:

- Open compounds, e.g. *blue chip*
- Hyphenated compounds, e.g. *on-line, joint-venture*
- Solid compounds, e.g. *mainframe, homeless*

#### 4.2.2 Orthographical and Phonetic Assimilation

As the Czech and the English language systems belong to different language groups, their orthographical and phonetic aspects vary a lot. Martincová (Martincová 2005, 190) provides the definition of the orthographical and phonetic realization by stating that these two processes deal with the graphical realization and pronunciation of foreign words in order to assimilate the foreign lexemes to the Czech orthographical system and to phonetic transcription.

Czech speakers usually try to subdue the differences in pronunciation and graphical realization between Czech and English words by the process of domestication. Peprník (Peprník 2001, 56) notes that ordinary people have always had the tendency to replace words that were unclear and isolated in form and pronunciation by more understandable ones. He labels this process, which results in the changes in the meaning of

a word, as a process of *folk etymology*. Katamba (Katamba 2005, 136-137) extends the theme of loanword changes by saying that the process of foreign words assimilation is always connected with a possible danger of misunderstanding what a word exactly denotes, e.g. the English expression *howitzer*, which stands for “*light gun*”, was taken from Dutch *houwitzer*, which had been borrowed from the Czech *houfnice*, which means “*catapult*”.

Speaking about the orthographical and phonetic changes of English adopted loans, Martinová (Martinová 2005, 190) states that whereas the Czech speakers’ tendency to domesticate foreign words weakens, the trend of incorporating original forms of English lexemes becomes more common. This occurs because of the continuously growing number of Czechs who are proficient in English. In connection with English lexemes in their original form, Svobodová (Svobodová 2007, 70) mentions the process of returning to the original or indeclinable realization of English loans, even in the case of fully assimilated borrowings. An example is provided by the fully adapted loanword *víkend*, which becomes either indeclinable, e.g. *tento víkend*, or which is kept in the original orthographical form, e.g. *je tam každý weekend*.

Though the recent trend inclines to keeping the original form of loans, the orthographical and phonetic adaptation is still extensive. Rejzek (Rejzek 1993, 26) states that the amount of English assimilated loanwords in the recent Czech lexicon outnumbers borrowings that are kept in their original forms. He claims that this happens because of the long-term incorporation of English lexemes into the Czech language. As stated by Svobodová (Svobodová et al. 1996, 101), English words, which have been used in the Czech language for a long time, are usually assimilated to the Czech orthography and pronunciation. On the contrary, foreign terms, which are usually of technical, economic or scientific character, are likely to keep their graphical and phonetic aspects.

The work of Rejzek (Rejzek 1993, 26) provides two different ways of orthographical and phonetic adaptation:

- The orthography of a word remains, the pronunciation is assimilated, e.g. *basketbal*, *overaly*, *bungalov*.
- The pronunciation of a word remains, the orthography is assimilated, e.g. *džus*, *ofsajd*, *víkend*.

He adds that the aspects of irregularity and diversity are more than typical in orthographical and phonetic adaptation. As a result of this, there are no rules that conduct the English loans assimilation.

#### 4.2.2.1 *Orthographical Assimilation*

As stated by Martinová (Martinová 2005, 191), the most frequently assimilated English loans are words whose pronunciation does not differ a lot from its graphical realization. The orthography is adjusted on the basis of pronunciation by minor change processes, e.g. the substitution of the consonant *c* for *k* (*controlling* – *kontroling*), the replacement of speech sounds (*drive* – *drajv*) or the abridgement of doubled letters (*fleece* – *flís*).

Rejzek (Rejzek 1993, 27) says that the process of graphical assimilation produces a variable number of lexemes referring to one word, e.g. *cocktail*, *koktajl*, and *koktejl*. All variants of assimilated loans are recorded in dictionaries of foreign words, though expressions, which are less frequently used, as well as foreign words that are new, are usually not introduced due to the rapid language change.

Speaking further about lexeme variety, a significant number of so-called doublets is produced, e.g. *leader* – *lídr*, *marketing* – *marketink*, *manager* – *manažer*. Bozděchová (Bozděchová et al. 1997, 274) states that doublets may either co-exist or that only one orthographical variant is used, usually the modified one.

#### 4.2.2.2 *Phonetic Assimilation*

Martinová (Martinová 2005, 191) defines phonetic adaptation as a modification of different English speech sounds. The most commonly modified speech sounds are the consonants realized as *th*, *q*, *w*, unstressed *r*, vowel sound [æ], unstressed vocal [ə] and long vocal [ɔ:]. Phonetic adaptation is usually realized by putting the main stress on the first syllable of the modified lexemes, by dropping the aspiration in *p*, *t*, *k* consonants and by unstressed pronunciation in originally stressed words endings. These are some examples of the statements mentioned above: *backpacker* [bekpekr], *burnout* [bernaut], *promotion* [promoušn] and *thriller* [triler].

In connection with the phonetic aspect, Bozděchová (Bozděchová 1997, 271) mentions the incorporation of unknown speech sounds into the Czech phonological system, e.g. *air-conditioning* [ér-kondyšnik] or *feature* [fičr].

Speaking further about the phonetic implication, Martinčová (Martinčová 2005, 191) refers to pronunciation diversity. As the orthographical aspect sometimes influences the pronunciation of English words, a significant number of pronunciation varieties is created, e.g. *banner* [benr, baner], *broker* [broukr, broker], *messenger* [mesindžr, mesendžr]. In connection with the pronunciation diversity, new lexical items are sometimes built, e.g. *workoholic*, *workholic*, and *workaholic* from the English *workaholic*.

#### 4.2.2.3 Assimilation of Verbs

As stated by Martinčová (Martinčová 2005, 200), in contrast to nouns and adjectives, verbs of foreign character are always adjusted to the Czech lexical system. The paradigm of a verbal lexeme is changed within the Czech morphological, orthographical or phonetic processes.

A significant number of verbs is incorporated in the Czech lexicon simultaneously with the English nouns, e.g. the English noun *scan* forms the basis for the Czech verb *skenovat*.

In connection with this, Stašková (Stašková 2008, 87) deals with the subject of building Czech verbs from English nouns, which are appended with *-ing* endings.

1. Primarily, she mentions a verb-forming process, which uses the root of an English word, e.g. *dealing*; and which consequently adapts this verb according to the Czech paradigm, e.g. *dealovat*.
2. Secondly, she refers to a type of adaptation, which creates new verbs on the basis of graphical similarity with Czech words that are of different meaning, e.g. the English *hacking* resembles the Czech *hackovat*, and the result is the lexeme *hákovat*. Verbs that are formed in this way are likely to be used as metaphors and are usually connected with slang language.

Speaking further about English verbs adjustment in the Czech language, Martinová (Martinová 2005, 200-206) distinguishes direct and indirect verb lexemes adaptation.

- Indirect assimilation concerns English morphemes that are modified in agreement with the Czech system, e.g. the Czech verb *manažerovat* is built from the Czech noun *manažer*, which was created from the English *manager*.
- Direct assimilation of English verbs occurs if there is no other adjusted variant of the lexeme in the Czech lexicon, e.g. the verb *bootovat* is directly adapted from the English verb *to boot*.

The characteristic feature of English verbs lies in the ability to form the base for further word formation processes. Assimilated verbs usually motivate further verb creation, e.g. *surfovat* - *dosurfovat*, *nasurfovat*, *prosurfovat se*, *zasurfovat si*, or they serve as a source for building words related to other word categories, e.g. *resetovat* - *resetování*, *resetovací*, *resetovatelný*.

Bozděchová (Bozděchová 1997, 276) says that the penetration of English phrasal verbs and idioms has become significant in the last years as well. Czech lexicon is enriched with expressions like *být in*, *být out* and *být on time*.

## **II. ANALYSIS**

## 5 PURPOSE OF THE ANALYSIS AND CHARACTERISTICS OF THE ANALYSED SOURCES

The aim of the analytical part is to detect the presence of English loanwords in Czech business texts in order to find out whether or not the English words are frequent in the Czech business lexicon. The purpose of the analysis is also to reveal the most frequent word classes incorporated into Czech articles as well as to disclose whether English loanwords are rather assimilated or whether they rather remain in the original forms.

The analysis is based on the material obtained from the weekly magazine “Ekonom” and the monthly periodical “HR Management.”

The reason for choosing Ekonom consists in its characteristics as a prestigious independent weekly magazine that offers objective and unbiased information for a wide range of readers, from businessmen to managers. It is noted on its websites (Economia a.s.) that Ekonom is the most widely read newspaper among the weekly magazines presented on the Czech business newspaper market, as it offers the latest news from the business area. Alongside with interviews with the most outstanding businessmen, new business strategies, consultancy services and technical discussions are provided.

The monthly magazine HR Management was chosen in order to cover a variable range of business area, as it focuses on the latest news in the fields of management, recruitment, remuneration, motivation and business education. The profile information on its websites (Economia a.s.) describes HR Management as a magazine associated with many significant activities in the sphere of Human Resources, e.g. Human Power Forum, Coaching Conference, E-learning forum etc. It cooperates with the organization Blue Events on the annual Conference of Human Resource Management and it also contributes to the annual survey of the Best Employee of the Year in the Czech Republic.

Both magazines, the weekly Ekonom as well as the monthly HR Management, are available on-line, with archived articles and latest news. Both magazines are also issued by Economia a.s., the biggest publishing company of business periodicals in the Czech Republic.

The material from Ekonom was excerpted from 8<sup>th</sup> January 2009 to 1<sup>st</sup> April 2009, and the following sections were analysed - “Career and Management”, “Politics and Business”, “Money and Stock Market”, “Companies and Markets”.

In the section “Career and Management”, there is usually an article referring to the latest information and concerning an advice for a particular problem in the sphere of



human resources. In addition to this, there is also the book review subsection presenting new books that focus on business topics. The subsection of Business English, which contains an English business text completed with vocabulary and practice exercises, is provided in the “Career and Management” section as well.

The section “Politics and Business” deals with the latest news from the Czech political and business sphere and it provides information about the current situation in Central Europe.

“Money and Stock Market” section refers to current economic situation not only in the Czech Republic but it also deals with the macroeconomic and microeconomic problems around the world.

The section “Companies and Markets” focuses on the latest news from many different spheres, e.g. automotive field, banking system, engineering or technologies.

I analysed 8 on-line copies in the monthly HR Management, 6 copies covering the whole year 2008, from January 2008 to December 2008, and two copies from the year 2009, from January 2009 to April 2009. I focused on the sections of “HR Strategy”, “Briefly”, “Technology”, “Theme” and “Enclosure”.

“HR Strategy” section comprises the latest news from human resources that serve as a basis for providing a guideline how to deal with problems in the sphere of human resources.

The section “Briefly” offers a brief summary of the latest news and trends in human resources that are applied in the Czech Republic as well as around the world.

In the section “Technology” there is usually advice referring to a particular topic, explaining in detail how to proceed in cases of applying a new human resources technology.

“Theme” section chooses any topic from human resources, deals with this topic in detail and offers different points of view on it.

Section “Enclosure” contains variable topics referring to the sphere of human resources.

## 6 ENGLISH LOANWORDS IN THE EXCERPTED MATERIAL

In the analytical part of my paper I provide a research that investigates the presence of English loanwords in the monthly HR Management and in the weekly Ekonom. I detected the most frequent word classes of English loanwords incorporated into the Czech business lexicon and I recorded the characteristic features of the process of assimilation.

In order to analyze the presence of English loanwords in Czech business texts objectively, eight copies of each representative magazine were compared, with four theme categories excerpted from each copy.

As the aim of this thesis is to find the English loanwords in contemporary Czech business texts, the analysis does not deal with assimilated English loans; so only partially assimilated loans and unassimilated loans are included.

The analysed material is available on CD that is attached to the bachelor paper.

### 6.1 Word Classes of English Loans in the Sources of Excerption

In this section I illustrate the exact amount of English loanwords from both representative magazines and I introduce the most frequent word classes of English loanwords found in the analysed material.

Type of Magazine	Nouns	Adjectives	Verbs	Adverbs	Total
HR MANAGEMENT	447	162	73	30	712
EKONOM	472	190	86	30	778
	<b>919</b>	<b>352</b>	<b>159</b>	<b>60</b>	<b>1490</b>

*Table 1 Word Classes of English Loanwords in the Analysed Magazines*

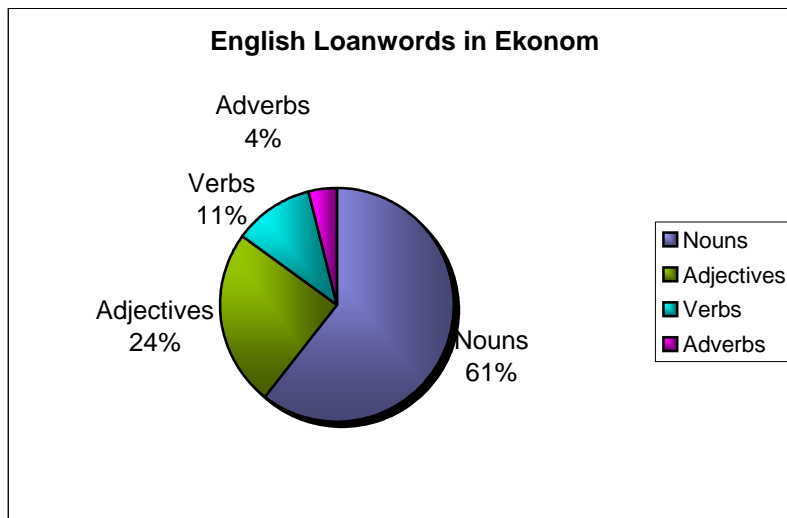
As can be seen from the Table 1 Word Classes of English Loanwords in the Analysed Magazines, the total number of both partially assimilated and unassimilated loanwords found in the analysed material counts 1490, as open word classes are the most frequently incorporated English loanwords in the Czech articles. The number of 919 nouns of the total indicates that nouns are the most frequent loanwords in both magazines, followed by adjectives whose amount decreases dramatically to 352. Verbs are ranked on

the third place as their amount falls to 159, succeeded by adverbs that count only 60 examples.

Table 1 also indicates that the number of English loanwords in the weekly Ekonom is slightly higher in comparison with the number of English loanwords in the monthly HR Management, as Ekonom accounts 66 loanwords more than HR Management. Nevertheless, the amount of English adverbs is exactly the same in both periodicals, with only 30 examples of adverbs in both magazines.

## 6.2 English Loanwords in the Weekly Ekonom

In this part of my thesis I deal with the English loanwords in the weekly Ekonom in order to show the most frequent word classes in this magazine as well as to compare the sections of the magazines according to the amount of English loanwords that are found there.



*Chart 1 English Loanwords in Ekonom*

As the Chart 1 indicates, the most frequently incorporated English words that appear in the Weekly Ekonom are nouns that occupy 61% of the total amount of loanwords (472 nouns). Adjectives rank on the second place with 190 loanwords, which counts 24% of the total. Adjectives are followed by verbs with 86 occurrences, which makes 11% of the total. Adverbs are the least frequently used English loanwords in Ekonom as the number of only 30 adverbs recorded accounts for 4% of the total.

In this part I compare the amount of English loanwords recorded in the four sections of the weekly Ekonom.

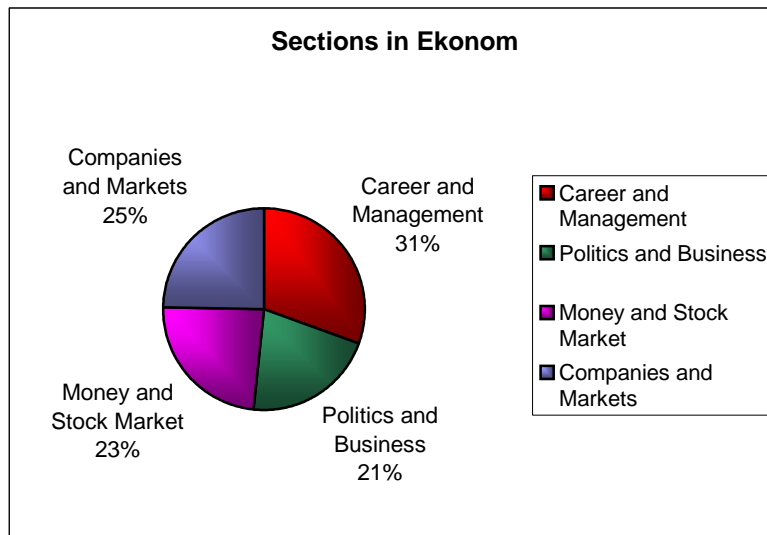
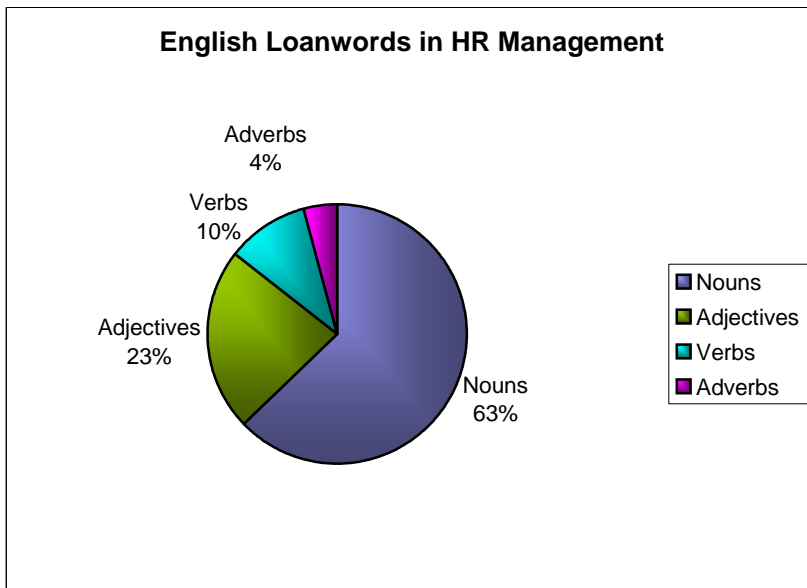


Chart 2 Sections in Ekonom

As the Chart 2 indicates there are no big differences in the amount of English words between the surveyed sections of Ekonom. The analysis revealed that the section “Career and Management” contains the highest amount of English loanwords (31%), followed by the section “Companies and Markets” where English loanwords cover 25% of the total. Sections “Money and Stock Market” (23%) and “Politics and Business” (21%) occupy the third and the fourth positions respectively.

### 6.3 English Loanwords in the Monthly HR Management

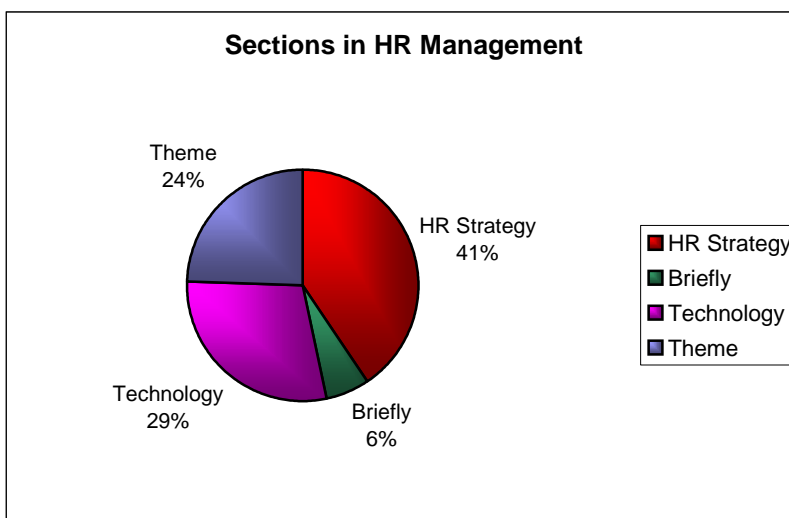
This part illustrates the presence of English loanwords in the monthly HR Management according to the most frequent word classes represented in the magazine and it detects the amount of English loanwords in the particular sections.



*Chart 3 English Loanwords in HR Management*

According to the Chart 3, nouns dominate the English loanwords also in the Monthly HR Management, as 447 nouns cover 63% of the total. Nouns are succeeded by adjectives, which account for 162 loanwords, which is 23% of the total. There were 73 verbs recorder, which makes 10% of the total and 30 adverbs, which covers only 4% of the total.

This part illustrates the amount of English loanwords recorded in the sections of the monthly HR Management.

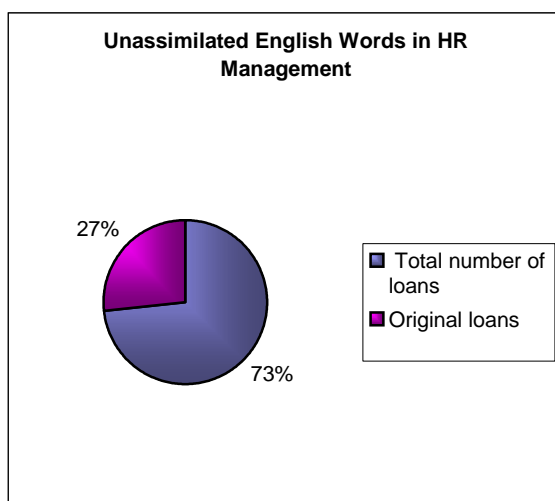


*Chart 4 Sections in HR Management*

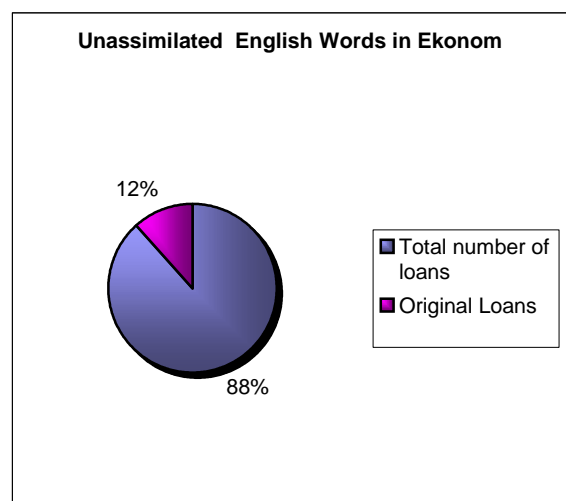
The Chart indicates that “HR Strategy” is a section with the most frequently used English loanwords in HR Management as it comprises 41% of the total amount. The “Technology” section ranks on the second place (29%), succeeded by the section “Theme“ which represents 24% of the total amount of loanwords in HR Management. The category “Briefly” occupies the last place as it covers only 6% of loanwords recorded in HR Management.

#### 6.4 Comparison of the Amount of English Loans

This section deals with unassimilated English loanwords with the aim to compare the amount of unassimilated loanwords in both representative magazines and to record the characteristic features of unassimilated English loanwords appearance in Czech business texts.



*Chart 5 Unassimilated English Words in HR Management*



*Chart 6 Unassimilated English Words in Ekonom*

According to the Chart 5 and Chart 6, the comparison of the percentage of unassimilated loans in both representative magazines reveals that there are far more unassimilated English words in the monthly HR Management than in the weekly Ekonom. Whereas in Ekonom 101 unassimilated words were found, which is 12% of the total amount of loanwords in Ekonom, 259 unassimilated English words appear in HR Management, which is 27% of the total amount of loanwords in HR Management.

The analysis also revealed that the majority of English words found in the weekly *Ekonom* is assimilated to the orthographical, morphological or phonetic level, as 88% of the English loanwords appear in the domesticated forms. The remaining 12% of unassimilated English words are adjusted to the Czech lexicon in the following ways:

- Marking the unassimilated words, e.g. *Předem je společnost ve víru >>developerské horečky<<, která stahuje ke dnu akcie.* (*Ekonom* 12, 68, 2009)
- Translating the unassimilated words, e.g. *Tento princip se označuje >>Grow or Go<< nebo také >>Up or Out<<, v překladu >>zlepšuj se, nebo jdi<< popřípadě >>nahoru nebo ven<<.* (*Ekonom* 8, 54, 2009) *V Německu na to zaměstnanecké svazy reagovaly zřízením nadace pro fairness, doslova to jde přeložit jako >>nadace pro spravedlnost<<.* (*Ekonom* 8, 54, 2009)
- Using the expression “so called”, e.g. *Je dobré přizvat k pohovorům zkušeného psychologa práce, který se specializuje na takzvaný outplacement.* (*Ekonom* 11, 60, 2009) *Nemluvě o podnikových oslavách a akcích sloužících takzvanému teambuildingu.* (*Ekonom* 4, 60, 2009)

A significant amount of unassimilated loans was noticed also in the direct speech, e.g. *>>Bannerová reklama na mobilu má proti internetovým kampaním nesrovnatelně vyšší účinnost, << tvrdí mluvčí O2 Vlastimil Sršeň.* (*Ekonom* 5, 22, 2009)

Whereas the tendency in *Ekonom* was to highlight English loanwords or to translate them, the attitude towards English loanwords in HR Management seems to be the right opposite, as 27% of the English words remain unassimilated.

It has been detected that the Czech expressions in HR Management are often complemented with the English terminology, e.g. *V poslední době se prosazují standardy práce v oblasti řízení lidských zdrojů- **Investors in People (IIP)**.* (*HR Management* 2009, 1, HR Strategy) *Praktické zkušenosti potvrzují, že vytvářet a zavádět personální informační systém (**HRIS**) vlastními silami je ekonomicky neefektivní a takticky téměř neproveditelné.* (*HR Management* 2008, 6, Technology) *Zaměstnavatelé většinou využívají vlastní webové stránky nebo webové stránky pracovních serverů (**job serverů**), případně personálních agentur nebo úřadů práce.* (*HR Management* 2009, 2, Technology)

The use of expression “so called” for introducing English words in the Czech lexicon was noticed also in the monthly HR Management, e.g. *Blogging je založen na vytváření a udržování tzv. weblogů (blogů), což jsou v podstatě webové deníky, obsahující chronologicky uspořádané příspěvky ze života jejich autorů.* (HR Management, 2, Technology) *Máme tu například e-learning off-line a on-line, tzv. blended learning.* (HR Management, 2, Insertion)

## 6.5 English Nouns in the Excerpted Material

In this part of my paper I focus on English nouns found in the analysed magazines in order to detect the amount of unassimilated English nouns in both magazines as well as to analyse the characteristic features of the process of noun assimilation.

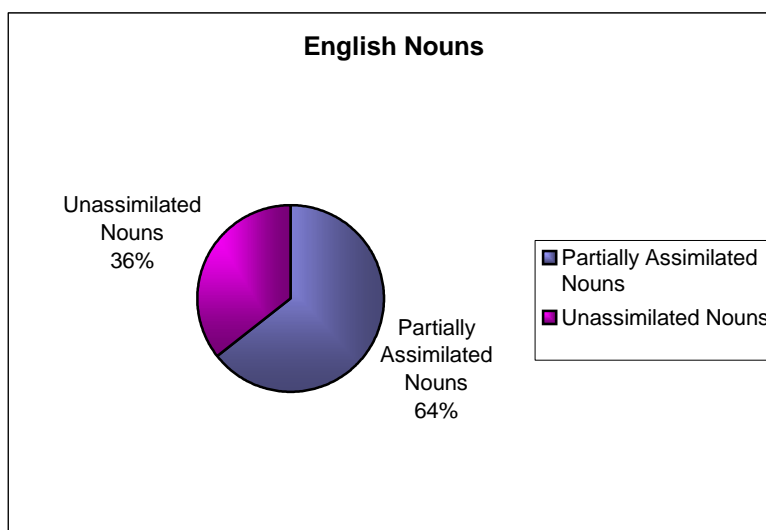


Chart 7 English Nouns

The Chart 7 illustrates the comparison of partially adopted nouns, which have been phonetically or orthographically assimilated to the Czech lexicon, with the unassimilated English nouns, which remain either in their original form or are assigned with a particular gender.

As the Chart 7 indicates the majority of English nouns (64%) is phonetically or orthographically adjusted.

In the case of orthographical assimilation, the substitution of the consonant *c* for *k* was found as the most frequent orthographical adjustment on the basis of pronunciation,



e.g. *v koncernu, koncept, kandidát, projekt, produkt, subjekt, kauza, konverze, komplex, verdikt* or *sektor*. Orthographical assimilation influenced by English pronunciation was also noticed in the following examples, e.g. *tendr, kampaň, byznys, manažer, koučink, trénink, lídr, šéf, tým* or *prestiž*.

Phonetic assimilation detected in the excerpted material concerns the English loans whose orthographical realization remains and whose pronunciation is adjusted, e.g. *personalista, identita, iniciativa, investor, specialista, imigrant, respondent* or *tutoriál*.

Concerning the variety of English loans it was revealed that whereas in the weekly *Ekonom* the majority of English nouns appear in assimilated forms, e.g. *manažer* or *lídr*, in the monthly *HR Management* lexeme doublets are frequently used, e.g. *lídr – leader, manažer – manager, koučink – coaching*.

As the Chart 7 also shows, unassimilated nouns cover 36% of the total amount of nouns. The analysis has revealed that English loanwords in their indeclinable realization are usually of terminological character, e.g. *o příležitostech v private equity; jak upozorňuje jeden ze zakladatelů e-recruitment u nás; využitím HRIS; platí i pro CEO; nadace pro fairness*. Other indeclinable expressions found in the excerpted material are e.g. *know-how zaměstnanců; ne u všech dochází na interview s ředitelem* or *mnohem důležitější je osobní image*.

Though it was sometimes difficult to recognize the particular gender assigned to English loans, the majority of words in the analysed sources was found to be of masculine gender, e.g. *jeho největší brand; personálního marketingu; blogging je založen*. English loanwords assigned with neutral gender are e.g. *know-how* and *image* and feminine gender is assigned to the expression *fairness*.

A vast number of acronyms also appeared throughout the texts as they frequently referred to business terminology, e.g. *HR - Human Resources; CEO - Chief Executive Officer; HRIS - Human Resource Information System; CSR - Corporate Social Responsibility; AC - Assessment Center; DC - Development Center; ASP - Application Service Providing* or *IIP - Investors in People*. These acronyms usually complement Czech expressions, e.g. *cílem výběru personálního informačního systému (HRIS), analýza trhu informačních a komunikačních technologií (ICT)*.

The analysis also revealed a significant number of –ing nouns, e.g. *monitoring, teambuilding, networking, marketing, benchmarking, coaching, blogging, multi-tasking* or *outsourcing*. The majority of –ing nouns keeps this suffix also in the inflected forms, e.g. *personálního marketingu, o ratingu produktů, znalost controllingových metod, s výsledky*

*benchmarkingu*. The only assimilated –ing nouns found in the analysed material were *trénink* and *koučink*.

## 6.6 English Adjectives in the Excerpted Material

The chapter English Adjectives in the Excerpted Material focuses on adjectives that were found in both magazines in order to detect the difference in the amount of assimilated and unassimilated adjectives and to analyse the characteristic features of their presence in Czech business texts.

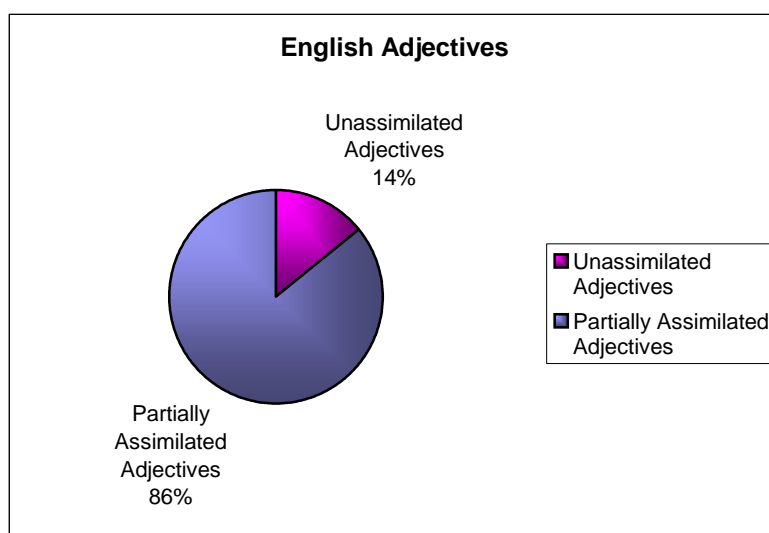


Chart 8 English Adjectives

According to the Chart 8, there was a small amount of unassimilated adjectives in the excerpted material as only 14% of the total amount of English adjectives accounted for unassimilated adjectives.

The research showed that the most frequently used unassimilated adjectives are:

- Words that also serve as nouns, e.g. *opinion lídři*, *HR manažěři*, *PR služby* or *core byznys*.
- Adjectives containing prepositions, e.g. *off-line softwarových aplikací*, *on-line reklamy*.
- Proper adjectives, e.g. *direct marketing*.

As the chart 8 also indicates, the majority of English adjectives (86%) is adjusted to the Czech lexical system. These adjectives are inflected according to the Czech paradigm, e.g. *bannerové reklamy*, *environmentální dopad*, *marketingová manažerka* or *team-buildingové programy*.

## 6.7 English Verbs and Adverbs in the Excerpted Material

The analysis revealed that there were no unassimilated English verb forms in the analysed material as all the detected English verbs were adjusted to the Czech paradigm on the phonological, orthographical or morphological level.

It was revealed that in some cases the root of an English verb remained and the verb was assimilated according to the Czech paradigm, e.g. *implementovat*, *existovat*, *reprezentovat* or *monitorovat*. There were also cases when further derivational processes assimilated a verb that had been already assimilated, e.g. *zanalyzovat*, *neexistovat*.

The analysis also showed that the detected English adverbs were usually adjusted according to the Czech paradigm. Though, the unassimilated word *on-line* was noticed also in the adverbial position, e.g. *V případě testů (objektivní data, objektivně zpracovaná) je možné on-line změřit jednotlivé schopnosti člověka.* (HR Management 2009, 1, Enclosure)

## CONCLUSION

The bachelor thesis was concerned with the problem of the English loanwords in Czech business texts and it was divided into two parts, the theoretical part and the practical part.

The theoretical part explained the need for lingua franca and it illustrated the historical context of the English language on its way to the status as a global language. The theory also focused on the historical aspects of English words assimilation into the Czech lexicon and it described the characteristic features of English words assimilation into the Czech language from morphological, orthographical and phonetic point of view.

The practical part of the work was based on the analysis that detected the features described in the theoretical part by investigating business texts in the weekly *Ekonom* and in the monthly *HR Management*. The analysis discovered a significant amount of English loanwords from which the majority appeared in the assimilated realization.

It was surprising that the amount of unassimilated English loanwords in *Ekonom* and in *HR Management* differed significantly as unassimilated English loanwords in *HR Management* outnumbered unassimilated English loanwords in *Ekonom* dramatically. Whereas in *Ekonom* the unassimilated English loanwords were highlighted or translated, *HR Management* introduced the English expressions in order to complement the Czech business terminology. These findings can be explained by the fact that whereas the weekly *Ekonom* deals with a wide range of business areas and provides information to readers from variable business spheres, the monthly *HR Management* specializes particularly in the field of Human Resources so the business lexis in *HR Management* is focused on human resources specialists.

The analysis has also detected that the most frequent English loanwords in Czech business texts are open class words as nouns, adjectives, verbs and adverbs were the most often incorporated words in the analysed magazines.

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## APPENDICES

P I      The corpus of analysed articles available on the attached CD