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FAKULTA FILOZOFICKÁ

Bakalářská práce

Use of English in Czech advertisements
and newspaper articles

Anna Kölblová

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Anna Kölblová

Vedoucí práce:

PhDr. Eva Raisová

Katedra anglického jazyka a literatury

Fakulta filozofická Západočeské univerzity v Plzni

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Abstract

The presented Bachelor's thesis deals with the use of the English language in Czech advertising and newspaper articles. The aim of this thesis is to present the influence of the English language on the Czech language and to find and analyze the use of English in real examples. The theoretical analysis contains a view of English as an international language, the history of English penetration into the Czech language, the definition and development of Anglicisms. Furthermore, in the theoretical analysis there is a description of the journalistic style and its other functional styles. The theory ends with a chapter that addresses the linguistics and stylistics of advertising, typology and functions of advertising. The practical analysis examines in detail and comments on the linguistic point of view of specific examples of Czech advertisements and newspaper articles that contain a word or a phrase of English origin. The conclusion and the list of printed and internet sources are presented at the end of the thesis.

Keywords

Anglicism; English language; advertisement; newspaper articles; journalistic style; stylistics; Czech language; translation

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1. Introduction

This Bachelor's thesis deals with the use of English in Czech advertisements and newspaper articles. The subject of the thesis is to present how the English language influences the Czech language, and how it penetrates the language of the Czech media. The reason for writing this bachelor thesis was the increased use of English in general and my interest in describing this phenomenon.

The thesis consists of theoretical and practical analyses. The theoretical analysis introduces English as a global language and states the fundamental reasons why the English language is widespread. As reasons lead to consequences, so the theoretical analysis further deals with the influence and occurrence of English in Czech. The term Anglicism, its definition and history in the Czech context, are introduced in the second portion as well. This section then passes into the third chapter about journalistic style, detailing the functional style of advertisements and newspaper articles. The fourth chapter of this essay is about advertising, which focuses on stylistics and language expressions. Although this work deals with the use of the English language in the theoretical section, especially in the journalistic style and advertising chapters, I focus on the specifics of the Czech language, as the topic is the placement of English in Czech, not the other way around.

The Practical analysis consists of two sections. In the first section I present and comment on five examples of Czech adverts from the field of gastronomy. The second section analyzes Czech newspaper articles, again related to food and drinks. For the purposes of the thesis, it was necessary to narrow the selection and choose the field from which I will draw my examples. The reason why I chose the field of gastronomy is its attractiveness and wide reach. Food and drinks are a human need and a daily activity, as are advertisements and newspapers. As it is a part of our lives, I have found appropriate to address it.

The information presented in this Bachelor's thesis is drawn from various printed materials, online sources, and dictionaries. All citations are listed in the bibliography at the end of the document.

2. English as an International Language

Paramount to understanding the rising incidence of Anglicisms in the Czech language, is that the practice of adapting words from English is not strictly limited to Czech speakers, and is furthermore related to the continued ascension of the use of English on an international level. In his essay *English and Other International Languages under the Impact of Globalization*, Ulrich Ammon suggests that the contemporary proliferation of English has much to do with the prominence of English-speaking countries within the past few centuries. Britain's economic strength during the 1700s and 1800s (which was superior to that of other nation states at that time) paired with its mandate to export the language to all of its colonies, laid foundations for use of English that extended well beyond the British Isles. The emergence of the United States in the 19th century and its subsequent rise to superpower status has also propagated the use of English through America's mass media and dissemination of scientific knowledge. These factors amongst others have led English be used as a second language by approximately one billion people, which is a larger number than any other second language. As the high number of English speakers worldwide has increased, this has also affected the demand for certain English language products, sometimes at the expense of options in other languages. Ammon also uses an example of the decline of academic services in languages other than English, to illustrate how communication in English has become indispensable for the purposes of research and collaboration: German bibliographical data banks like *Physikalische Berichte* or *Chemisches Zentralblatt* were absorbed by Physics Abstracts (in 1969) and Chemical Abstracts (in 1978) respectively. As English increases in popularity worldwide, it is not unreasonable to expect that its influence could be specifically seen in the Czech language (Ammon 2010).

3. The impact of the English language on the Czech language

Extensive and rapid exchanges of information, the need for frequent and often international communication – these are the results of economic and social changes, the blossoming of human knowledge, and the urges of individuals to have richer cultural and artistic lives. The Czech Republic's relations with other countries have developed considerably since the 1990s, and through these recent connections we are deluged with new information and foreign words. The primary external influence of the Czech language is English, which results in an increase of borrowed English words, also known as Anglicisms, within Czech (Daneš et al. 1997).

A large number of foreign words have been adapted successfully in the Czech language, as many subjects were discussed on an international basis before becoming commonplace in the Czech Republic. As a result of the constant exchange with academics and scientists in other countries, there is an unprecedented number of loanwords in Czech textbooks, encyclopedias, technical journals, and other formal documents. Even ordinary communication between individuals regularly includes words from English, particularly American English. Examples of adapted words from abroad include *computer/komputer*, *walkman*, and *hamburger* (Daneš et al. 1997).

3.1 Definition of an Anglicism

Nový akademický slovník cizích slov (2005, 54) defines an Anglicism as, “a language element borrowed from English to another language or formed on the basis of an English word.” Often an Anglicism is considered simply an English word which has an unchanged form within the context of its host language, although the term can in fact be applied more broadly. Many older Anglicisms within Czech have often had their forms changed over time, such as *tramvaj*, *džem*, *sejf*, *evergreen*, *byznys*, and *hoby*. Relating to more recently coined Anglicisms, due to their specificity, proper (special) terms are amongst those most regularly adapted while retaining their form, as seen with *gender studies*, and *text-processing*. English and Czech expressions can also compete

with each other, or some of them cease to be used, such as *cash – v hotovosti*, *public relations – vztahy s veřejností*, *P.O. box – poštovní příhrádka*. More dynamic (and problematic) are words going through the process of “počešťování,” meaning, “to sound more Czech.” During počešťování, not only is the form adapting, but also the function of word becomes clearer. Contrary to the aforementioned počešťování cases, some Anglicisms which are adapted partially or are completely unadapted are *hippie*, *know-how*, and *cash-advance*. Finally, some Anglicisms which are too colloquial, or words which are stylistically neutral, are sometimes eventually replaced by Czech equivalents (Daneš et al. 1997).

3.1.1 History of an Anglicism in the Czech language

Cultural and language connection

“Enrichment of the Czech language occurs earlier than in the 20th century,” states Marek Nekula in the chapter *Anglicismy v češtině*, which is part of *Encyklopedický atlas anglického jazyka* (Viereck et al. 2004). Indeed, the interaction between Czech and Anglophone countries dates back to the Middle Ages. The Czech historian Polišenský draws attention to Robert Anglicus, the notary of Ottokar I. who served under the Duke of Bohemia, later to become the King of Bohemia. Anglicus, also known as Robert Angličan (whose surname translates to Englishman in English) became the Moravian bishop in 1201 and founded the monastery of Velehrad. Also noteworthy is the political activity of the late Přemyslids, especially Wenceslas II, whose delegation transferred a small part of Thomas of Canterbury's remains to Prague. Later, the University of Oxford is of particular importance to the Czech lands, especially John Wycliffe, whose writings Jan Hus became acquainted with in Prague around 1398, through Czech students who returned from Oxford. In 1415, Wycliff's student Petr Payne, called Engliš, fled to Bohemia. He worked at Charles University from 1417 and represented the Hussites at The Council of Basel in 1433 (Viereck et al. 2004).

Numerous relations between the Czech lands and England date back to the Habsburg dynasty. The Habsburg Prague Court was a meeting place for English Catholics and Protestants. Some Czech exiles also later found refuge in

England. At the beginning of the 1640s, England hosted Jan Amos Comenius (a Czech philosopher, pedagogue and theologian) who was also offered the position of Rector of the American Harvard University in 1642 (Viereck et al. 2004).

Near their respective dates of publication, popular reading included many texts written by English authors and poets. Milton's *Paradise Lost* was translated into Czech by Josef Jungmann, and was widely read in Czech lands, as were the translations of writings by Walter Scott or Charles Dickens. Also, Ossian and Lord Byron had an undoubted influence on the work of Karel Hynek Mácha, and William Shakespeare was a regular part of the theatrical repertoire. It is worth noting that for as widespread as English literature was during this time within the Czech population, generally it was mediated by the German language to the reader (Viereck et al. 2004).

Since the 1840s, the United States of America has played an increasingly important role in cultural, social, and economic aspects of the lives of Czech individuals. In connection with the economic and political situation in the Czech lands (specifically the defeat of the revolution in 1848 and the establishment of Bach's neo-absolutism) emigrants from Bohemia, Moravia and Slovakia headed to the U.S.A. The initial geographical target of these individuals was the American Midwest due to its cheap farmland, with many later heading to industrial centres such as Chicago and Cleveland. One prominent example of the Czech diaspora is Antonín Čermák, who was mayor of Chicago from 1931 until 1933. In 1930, almost half a million inhabitants of Czechoslovak origin were documented to be living in the USA (Viereck et al. 2004).

After the establishment of Czechoslovakia in 1918, which was politically based on France and Great Britain, cultural and economic ties with these countries also strengthened. Vilém Mathesius (1882-1945), the first professor of English at the Czech University (1911) and the founder of the Prague Linguistic Circle, also contributed significantly to the development of Czech-British cultural relations. Linguistically, the deepening of cultural ties was reflected mainly in vocabulary in the areas of sports, film, science, technology. During that same decade, T. G. Masaryk worked at the University of London from 1915-

1917. While in exile during World War II, the Czechoslovak government and other Czechoslovak authorities found refuge in England (Viereck et al. 2004).

The totalitarian regimes of 1939-1945 and 1948-1989 violently suppressed cultural - and linguistic - contact with the Anglo-Saxon world. The situation improved in the 1960s, but the turning point came after 1989. English in the Czech environment became a language of science, journalism, management and popular language associated with music, sports, film and new technologies (Viereck et al. 2004).

After negative experiences with generally compulsory teaching of the Russian language until the fall of communism in Czechoslovakia, the free choice of options for studying foreign languages was introduced. Since then, the English language has figured much more prominently within spheres of primary and secondary education (Viereck et al. 2004).

Development of Anglicism in the Czech language

Jürgen Warmbrunn, German historian, in his monography of Anglicisms in the Czech language (1994) recorded 3,240 lexical borrowings from English, while the 1967 etymological dictionary of Holub a Lyer detected only 448 Anglicisms.

Nekula in Viereck refers to K. Kučera and his article *K nejnovějším vlivům angličtiny na český jazyk* (1995), which states that the term *bil* (< in English *bill* ‚návrh zákonů‘), which was already used by Karel Havlíček Borovský (1821-1856) and Josef Jungmann, considered as a Germanism. There are Anglicisms appearing in 19th century, for example *manšestr* but most Anglicisms were spread during the 20th century (Viereck et al. 2004).

At the beginning of the 20th century, Anglicisms such as *fotbal* (football), *volejbal* (volleyball), *gól* (goal), *hokej* (hockey), *tramvaj* (tramway), *svetr* (sweater), *klub* (club), etc. show us that knowledge of the English language, specifically of pronunciation, was not generally widened. These loanwords were influenced by the Czech way of reading the words, and subsequently the terms evolved into the Czech written form, giving the impression that some adapted English borrowings are not taken as foreign words. Loanwords from the post-

World War II period were created in a similar way, such as *nylonky* [nilonki] and *najlonky* or *kečup*. There are other examples of Anglicisms, which have arisen not on the grounds of sound, but written form – for instance *hacker* / *haker*, *adventura* or *by-pass* and *laptop*, which pronounce ['bai,pa:s] also ['bipas] and ['læp,tɒp] also ['laptop]. Also of note is *sexuální harašení* (sexual harassment), but in this case the deformation of pronunciation is intentional as is seen with *levisky*, *mobil* or *chartismus*. *Trénink* from training, *mítink*, and *mečbol* are Anglicisms, which respect both the English pronunciation and writing. *Pravidla českého pravopisu* (1957) preferred minimal difference between sound and written form of terms, but today the original English spelling is used within writing in the Czech language, and original pronunciation is relatively maintained: *briefing*, *lobbying*, etc (Viereck et al. 2004).

As already mentioned, the real turn comes in 1989, when the abolition of censorship and the introduction of freedom of speech provide an obvious impact. Opening up to Europe, among other things, required the unification of technical terminology. Also, due to translations especially of Anglo-American fiction, journalism or film scripts, other elements penetrate the Czech vocabulary (Daneš et al. 1997).

As Bozděchová states: “Borrowing of foreign words, including the “počešťování” of Anglicisms, is a dynamic, open process, individual borrowings and its types go through its various phases at a given point in time and usually move on an axis language standard-substandard” (Bozděchová in Daneš et al. 1997, 273).

Jan Obdržálek in his article *O fyzikální terminologii* (1995) presents the basic methods of formal adaptation and examples of English terms: 1. borrowing of: a) spelling forms with English pronunciation (laser), b) spelling forms with Czech pronunciation (radar), c) spelling forms according to incorrect pronunciation (volleyball), d) transcription of the original pronunciation (display), 2. translation (computer - počítač), 3. replacement with another word (shunt - bočník). He considers the transcription of incorrect pronunciation to be a progressive form accordingly, but draws attention to its obstacles - fluctuations in pronunciation within variants of the English language. Translation and

substitution encounter the possibility of undesirable associations of Czech equivalents. (Daneš et al. 1997)

Anglicisms in the present

Given the deepening of knowledge of the English language, it is possible to observe pronunciation changes, or even spelling changes, of borrowings in previously adapted English words. Young educated people are especially likely to change pronunciation “to sound more English” for instance *puzzle* [pazl] instead of the colloquial expression [pucle], *surfovát* [serfovát] instead of [surfovát], *grapefruit* as [ˈgreip,fru:t] also [ˈgreipfrujt]. The influence of English is reflected in leaving endings of plural forms in adopted nouns (*CDs, bójs, ...*) (Nekula in Viereck et al. 273).

Borrowing of foreign words, including Anglicisms, occurs most often in professional and slang expressions. English terms are frequently part of Czech technical texts (Bozděchová, 277).

Examples of Anglicisms in different fields:

- **Economic field:** *dealer, konkurz, know-how, monitorovat, boom, marketing, teamwork, management, manažer, logo, lobby, medvědí trh* (bear market).
- **Banking:** *credit card, cash, homebanking, pinkarta, cheque / check / šek, spořicí účet* (saving account).
- **Commerce:** *shop, supermarket, hypermarket, secondhand, shopping centre, leasing, dumping.*
- **Motoring and transport:** *airbag, spoiler, air-conditioning, Jeep / džíp, off-road, on-road, pickup, truck, crash test, tankovat, airbus, tanker.*
- **Fashion and cosmetics:** *džíny, manšestráky, svetr, šortky, body, top, legíny, blazer, bomber, S – M – L – XXL* (small – middle – large – extralarge); *outfit, piercing, aftershave, styling, make-up / mejkap, peeling, shampoo, spray.*

- **Diet:** *cheeseburger, cornflakes, popcorn, whisky, steak, ice-tea, hot dog, hamburger, fast food, drink, dressing, fresh shakes, toastovač, pub, bar, snack bar, klub / club.*
- **Telecommunications, internet, computer technology and games:** *SMS / esemeska, mobil, displej, SIM karta, server, computer, e-mail / mail / mailovat, mailbox, hacker, kurzor, fonty, reset, joystick, monitor, drive / drajv, hard disk, notebook, klikat, on-line.*
- **Journalism and politics:** *patová situace, prohlásovat návrh, summit, leader / lídr, praní špinavých peněz (money laundering), briefing, round table, monitoring zpráv, news room, (talk) show, feature / fičr, copywriter.*
- **Advertisement:** *poster, billboard, teleshopping, public relations, PR akce, promotion, spot, poster, ...*
- **Film, television and the mass media:** *action, casting, clip, happy end, sitcom, western, remake, jackpot, spíkr, mítink, soap opera, ...*
- **Music:** *blues, country, cover version, DJ / dýdžej, elpíčko, cédečko, kompakt, evergreen, fan club, front man, hitmaker, bigband, folk, gospel, soul, sound, hard rock, hitparáda, mainstream, pop-music, pop-song, protestsong, showman, ...*
- **Literature and art:** *bestseller, copyright, paperback, story, horror, science fiction / sci-fi, thriller, fantasy, airbrush, performance, event, one-man show, festival.*
- **Names of social phenomena and groups:** *establishment, greenpeace / grínpísák, hippies, teenager, squatter, sprejer, graffiti, gambler, skinheadi, hooligans, homeless / houmlésák, babysitting, workoholik, freak, new age, singl.*
- **Sport:** *sponzor, manažer, couch, trenér, gól, offside / ofsajd, hattrick, aerobic, bowling, jogging, in-line, skater, skateboard / skate, strečink, nohejbal, paintball, wrestling, team, snowboarding / prkno, hockey / hokej, puk, timing (Viereck et al. 2004).*

Regular interaction with foreigners in the territory of the Czech Republic and also retaining contact with Czechs abroad is another factor influencing the form of communication. Czech speakers also come into contact with translated

texts. However, the typological differences between English and Czech make it difficult to adapt Anglicisms in the Czech language, and therefore there is no risk of Anglo-Americanization. The Czech language is enriched in order to fulfil evolving communication needs (Nekula in Viereck et al. 2004, 278).

Purism

Today, anti-Americanism and anti-globalization are more opposed to the international institutions and products of American and globally operating corporations, rather than to English and English names (Viereck et al. 2004).

Nový akademický slovník cizích slov (2005) defines purism in linguistics as “an effort to maintain the purity of language presented by the rejection of foreign language influences.” In the 19th and early 20th centuries there was no defensive reflex against borrowings from English, instead, purism began to appear during the Communist era. Especially in the 1970s, negative reactions to the penetration of Anglicisms and foreign ideology into the knowledge of the young generation were noticed. This led to the appearance of Czech terms for widespread Anglicisms. For instance, the English term hot dogs was in that time replaced with the Czech *párek v rohlíku*, *handbal* was called *házená* or for *volejbal*, *odbižená*. As users now understand the necessity of using the foreign words, there is no threat of a purist view of them today (Viereck et al. 2004).

The question of the present is not whether foreign words should be used or avoided, but which foreign words, in what form, with what meanings, in which texts and communication situations. The basic consideration when looking for answers to these questions should be the functionality of the loan words.

The most common and important argument against the use of foreign words is the fact that they generally reduce the comprehensibility of the text, especially in the area of common communication, popularization, and journalism. In spite of creating potential issues with reader comprehension in the aforementioned cases, the words have a different role in professional expression, where international terminology contributes to the unambiguity and simplicity of expression - stronger outside of the professional sphere, where adjustment

(starting with spelling) may seem to be an undesirable identification value (Daneš et al. 1997).

4. Journalistic style

The following text deals with the journalistic style. Given the topic of the thesis, it is important to briefly mention the characteristics of the functional style of advertisements and newspaper articles. Although this thesis is in English, this work deals with the stylistics of advertisements and newspaper articles in the Czech language, and subsequently Czech journalistic style.

Journalistic style is something which is constantly evolving and fulfilling new communication purposes, as it relates to topics which themselves are in motion, such as the development of society, and social changes. The task of journalistic texts is to quickly, concisely, functionally and effectively provide information to recipients of different ages, specializations, educational backgrounds, and cultural backgrounds. The primary role of its style is to inform, but these texts are also trying to influence, convince and attract. Journalistic style encompasses mass media communication, which is itself divided into printed forms (newspaper, magazines) and electronic forms (radio and television). Within these categories, serious and tabloid media are often competing with each other (Bartošek in Daneš et al. 1997, s. 42-43). Subordinate terms are newspaper style, publicist functional style and publicist belles-lettres style, which can then be further subdivided into written and spoken forms. The written form of journalistic style highlights the text, and in turn these texts have recognizable structures with headlines, and subheadlines. The purpose of headlines is to grab the attention of potential readers, while also providing informative and directive functions. A distinctive feature of text-based media is the division of the content into paragraphs, and the subsequent highlighting of the lead paragraph. This paragraph serves as an introduction and briefly and generally describes the content of what the further text more specifically depicts. The opening paragraph fulfils the same functions as the headline (Minářová 2011).

4.1 Newspaper style

Newspaper texts inform about new and topical issues. The main features of these articles are brevity, factuality and definiteness. Expressions are chosen so that information is objective and unbiased, with language material being

neutral and standard. News is sourced from political, economic, social, and sports spheres, and also brings relevant details from academic and professional fields. The objective of this form of media is to quickly report on factual details; a deeper analysis of information does not usually appear here. Newspaper content is formulated so that the recipient can ascertain what happened, when and where it happened, who did it, and briefly how and why, if possible. Typical features are automation of expression and stereotyped use of words and phrases. These set phrase patterns, schemes, and wording make the creation of texts easier for journalists and editors, as only the facts are changing. Basic news types include a report, a short report or a notice, an article in written journalism, a journalist report, announcement, etc (Minářová, 2011, 172-173).

4.2 Publicist functional style

Publicist functional style includes factual details, as well as commentary, evaluation and analysis. In contrast to newspaper style, which merely conveys information objectively, there is also a persuasive and influential function within this format. The novelty of the news is not a necessity because the attitude, evaluation, and assessment of such reports are what is important in these texts. For example, comments may contain information previously published, now repeated, deepened, or supplemented by argumentation and presentation of the attitude. Publicist functional authors search for the connection, causes, and consequences, in order to overall enrich the content with an appeal to the emotions of the recipients. This style also uses automation of expressions, but updated stylistic expressions predominate. The types are editorials, commentaries, short essays, reviews, etc (Minářová 2011, 174-175).

4.3 Publicist belles-lettres style

This stylistic sphere is most commonly characterized by an increase in fictional expression and a large volume of the author's subjectivity. Similar to the aforementioned styles, publicist belles-lettres style is typical for informative and persuasive functions, but also for aesthetic purposes. There is a widespread use of figures of speech such as metaphors, metonymy, synecdoche, personification, etc. The subjective, individual style of the author is also a common phenomenon, as is emotionality, humour, and allegory. The genres of

belles-lettres style are a feuilleton, a column, or a report (Minářová 2011, 176-177).

4.4 Language expressions of journalistic communication

As Minářová stated, figurative language is largely used in journalistic style to enhance the texts. Its task is to attract the reader's attention, and to give liveliness to linguistic speech. We can find terms and phrases used unexpectedly in order to enhance the effect of journalistic texts, for instance: *široké řečiště života, ekonomická cesta ke štíhlejšímu státu*, etc. After repeated use of figurative expressions, the update turns into automation. For example: *ochlazení vztahů mezi zeměmi, prolomily se ledy zahraniční politiky*, etc. Furthermore, the use of idioms, quotations and proverbs also appears (Minářová 2011, 201-208).

5. Advertising

“Advertisement is one of the most aggressive genres of modern communication,” stated Čmejrková in the chapter titled *Jazyk reklamy* (Daneš et al. 1997). The style of advertising has undergone significant development, which is influenced by new social and economic conditions. In the case of advertising texts, the language and graphic representation are important, often the image is the primary factor and the text is secondary. The main factor in spoken advertising communication is how sound is implemented, including musical accompaniment (Minářová, 2011, 152). For the purposes of this thesis, the focus is on the linguistic and stylistic perspectives of advertisement texts found in newspapers, magazines and other mass media.

5.1 Function of an Advertisement

The aim of advertising is to give the reader information about a new product or service, but above all to attract, convince, act, and influence. A significant function is therefore informativeness and persuasion (i.e. impact, influencing, acquiring). There is also obvious commercialism in these texts, an effort to sell and make the most of these sales. If a certain limit of persuasion is exceeded, this manipulates the addressees and the advertisement then becomes a type of manipulative text (Minářová, 2011, 152). Čmejrková mentions the

acronym AIDA as a feature of the main functions of advertising, which means attention, interest, desire, action (Daneš et al. 1997).

Other word-forming factors are aimed towards the recipients or so-called target audience, which can be a wide range of addressees or individuals of a certain age and social status. Other characteristics are immediacy, conciseness, accuracy of the message, clarity of the text and then the aforementioned graphic representation (Minářová, 2011). “The deliberate persuasion also monitors the ease of memorization and creativity of expression, influencing the addressee's thinking, affecting his feelings, emphasizing the values of life and the value of offering in the context of a positive response to advertising, all underlined by the deliberate stylization of direct contact with the addressees,” states Minářová in *Stylistika pro žurnalisty* (2011, s.152).

5.2 Language expressions of an Advertisement

The stylistics layer consists of metaphors, metonymy, similes, allegories, rhetorical questions, multiple repetitions, and figurative language. Idioms and their alterations are also typical. Rhetorical questions are used stereotypically, questions and answers influence the recipient, for example: *Učíte se jazyk? Čtěte knihy v originále. Jste sami? Objednejte si denní tisk.* Another feature is the accumulation of questions and answers, which is a phenomenon of anaphora, epistrophe and palilogy, such as, *Chcete ušetřit čas? Poskytneme Vám komfortní obsluhu. Chcete zvýšit výnosy? Nabízíme Vám správu Vašich aktivit. Chcete mít pocit bezpečí? Ochráníme Vaše firemní finance.* A literary device which is also typical is personification, used here: *Udělejte radosti Vašemu počítači. Kupte mu novou myš, tiskárnu a klávesnici.* Another tool for influencing within advertising text is the use of contrast, both in terms of content and language, reflected by the occurrence of antonyms, seen in this case: *Stát zdražuje, my zlevňujeme. Drsná země, jemná whisky.* As with journalistic style, idioms, especially colloquial phrases and their variations, appear in advertisements. Slogans, often rhymed, tend to be the basis of advertisements and logos: *Itálie stála za to, Felicii patří zlato! Hola, hola, hola, svět jízdních kol Vás volá. Modafen – chřipka z těla ven.* Ads are often emphasized by the use of metalanguage, which tries to catch attention with humour and use of a punchline,

as used in this case: *Boty pro bosé – boty pro bosse. Přijďte sami nebo s paní, vyberte si zdravé spaní*. There is also a significant occurrence of specifying adjectives that are highly intensifying. Despite the large number of adjectives in the Czech language, the authors constantly use the same assessment attributes. For goods: *Perfektní, exkluzivní, luxusní, skvělé, dokonalé, kvalitní*. The offer is: *speciální, mimořádná, skvělá, právě pro vás*. Prices are: *úžasně, senzační, neskutečné, bezkonkurenční*, etc. Adjectives are regularly used in the superlative form, as is observable in this instance: *Nejvýhodnější nákup. Nejlepší televizní program. Nejchutnější časopis o vaření*. It is also worth mentioning ads for foreign goods whose text is translated from other languages, especially from English. The translation has an influence on language representation and wording, however words in the original language and with original spelling often appear in the Czech context. One example of such an Anglicism is seen here: *Aby Váš motor dobře Shell* (Minářová, 2011, 153-157). Jiří Kraus in his article *K stylu soudobé české reklamy* (Kraus 1965) distinguishes three layers of texts in radio commercials. The first layer - inducing - attracts the listener's attention, it is usually a dialogue full of expressive words and syntactic anomalies. The second layer - descriptive - defines the product, its use and purchase, and informs, with many nouns and adjectives. Third layer - expressive. The function of this part is persuasion, it contains phonological means, modal verbs, addressing, and the imperative mood. It should be noted that this division is specific to audio-based advertising, and does not apply to written advertising.

5.3 Stylistics of Advertising text

Czech advertisement is a distinctive type of manipulative text with varying degrees of influence. Wording and creating of ads (as well as advertising standards) are entirely in the hands of advertisers, yet it is a form of official communication. Commercial advertising style is constantly changing and updating, but at the same time it stabilizes in its stereotype. It is a stylistic structure which is linguistically brief, in written form it is highlighted with graphic design, in spoken form the word it is accompanied by music. Previously, the ad text was informative and short, now it is more persuasive and manipulative (Minářová, 2011, 157-158).

5.4 Typology of Advertisement

There are several kinds of ads, genres of advertisements according to Čmejrková.

- **Simple information about goods, product demonstration**

This is the simplest type of advertising. It is a demonstration of the product and its use. Representative functions predominate.

- **Playing show or production – presenter**

A typical advertisement of this type is when the laundry is washed in two washing powders, the results are compared and the promoted product is, of course, superior.

- **Testimonial**

This genre is similar to the previously mentioned *Presenter*. Various attempts at cherry spots, red wine spots, etc. This is the type of advertisement where the device is exposed to extreme conditions.

- **Slice of life**

Promoting slimming pills when a person is fat at first and skinny after “treating” them. Credibility is then proven by comparing the appearance of photos from “before” and “after” use of the product.

- **Lifestyle**

This type of advertising pertains to exchange the attributes of the goods and attributes of its bearers, and the interaction of the semiotic principle of iconicity, indexing and symbolism. The merchandise here is understood as a prestigious sign of social style. For example, advertisement with luxury cars, their drivers, and lofty music.

- **Fantasy**

These are very diverse and imaginative creations. They are close to the arts, inspired by it (Čmejrková in Daneš et al. 1997, 142).

Practical Analysis

6. Analysis of Advertisements

In the following analysis advertisements are presented from the field of gastronomy. These examples consist of five internationally recognized fast food companies, specifically KFC, McDonald's, Burger King, Pizza Hut, and Subway. The aim of this analysis is to show the use of English in current adverts targeting people of the Czech Republic.

6.1 KFC



Picture 1 – KFC advert

Source: *Kfc.cz*

The first KFC restaurant was founded in 1930 by Harland Sanders. As the name of the company, Kentucky Fried Chicken, suggests, the main product sold by the company is indeed chicken. Today KFC serves more than twelve million customers every day in over 100 countries (KFC, 2019).

The advert above is sourced from the official website of KFC in the Czech Republic, and shows a reaction to current global events, i.e. Covid-19 pandemic. It is advertising food delivery as “Chutně, bezpečně, pohodlně,” which can be translated as “Tastefully, safely, comfortably,” as due to restrictions, restaurants are closed and the interest in delivered food has increased. The additional text in English outlines purchasing options, all of

which are accompanied by pictures representing the meaning of each statement. “Take away,” could be translated as “S sebou,” and “Delivery” could be translated as “Dovoz,” “Drive thru” refers to the process of selling food from a restaurant’s window to a customer situated in a car, and does not have a Czech equivalent. Similarly, the last phrase, “Parking pickup” is not something which has a comparable Czech counterpart, the option describes the act of the customer waiting in a parking lot so that a KFC employee can deliver the order to them.

The use of English in this particular advert is clearly practical, as the message is delivered in a few words. Using the Czech language here could potentially make the verbiage more complicated and possibly even confusing for the target audience.

6.2 McDonald’s



Picture 2 – McDonald’s advert

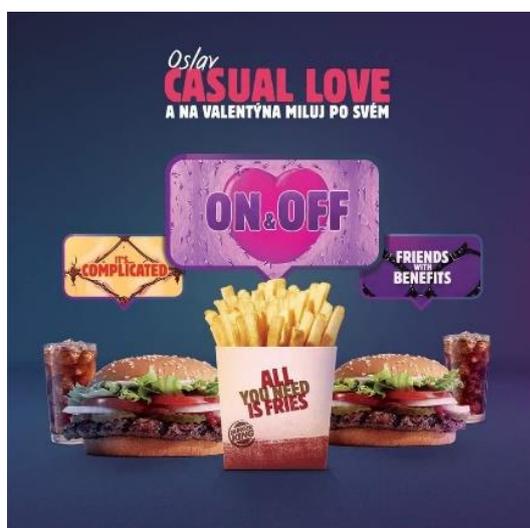
Source: Facebook.com

In 1954, Ray Kroc visited a restaurant in California run by brothers Dick and Mac McDonald, who had produced a limited menu of burgers, fries, and beverages. Kroc founded, as the company’s franchising agent, the McDonald’s System, Inc. His vision was 1,000 restaurants in the United States, yet McDonald’s continued to grow beyond this goal, and today the corporation has over 36,000 restaurants in over 100 nations (McDonald’s, *Our History*, 2017).

Every year McDonald’s restaurants extend their classic menu with limited-run seasonal options, and in the Czech Republic this includes certain cheese-based offerings for what the company calls “Sýrová sezóna.” Picture 2 is

advertising from this period with text that reads, “Sýriously nejlepší sezóna,” which could be literally translated as “Cheesiously the best season.” The phrase in the advertisement is an example of wordplay and figurative expression. “Sýriously” is a play on the English word “Seriously,” its function is to emphasize the particularity and importance of this ad and subsequent season. “Seriously” is pronounced as [ˈsɪəriəsli] and the Czech word “sýr” meaning “cheese” is pronounced as [ˈsɪər]. To fully appreciate and understand the phrase, it is mandatory to know the basics of the English language, however, even monolingual Czech-speaking individuals would understand the premise, that is to promote the upcoming menu extension at McDonald’s.

6.3 Burger King



Picture 3 – Burger King advert

Source: Facebook.com

Burger King, founded in 1954, is the second largest fast food hamburger chain in the world, and has a number of restaurants in the Czech Republic. Burger King is famous for the Whopper burger, also advertised in the picture 3 above (Burger King, *About Us*, 2020).

This Burger King advertisement is part of a campaign for Valentine's Day of 2020, taken from their official Facebook page. The image is promoting a special menu and discounts for that day, with a goal opposite to the stereotypical view on Valentine’s Day and how or with whom it should be spent. The first

phrase at the top states, “Oslav Casual Love a na Valentýna miluj po svém,” or in English “Celebrate Casual Love and love your way on Valentine’s Day.” The term Casual Love means dating according to one’s own rules, without labels, and potentially without an actual relationship (Raypole, 2020). “Casual Love” doesn’t have a Czech equivalent.

The first phrase is followed by other sayings such as “It’s... complicated,” which is an expression commonly used in reference to the state of a person’s romantic life. *It’s Complicated* is also a well-known romantic movie from 2009 starring Meryl Streep and Alec Baldwin (Imdb, 1990). “On & off” according to Cambridge Dictionary means: “If something happens on and off during a period of time, it happens sometimes” (Cambridge Dictionary, *On and off*, 2021). It is also used as a description of relationship with a certain person. “Friends with benefits” is another term describing a relationship, in this case being sexual without romance. In 2011, a movie with the same title was presented, with a plot revolving around the meaning of the phrase. It became a very popular mainstream movie (Imdb, 1990). “All you need is fries” is a reference to a famous 1967 song by English rock band The Beatles. The concept of the song was originally to be understood by people of all nations, and its title eventually became synonymous with the anti-war movement of 1960’s (Songfacts, *All you need is love*, 2021). Burger King replaced the word “love” with “fries” which is a great example of updates to automation of expressions in the language of advertisements. The phrase attracts its recipients and the audience, however, again it is mandatory for the targets of such advert to understand some English. “Randění,” “Je to komplikované,” “Scházet a rozcházet,” “Kamarádi s výhodami,” and “Vše, co potřebuješ jsou hranolky” are Czech translations of those same sayings, but these would not effectively deliver the message as in English, because in Czech these are not set phrases. Furthermore, Czech titles of the aforementioned movies have different meanings.

6.4 Pizza Hut



Picture 4 – Pizza Hut advert

Source: Facebook.com

Pizza Hut was founded in 1958 in Wichita, Kansas by brothers Dan and Frank Carney. It is the largest pizza restaurant company in the world, with more than 11,000 restaurants in 90 countries worldwide (Encyclopedia, *Pizza Hut*, 2019).

This advertisement was posted on the official Facebook page of Pizza Hut Czech Republic during March of 2021, following a number of adverts with similar designs and Czech/English wordplay slogans. This particular ad is promoting an item of Pizza Hut’s menu, chicken wings, by replacing the slogan “Win-win” with “Wings-wings situace.” The word situace (in English “situation”) is added in Czech, because win-win is originally an English expression, and in order for the meaning to remain unchanged in Czech, it is necessary to supplement the otherwise set phrase with the word “situace.” “Win-win” according to *Thefreedictionary.com* means: “guaranteeing a favourable outcome for everyone involved” (2003). The purpose of the advertisement is to attract the target audience and offer a situation where both customer and seller benefit (a basic principle of the free market) which in this case is strengthened by the catchy phrase.

6.5 Subway



Picture 5 – Subway advert

Source: Facebook.com

The idea behind Subway restaurants originated in 1965 as a partnership between Fred DeLuca and Peter Buck in Bridgeport, Connecticut. The menu specialty was the submarine sandwich, which is made by filling a split Italian roll with meat, cheese, vegetables, and condiments. One of Subway's primary points of market differentiation are their claims for offering healthy eating options, primarily through the use of fresh vegetables, and lack of deep frying. The company oversees operations in more than 100 countries (Lewis, 2021).

“Make it what you want” is a Subway campaign which the company began to promote in 2018, with the intent to emphasize the possibility of greater meal customization. The concept is to offer free choice of various ingredients and combinations based on the customers’ wishes (QSR magazine, 2021). The campaign does not have a Czech translation, but it could be interpreted as “Udělej si to po svém.” Another phrase in the advert is “Student menu,” which would otherwise be “Studentské menu” in Czech. The necessary use of English in this particular ad is debatable, as it does not clearly offer anything that the Czech term could not in conveying a message. One possible explanation is that due to the number of foreign students in the Czech Republic, which is over 50,000 (ČeskéNoviny, 2021), this advertisement is particularly aimed at them (and potentially other individuals from abroad) and therefore the possible use of Czech could be confusing.

Finally, the word “cookie” could be translated as “sušenka,” but as cookie means one particular type of biscuit, in order to prevent confusion the word cookie is widely used in other languages.

7. Analysis of Newspaper Articles

In the following text five newspaper articles with the use of English expressions will be presented and analyzed. Those articles are, as advertisements previously mentioned, from the field of gastronomy.

7.1 Lidové noviny

DOBROU CHUŤ

Až se to přežene

PETR BUŠŤA
redaktor LN



V Česku byla založena asociace food trucků, většina členů ovšem zatím nabízí pojízdny catering pro svatby nebo firemní párty. Pravidelné „linky“ s několika zastávkami denně však už křížují i tak gastronomicky konzervativní zemi, jako je Francie.

vat, jak kuchaři vaří nebo dokončují jídla. Říká se tomu otevřená kuchyně. Strávníkům přináší nejen divadelní verzi televizních show, ale také kýžený pocit pospolitosti, v radikálnější úpravě třeba i tím, že všichni sedí pohromadě u obrovských stolů jako četa husarů. Hosté si užívají osobního kontaktu s kuchyní a výhody pro restauraci jsou nezanedbatelné. Kuchaři získávají okamžitou zpětnou vazbu a ušetří se za číšníky i prostor. A kromě toho: je to velmi instagramovatelné.

3. „Foodtrucková gastronomie“. Princip není nový, pojízdny stánky s pizzou, burgery nebo fish and chips brázdí starý i nový kontinent léta. V USA a posléze v západní Evropě však dotáhli myšlenku dál. Ke slovu se dostaly skutečné kamiony, kde lze koupit jídla take away, ale také tam můžete obědovat nebo večerjet přímo „na palubě“. Nabídka pokročila od prostých snacků ke krabům s avokádem, ústřicím a kuřatům v tandooru. V Česku už byla založena asociace food trucků, většina členů ovšem zatím nabízí pojízdny catering pro svatby nebo firemní párty. Pravidelné „linky“ s několika zastávkami denně však už křížují i tak gastronomicky konzervativní zemi, jako je Francie. Extrémně instagramovatelné.

Všechny tyto trendy lze objevit v loňských předpovědích, rok uběhl a ve výhledech jsou zas. Tradicionalisté dostanou zabrat.

Picture 6 – Lidové noviny article

Source: *Lidovenoviny.cz*

The first newspaper article is written by Petr Bušta on December 25, 2020 and deals with so-called gastronomic trends believed to be expecting a resurgence in popularity. This article was published in *Lidové noviny*.

In the newspaper article above, the expression “food truck” is used and it means: “a truck or van from which food is sold, as to people on the street” as reported by *Dictionary.com* (2021). The term could be translated as “pojízdny občerstvení” or “nákladňák s občerstvením” or even “jidelní kamión,” but the

Czech equivalent is not as catchy as the English expression and also does not fit the definition properly. The use of English is definitely easier in this case, although it is not purely English, because the phrase "food truck" is used three times in the article: as an adjective and two times as a noun in plural form and possessive case. This is an example of previously mentioned process of "počešťování." The author of the text does not respect the grammar and origin of the word and inflects the word according to Czech grammar.

In the text there are more examples of the "počešťování" process and Anglicisms - "trendy" from the word "trend," which is an English term meaning "a prevailing new tendency in popular fashion or culture" (Etymonline, *trend*, 2001). Another is "hipsteři" from the word "hipster," which is particularly interesting, as the author leaves the *e* in the suffix *-ter* unchanged and changes just *r* into *ř* as is common when making plural form of a noun according to Czech grammar. This phenomenon is notable, because the pronunciation of "hipsteři" and "hipstři" is the same, meaning the author is partially respecting the original spelling. Next term is "párty" from the word "party," or "snacků" meaning "svačina" or "lehké jídlo." It is also worth mentioning that the reason for preferring the English term over the Czech is the fact that if the word has its origin in English, translation in Czech is sought and the equivalents may differ depending on the context, or may be too complicated. The author's approach here suggests that it is indeed easier to use the English term, and thus enrich the Czech vocabulary. An additional example might be a "catering" or "take away," used in the text above. "Fish and chips," well-known as fried fish fillets and french fries, is a term also widely used around the world, whereas the Czech "ryba a hranolky" is rarely seen. "Televizní show" comes from an expression "TV show."

The author mentioned several times the word "Instagramovatelný," an adjective from the word "Instagram." Instagram is a social networking app, where users can share pictures and videos for free (Webwise, 2019). The name of the app is not translated into any language, so this term is instead part of the Czech vocabulary and again the process of "počešťování" has taken place.

Altogether, it could be again debatable, if a person not active on the internet and social media, and not influenced by Anglicisms in media, would understand the article. On the other hand, the form of English words in this particular article, processed by “počešťování” makes it easier and more comprehensible.

7.2 MAM



Výrobci plant based potravin založili vlastní platformu. Tvoří ji Unilever, Coca-Cola a další

Redakce MAM 12. 11. 2020

Picture 7 – Marketing & Media article

Source: *MaM.cz*

Marketing and Media is a prestigious, influential magazine specializing in business, communication, advertising, marketing, and the media. Every week, it brings exclusive interviews with influential and interesting individuals, inspirational content and represents an open platform for critical discussion (Mam, 2021).

The article was published on November 12, 2020 by *Redakce MAM*.

The use of English in this article is seen immediately in the headline, “Výrobci plant based potravin založili vlastní platformu. Tvoří ji Unilever, Coca-Cola a další.” The word “plant based” means according to the *Cambridge Dictionary*: “consisting or made entirely of plants, or mainly of plants” (2021). The translation into the Czech language is “rostlinný.”

In the last few years, the plant-based industry is growing due to concerns about health, sustainability, as well as animal welfare, and so the market has become full of vegan and vegetarian options. Consumers seem to be more interested in products that are healthy and animal friendly (Southey, 2021).

With the growing interest it is clear that even in the Czech Republic people are aware of the plant-based concept, and that results in the use of the word in Czech or English. In this case, it more or less doesn't matter which word is used, because the Czech translation is sufficiently concise. The advantage of the English term may be the fact that it describes the whole phenomenon, which is newly visible in society, and it may not be obvious from the use of Czech word.

Another expression used is the word “platform,” i.e. in Czech “platforma.” The term platform is originally a French word (plateforme), that was adopted by English speakers in the 16th century (Etymonline, 2001). *Český etymologický slovník* states that “platforma” was adapted into the Czech vocabulary through the German language, from the word plattform (Rejzek 2012).

7.3 Seznam Zprávy



Picture 8 – Seznam Zprávy article

Source: Seznam.cz

Seznam was founded in 1996 as an internet catalogue. In 2016 *Seznam.cz* launched *Seznam Zprávy*, which offers news and articles on popular topics from around the world and within the country (Seznam, 1996).

The above article was published online on May 15, 2020 by Eva Soukeníková.

The headline of the article uses a term previously mentioned in the chapter Analysis of Advertisements, “fast food.” The Czech translation is

“rychlé občerstvení.” According to *The Free Dictionary*, “fast food” means: “Prepared food from a restaurant that specializes in providing a complete meal—often consisting of a permutation of a hamburger or chicken, french fries and a soft drink or milkshake—in less than two minutes. A diet limited to fast foods is high in protein, fat and calories, and low in vitamins, minerals and fibre” (Medical Dictionary, 2003).

The definition indicates that fast food restaurants mostly offer unhealthy products. It is a concept of a diet that became very popular and it is not typically associated with a healthy and fresh way of eating. “Fast food” can signify a small stand offering hot dogs in the center of the city, a franchise such as McDonald’s, or a high-quality restaurant. The term “rychlé občerstvení” more likely implies the concept of food-trucks, stands at fairs, markets, festivals, etc. The English expression is more general, used throughout the world, and is a part of everyday active vocabulary.

Another English term in this headline is the word “comeback,” meaning “návrát.” The Czech translation is very general expression and can be used in many contexts and ways, contrarily the word “comeback” has a very specific meaning, that is, “a return to a former higher rank, popularity, position, prosperity, etc” (Dictionary, 2021). Therefore, “comeback” can be used in a particular situation, in which the Czech “návrát” can also be used, but it does not work the other way around. Given the particularity of “comeback,” the use of it in this article is very much understandable.

7.4 Retail News

transparentní původ. S ním totiž souvisí i etické a ekologické pěstování kávy, které se v oboru čím dál tím více prosazuje. Pozorujeme, že rovněž narůstá počet zákazníků, kteří přecházejí z espressa a kávových nápojů na něm založených na filtrovanou kávu. Úspěch zaznamenává v poslední době i tzv. Cold brew – káva extrahovaná za studena. Naše nitro cold brew, tedy za studena filtrovaná káva syčená dusíkem, byla jedním z nejúspěšnějších letních drinků v našich kavárnách.

Picture 9 – Retail News article

Source: RetailNews.cz

Retail News is a professional magazine about trade and for trade, providing information from the world of trade, suppliers, logistics, new trade technologies, analysis, market trends, consumer behavior and many other topics focused on retail issues. The target group of readers consists of people with decision-making powers in the field of trade, suppliers, manufacturers of technologies for trade, logistics, institutions, and schools (Retail News, 2015).

This article discusses how the Covid-19 pandemic has affected consumer purchasing habits, the development of demand in the hot beverage category, and how the trends changed in the previous year. It was published in a magazine *Retail News* on October 12, 2020 by Simona Procházková.

The English term used in this article is the expression “cold brew,” which is “the process of steeping coffee grounds or tea leaves in room-temperature or cold water for many hours, producing a concentrate to which more water may be added” according to *Dictionary.com* (2021). The Czech equivalent is “ledová káva,” but again, the Czech term is more universal expression, and translates “cold brew“ as “cold coffee,” which is not characterizing the process and specificity implied within the term “cold brew.“ Interestingly, the use of English in this particular case is preventing confusion, that the use of the Czech translation could cause.

Another phenomenon is indeclinableness (nesklonnost) of the term “cold brew” in the Czech use and the absence of process of “počešťování.”

7.5 Hospodářské noviny

Starbucks posiluje v Číně, láká na koktejly a brunch

Simone Radačičová
simone.radacicova@economia.cz

Americký kavárenský řetězec Starbucks pokračuje v expanzi po Číně. V Sanghaji otevřel provozovnu, kde vedle kávy a tradičních zákusků nabídne také brunch nebo koktejly. Starbucks doufá, že díky tomu se mu podaří nalákat na trh se silnou konkurencí více zákazníků.

Společnost ve svém prohlášení uvedla, že v nabídce kavárny bude čerstvě připravené jídlo jako třeba vaječná fritata či tiramisú z vlastního řetězce pekáren inspirovaných italskou gastronomií Princi.

Tradiční menu s kávou pak doplní ještě alkoholické koktejly.

Podobně provozovny Starbucks už má ve Spojených státech. V Číně je to ale premiéra.

Americký kavárenský řetězec v posledních letech těžil z rychlé rostoucí popularity kávy v číši středu. Tamní střední třída neustále roste a stejně tak i její oblíbenost západního životního stylu. Mnozí Číňané tak raději než po tradičním čaji sáhnou po kávě.

Svoji první kavárnu tam Starbucks otevřel v roce 1999 a postupně jejich počet roste. Nyní jich tam má téměř 3700, čistý zisk za poslední loňské čtvrtletí činil 791 milionů dolarů (více než 17 mi-

761
mil. USD

čil čistý zisk Starbucksu ve čtvrtém čtvrtletí 2018.

liard korun). Čína má pro tržby Starbucksu klíčovou roli. Po domáckých USA je jejím druhým nejvýznamnějším trhem. I proto tam otevřel zhruba 600 nových kaváren ročně.

Přestože čínská ekonomika zpomaluje, Starbucks nehodlá polevit a plánuje stejným tempem pokračovat v otevírání nových provozoven.

Jenže americký řetězec musí v Číně čelit složitějšímu prostředí než dříve. V Číně a hlavně v Sanghaji je stále silnější konkurence. Ta se skládá z kombinace západních kavárenských řetězců, jako je právě Starbucks nebo Costa Coffee, které bojují s místními kavárnami, stejně jako pekinskou společností Luckin Coffee. Právě ta prochází jednou

z nejrychlejších expanzí v historii, uvedl pro americký časopis Forbes analytik John Zalesis z poradenské společnosti Quo Vadis.

„Starbucks přitom doufá, že jeho provozovny dokážou získat Číňany díky kombinaci inovací, kvalitních služeb, příjemné atmosféry a programu věrnosti pro stále zákaznický. Také se spoléhá na značku, kterou Číňané znají už 20 let,“ dodal analytik.

Čínská společnost Luckin Coffee přitom vznikla teprve nedávno – na konci roku 2017. Přesto se její vedení netají ambiciózními cíli. Do konce letošního roku chce otevřít až 4500 nových kaváren. Tim by se jí podařilo sesadit konkuru-

renční Starbucks a stát se královnou na tammím trhu. V budoucnu budeme mít více kaváren než Starbucks,“ netají se výkonný ředitel mladé společnosti Luckin Coffee Čchien Č-ja.

Ten láká čínské zákazníky také na inovace a moderní technologie. Například nabízí speciální aplikace, kterou si mohou stáhnout do svých chytrých telefonů. Díky ní si mohou objednat svoji kávu on-line, a dokonce přes internet sledovat, jak se právě připravuje.

Rychlá expanze si ale vybírá svoji daň. Luckin Coffee zakončila loňský rok se ztrátou přes 116 milionů dolarů, tedy v přešpůtu zhruba 2,7 miliardy korun.

Picture 10 – Hospodářské noviny article

Source: *ihned.cz*

Hospodářské noviny is a daily newspaper in the Czech Republic that focuses on economics. The founder and publisher is a company *Economia*, owned by Zdeněk Bakala (Wikipedia, 2021).

This article was published on February 20, 2019 by Simone Radačičová. The text informs about the American café chain Starbucks and its expansion in China. Starbucks opened a branch in Shanghai, where in addition to coffee and traditional desserts, it will also offer brunch or cocktails to attract more customers within a market that sees strong competition between companies (Radačičová, 2019).

The English term in this article is “brunch,” which means “a meal eaten in the late morning that is a combination of breakfast and lunch” (Cambridge Dictionary, 2021).

“Brunch” is an example of word formation process – blending. In the Czech language there is no such word as “brunch” and a translation does not exist. Having “brunch” is very popular phenomenon, probably even in the Czech Republic, but Czechs did not name the activity or come up with a special word, the borrowing from English is enough.

8. Conclusion

The aim of this Bachelor's thesis was to research and analyze the use of the English language in Czech advertising and newspaper articles. It was necessary to look at this topic from a broader perspective and then provide detailed theoretical information about everything that the topic is associated with. Moving from the most general themes to more specific points, it is possible to understand why English is reflected in other languages, the subsequent phenomenon of English penetration into the Czech language, and the formation of Anglicisms in Czech was presented. This was concluded with the selected theoretical points concerning the English language and the description of the journalistic style and its other functional styles follows the language of newspaper articles and advertisements. The examples of linguistic expressions were given as well as the occurrence of metaphors, metonymy and other figures of speech.

Practical analysis was then the most specific section of the Bachelor's thesis and the aim named in the title of this essay. As already mentioned, I started with the examination of Czech advertisements, in which the English language appeared. Chosen the topic of gastronomy, I selected five largest fast food restaurants and looked through advertising material on their Czech official websites and Facebook profiles to analyze in detail the terms they used to advertise their products and addressed customers with. As a result, some knowledge of English is required (McDonald's, Burger King, Pizza Hut) in order for ads to reach the target group completely. The advertisement of the KFC restaurant was accompanied by pictures, so the meaning could be understood even by those unfamiliar with English, and an English phrase very similar to the Czech one was used in the advertisement of the Subway restaurant chain.

The second section focused on newspaper articles. The methodology for searching these articles was the full-text Anopress (2020) database, which has provided texts from the Czech media since 1996. The English expressions used in these selected articles were also focused on gastronomy, however, in some articles terms of different field occurred and were also commented on. Due to the fact that articles include a greater number of words than an advertisement,

there is more flexibility for English terms to be understood by the reader, since the word would appear within the context of a larger body. Writers can also aim to explain the terms as part of the article itself.

The reason for using English may be simply enriching the language and targeting young people. The use of Anglicisms also has an update function, whereby the use of the English word can avoid repetition or stereotype expressions. Again, English could be used in some cases where there is no one-word equivalent or suitable translation.

An interesting phenomenon mentioned throughout this thesis is the process of “počešťování,” which can appear in a number of ways. Through this mechanism, Anglicisms were taken into the Czech language by borrowing and rewriting the words according to the pronunciation, for instance: *najlonky*, *sprej*. Nowadays it seems to be more common respecting the spelling and preserving the form of such words, for example: *snacků*. These examples are so-called “počeštěné,” as the words are used according to the Czech grammar, by adding a suffix. In my opinion, there is also another group of literally English words, that are not changed even while used in the Czech language, such as *cold-brew*, *fish and chips*, *plant based*, however, this topic deserves proper detailed analysis.

Another topic for a detailed study could also be research in the previously mentioned Anopress database. The study would examine the frequency of English expressions in the Czech media over a period of time, for example: a comparison of the frequency and types of terms from 1996 to 2010 and from 2010 to 2021.

In addition to valuable theoretical information, my Bachelor's thesis also gave me the opportunity to think more deeply about the language expressions used, and curiosity in relation to where the Czech language will go in the upcoming years.

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11. Resumé

Předkládaná bakalářská práce se zabývá použitím anglického jazyka v české reklamě a novinových článcích. Cílem této práce je představit vliv anglického jazyka na český jazyk a najít a analyzovat použití angličtiny ve skutečných příkladech. Teoretická část obsahuje pohled na angličtinu jako na světový jazyk, historii pronikání angličtiny do českého prostředí, definici a vývoj anglicismů. Dále se v teoretické části nachází charakteristika žurnalistického stylu a jeho dalších stylů. Teoretická část končí kapitolou, která řeší jazykovou a také stylistickou stránku reklam, typologii a funkci reklam. Praktická část detailně zkoumá a komentuje z jazykového hlediska konkrétní příklady českých reklam a novinových článků, které obsahují slovo nebo frázi anglického původu. Pro ucelení analýzy, bylo zapotřebí zvolit specifické téma, které je zároveň bohatým zdrojem reklamního a novinového materiálu. Bylo tedy vybráno prostředí gastronomie, které má širokou působnost a je každodenní záležitostí. V části o použití anglického jazyka v reklamě je představeno pět fast foodových řetězců, jejichž reklamy byly sdíleny na oficiálních českých webových stránkách nebo Facebooku. Pro absolutní pochopení a porozumění uvedených McDonald's, Pizza Hut a Burger King reklam byla znalost anglického jazyka zásadní. Reklamní materiál Subway a KFC řetězců bylo možné pochopit i bez anglických vědomostí. V ukázkách se nacházely příklady slovních hříček, kulturně-společenských referencí, a nebo jen anglických výrazů. Novinové články byly vyhledávány pomocí databáze Anopress, která shromažďuje texty českých médií. Z této databáze bylo vybráno pět článků, které obsahovaly anglicismy, opět z prostředí jídla a pití. Vzhledem k povaze novinových článků, bylo možné z kontextu pochopit, co dané termíny znamenají. Důvodů, pro používání anglického jazyka v rámci toho českého může být mnoho. Hlavním důvodem je absence českého ekvivalentu, nebo jeho neatraktivnost. Významný je také jev, kdy by v případě překladu do českého jazyka, ztratil originál smysl a účinek. Použití anglického jazyka je čím dál tím více časté a jeho výuka značně důležitá. Závěrem práce jsou uvedena celková shrnutí a seznam všech použitých tištěných i internetových zdrojů.