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Západočeská univerzita v Plzni

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**INFLUENCE OF THE UNITED STATES ON THE
CZECH REPUBLIC -**

A PRACTICAL AND LINGUISTIC SUMMARY

Kristýna Běhounková

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Prohlašuji, že jsem práci zpracovala samostatně a použila jen uvedených pramenů a literatury.

Plzeň, duben 2012

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1. INTRODUCTION

From the year 1989 life in the Czech Republic started to be different. The world is more open and influence of other states is very strong. After a long isolation, people started to be very curious about west culture, primarily about the most distant country, about the United States of America. They wanted to know more about American culture and traditions. People were also interested in English language, which started to be more and more favourite in the Czech Republic.

The target of this work is to find out which Czech holidays were replaced by American holidays and which Czech traditions stayed in public awareness. I want to know if people have knowledge about new Czech words coming from English or if they still prefer only Czech language.

I am interested in new Czech words as well as in development of Czech traditions during Christmas and Easter and people's opinions of this process.

The work is divided into two parts. The first part is theoretical and the second is practical. In the first part theoretical information about globalization, capitalism and American influence to the Czech Republic are mentioned. The second part includes information about holidays. This part is divided into holidays that are becoming popular in the Czech Republic and holidays that are dying out. Next two chapters are dedicated to Easter and Christmas. The second part includes also a list of new Czech words. These words came from the English language. The last section of the second part is the questionnaire. The purpose of the questionnaire is to find out information about awareness of Czech people

about new Czech words and Czech traditions in comparison with American. It is focused on finding out people's opinions to the influence of American culture and language.

The work is written to make an observation about changes that took place in our calendar, vocabulary and culture during the past number of years.

2. THEORETICAL SECTION-GLOBALIZATION

What is actually globalization? Many people think of process of free trade, capital movements and labour movements in connection with globalization. Institutions come to mind such as The World Bank, International Monetary Fund etc. Somebody can think of organization such as Amnesty International or Greenpeace. Some globalization theories state this process has been taking place hundreds and maybe thousands of years. Globalization became the name for many different social changes. Globalization can be also considered as developing of relations, processes and institutions that are not restricted by borders of nation states. The term globalization is sometimes define as "supranational" or "multinational", but it is not accurate. Globalization means connection of states in economy, policy and culture. The United States of America was the pioneer of globalization. They penetrated to European market in the 20th century. Thanks to better road, air, ship and railway transport globalization was stronger and stronger also in business.

Key trends connected with globalization are for example significant movement of thoughts, sources and people over boarders or "global consciousness", perceiving world as one place. Another trend is increasing the connection between diverse parts of the world. In ambit of economy, globalization means free movement of goods, people and capital. Very important factor of increasing globalization is a trade.

It means large mobility over boards and important convergence of good prices, shares etc. It is now quite common to import goods from the USA and bring American goods and products to the Czech Republic. Globalization means also concentration of economy, duties and services to big cities. These cities are called melting pots. [1]

However, globalization disturbs national states. It can cause the dying out of national traditions and it can influence a way of people's life. The increasing tendency of globalization is sometimes called "Coca-colonization" or "McDonaldization" of the world. It is because of strong influence of the USA. Many brands such as Mc Donald's, Nike and Starbucks are well known all over the world. This enormous economical interest tries to make a global consumer's market. Some groups of people have strong resistance to globalization. They want to identify themselves with concrete cultures and places. Some cultures are also very different and globalization leads to instability in some countries. It can be a reason for problems between inhabitants and immigrants. [2]

Globalization does not have only negative effects. We can feel safer because of it. Globalization can converge states and big states can help to smaller ones in danger.

Another important invention which has fuelled globalization is the internet. The first pioneers of this US invention were some groups of innovators in the area of international technology. At this time almost the whole civilized world uses the internet. Globalization is considerable in fashion, too. When we travel to other parts of the world, people wear similar clothes and fashion trends are almost the same, only with small details. The same is valid for music. There are many English songs from American singers in our radios. And it is also possible to hear Czech songs in foreign radios.

A tendency of mass media development connects close with globalization. [3]

2.1 CAPITALISM

When we speak about globalization, it is important to mention capitalism. Capitalism spread to Europe already in the 16th century, at the end of feudal relations. But, this influence started to be stronger only with the beginning of industrial revolution. Many factors participated in extension of capitalism to Europe. It was transformation of communal lands to private property, which means extension of industrial development. Then a process of industrialization, which means no more manufactures but many new factories. Capitalism is connected with free trade and introduction of money as an exchange value. The next factor is urbanization to industrial cities and ports. Increasing number of inhabitants is connected with it too.

In the Czech Republic it was transformation of socialism and communism to capitalism. It was very important and positive for Czech people. Borders are open, we can study everywhere in the world and work in other countries. However, there are not only positive impacts to states. Free trade or world-famous universities did not bring unreserved profit to human race. Capitalism also has not brought better health conditions, discipline or knowledge of human race. It also relates to stratification of society, there are bigger differences between people. [4]

2.2 AMERICANIZATION

Americanization is a term describing an influence of the USA to other parts of the world. It is a part of globalization. It is considered to be influence on culture, cuisine, technology, business or policy. Americanization is perceived to be full of contradictions.

Americanization is a tendency dated from the 20th century. It emerged because of modern communication and globalization. People listened American music to the radio; they could see Hollywood movies in TV. However, people have fear about loss of traditions and identity.

America is one of the strongest states in economy. They have got a strong influence to business too. The United States of America exports goods and technologies to Europe. Companies like McDonald, Google, Coca- Cola or Microsoft are very successful and well known almost all over the world.

Americanization is limited in some countries (as Iran), but this behaviour is considered to be undemocratic. Also the European Union is against Americanization in some ways. [5]

However, because of a huge distance of the USA from the Czech Republic, only few people were there. But under the influence of Americanization almost everybody can recognize features of American culture and almost everyone is able to describe an American culture.

2.3 CZECH - AMERICAN RELATIONS

Czech Americans are people who are inhabitants of the United States of America, who were born in the Czech Republic, who have Czech ancestors or who descended from Czech lands. In the 19th century these people were called Bohemians.

The first case of Czech entering into the United States is dated to the year 1585. In the year 1738 a group of 300 members of Unity Church of the Brethren came to the USA and left there a culture trail. In the 18th century many emigrants came to the United States with a vision of

uncultivated land. At the time of communism in Czechoslovakia many people emigrated to America and also many organizations acted there. Nowadays a lot of Czech people live in the USA. It is more than 1 500 000 with Czech ancestry and 450 000 with Czechoslovak ancestry. Czech Americans make some organizations there. There is about 166 organizations and clubs. Some cities in America make festivals that celebrate Czech cuisine and culture. The most famous Czech Americans are Madeleine Albrightová, Jiří Voskovec, Carl Cori, Eugen Cerman, Antonín Čermák, Miloš Forman, John Kerry, Josef Škvorecký and many others. Thanks to that and many other Czech people who became famous or important in the United States relations between the USA and the Czech country are still so good and the influence of the United States is so huge. [6]

This relation was importantly supposed by Tomáš Garrigue Masaryk. He was one of the people who were instrumental in bringing US culture to Czechoslovakia. He got married with American Charlotte Garrigue in New York. It was just this marriage which made the connection between the USA and the Czech country better. Masaryk also had some effect on the US president Wilson. Wilson supported Czechoslovak legions. In April 1918 Masaryk came to the USA and was welcomed and celebrated by American people in New York and Chicago. He organised there large champagne between American Czechs and Slovaks to support separate state. And it was successful. His good relations with American people and politicians helped him to make separate state. He even persuaded President Wilson to conduct Austria-Hungary disintegration and to support formation of Czechoslovakia. After that Masaryk became the first Czechoslovak president and the USA recognized Czechoslovakia as their ally and government. Important is also the second Czechoslovak president Edvard Beneš. After establishment of Munich dictate in October 1938 he went to the United States and lectured there at university in

Chicago. The right purpose of this journey was to launch campaigning for Czech thing. [7] Very good relations with the United States had also the first president of the Czech Republic, Václav Havel. He is well known as the most notable figure of the Velvet Revolution. He had very good relations with US president Bill Clinton.

In connection with Czech-American relations it is important to mention the first and the Second World War. The First World War started in the year 1914. It mentioned mobilization of Czech countries, because at this time Czech countries were part of the Austro-Hungarian Empire. The war was very long and exhausted. However, in the year 1917 the USA joined into the conflict. At the beginning of the war America persuaded a policy of non-intervention. They avoided conflict but when German U-boat sank British liner Lusitania and resumed unrestricted submarine warfare, US president Woodrow Wilson called for war on Germany. The USA helped to make big material and human support for Allies with goal to gain separate state for Czech and Slovaks. In July 1918 the US president Wilson published his 14 articles about post war organization program of the world. At the beginning of 1918 Czechoslovak troops took almost the whole Trans-Siberian railway. Czechoslovaks got credit from Allies and the Allies started to recognize Czechoslovak national council and its head professor Tomáš Garrigue Masaryk. And it was only small step to establishment of Czechoslovakia. The end of the war mentioned the end of German, Russian, Ottoman and Austro-Hungarian empires, formation of new states in Europe and Middle East. The USA gained the major position in the world and became the world power. Without American influence and help this war could be longer or could have worse impact. [8] During the Second World War the USA had worse and colder relations with Japan because Japan united forces with Germany and Italy. The USA decided to impose oil embargo to Japan. It was bad for Japanese economy. However, in December 1941

US nautical base Pearl Harbour was attacked by Japanese aeroplanes. After this attack the USA declared war on Japan. From this time better times for Allies started. After the capitulation of Germany in 1945 Japan was appealed to unconditional capitulation. But Japanese government refused it. American president Truman decided about the use of nuclear weapons because of it. American air force dropped nuclear bomb to Japanese town Hiroshima and three days later to Nagasaki. It was the first nuclear strike in the world history. However it helped to the capitulation of Japan. The USA changed development of the Second World War and brought victory to the Allies and as well as to Czechoslovak people. Expel of German inhabitants from Czechoslovakia and also the end of occupation was positive result for Czechoslovakia. The response of the USA was very important for Allies and for Czechoslovakia. At the end of the war US army liberated many Czechoslovak towns and people built monuments there. [9]

The Czech Republic has also famous sportsmen in the USA. Ivan Lendl, Martina Navrátilová and many other tennis players, football player Petr Čech, hockey players Jaromír Jágr, Dominik Hašek and many others. Also Czech composers are famous in the USA. It is for example Bedřich Smetana, Antonín Dvořák and Leoš Janáček. Their classical music is well known almost all over the world. Antonín Dvořák brought classical music style to America. Czech writers well known in the USA are Jaroslav Seifert, Franz Kafka, Josef Škvorecký and others. Miloš Forman, a film director who started his career in Czechoslovakia is also famous in the USA. Between Czech singers popular in America belong Karel Kryl, Karel Gott and actors Zdeněk Svěrák, Vladimír Menšík etc. [10]

Famous Czech American is also Vojta Náprstek who was born in Prague. He was a patriot and a fighter for progress. After the year 1848 he went to emigration to the USA and spent ten years there. He worked

there as a joiner, a navy, a politician and a bookseller. His bookshop was very important centre for Czech emigrants. Náprstek was considered as the first "Czech consul" of all Czech living abroad. He established American club of ladies in 1865, where also Tomáš Garrigue Masaryk lectured. He got enormous number of exhibits for National museum when he announced collection for Prague in America. He brought examples of US culture to the Czech Republic. He was interested in Afro-Americans and was in contact with people who emigrated to the USA in the first wave. Náprstek is considered as the first feminist in Czech countries. [11]

3. PRACTICAL SECTION

3.1 HOLIDAYS BECOMING POPULAR IN THE CZECH REPUBLIC

Many non-Czech holidays are now becoming more and more popular in the Czech Republic. Many gifts, decorations and other things connected with these holidays are sold in shops. People are interested in customs, meals and costumes connected with these holidays. This trend is because of more and more people learning English, American movies in our TVs and American culture which influence us increasingly.

ST. VALENTINE'S DAY

This holiday is held on 14th February and celebrates love. It is named after Saint Valentine. This holiday is celebrated from 1907 in the United States of America and after the Velvet Revolution also in the Czech Republic. However, this holiday is not originally American holiday. This holiday has its origin in Italy.

People traditionally send post cards with heart or other symbols of love. Today, people send more e-mails and text messages. People all around the world send more than 1 000 000 Valentine's cards. They also buy presents to their partners. They buy mostly flowers, stuffed toys, underclothes, sweets, jewellery or some experiences. Restaurants offer Valentine's menu and lure potential customs to a dinner by candlelight, romantic music etc.

In the United States Valentine is the third most commercial holiday after Christmas and Halloween as well as in many countries of Europe. Valentine became very commercial, however internet portal Novinky.cz

presents that some men are very satisfied with it because they cannot forget it. According to Stem/Mark agency especially young people to 29 years celebrate Valentine. More informed about traditions connecting with Valentine are women. Many people are for celebration of love but others think it is only commerce. [12]

HALLOWEEN

Halloween is a holiday celebrated in many countries of the world on 31st October, one night before All Saints day. Halloween incorporated traditions from Celts and pagan harvest festivals. Typical activities that are done during Halloween are tricks or treating, carving pumpkins, lighting bonfires, making pranks, telling scary stories, watching and filming horror movies. Symbols were different over time. They have been formed a long time. Halloween includes themes of evil and death. Typical colours are black and orange.

What does it mean trick or treating? Children go in costumes from door to door, they ask for treats as candy or sometimes money. They ask: "Trick or treat?". When somebody does not give them treat, will be punished. Children make him a trick. They sing songs or tell some scary stories to get treats.

A few years ago, Halloween was not known in the Czech Republic. This holiday began to be famous after the Velvet Revolution. It is because of English language that started to be popular again and people started to learn English at schools and they found out more about American customs, traditions and holidays. This holiday is also very attractive for children and young people, because they like costumes, mysterious themes and scary situations. Another reason for Halloween extension to

the Czech Republic is television. Film markets recorded many films about Halloween. It was primary horrors.

Some people think Halloween replaces All Saints day but it is not true. We celebrate Halloween on 2nd November. There is a space for both holidays. But All Saints day is mainly for older people. They go to cemetery and lit a candle for his departed. Children do not understand it. That is the reason why children prefer Halloween.

Also businessmen are very happy about it. At the beginning of October markets are full of costumes, masks, decorations with mystic themes etc. Some children in the Czech Republic go from house to house and make trick or treat. Some people are prepared for it and reward children with treat, but some people do not notice this holiday and give them for example money or sometimes they do not open the door and give them nothing. [13]

THANKSGIVING

Thanksgiving is one of the most famous holidays in the United States of America. This autumn festival celebrates harvest and wealth. The celebration is a mixture of European and native traditions. People from Europe brought their methods of growing cereals and subsistence to a new continent. But conditions there were very different from Europe and it happened that "white" people were hungry. Some Native Americans helped them to survive. The Natives taught them fishing and growing cereals. The first celebration is dated to the year 1621 but the date was different during the time. In the year 1941 Franklin D. Roosevelt decided to celebrate Thanksgiving on the fourth Thursday of November.

Today it is about meeting of whole families. It culminates with dinner at a large table. A typical dinner cannot do without the turkey. A pumpkin pie cannot be missing by the dinner too. People drink apple cider. The day after Thanksgiving is called Black Friday. At this day people go shopping. There are the biggest shopping discounts in shops. Americans love shopping. There are some skirmishes in shops at this day. [14]

Even though the celebration of Thanksgiving has no connection with Czech history, this tradition became more and more popular in the Czech Republic. The reason is increasing of students which learn English language and they are led to know about American traditions and they want to spread it. It can be also thanks to American movies where Czech people see a traditional American family around a large table with turkey, cranberry sauce and potatoes. Czech people see American values and nice atmosphere. Another reason can be curiosity of Czech people. They want to taste turkey and other American specialities. [15]

3.2 HOLIDAYS DYING OUT

Many of Czech holidays are dying out now. It is because of our lifestyle and inflow of new holidays from America. The Czech customs come from rural folklore and their celebration is a privilege of countries today. But because of migration of people to cities and towns the situation is worse. Some people even do not know Czech customs and dates of celebration. Majority of these holidays is celebrated only by Church.

THE DAY OF HROMNICE

In the Czech Republic we celebrate "Hromnice" on the 2nd February. This holiday is based on Celtic tradition. It is dated from the 11th century. "Hromnice" was originally called Presentation of the Lord. On this day

candles were consecrated before a Mass. Candles has been called "hromničky". The faithful burnt that candles during storms and they prayed to God for averting disasters. Some people gave a candle to a person who was dying. Light from the candle should shine a journey to the heaven. On the day of "Hromnice" people could not sew because they thought that a needle calls God's messenger, lightning. In ancient times "Hromnice" ended Christmas time. Nativity scenes were taken out from temples. Nowadays only the faithful celebrate this holiday. "Hromnice" is the feature which is dying out. [16]

THE BURNING OF THE WITCHES

Lovers of this custom celebrate this magic night on the last April night. It traditionally connects with celebration of spring beginning. It is very old and unusual custom. Customs and traditions of Czech villages come from paganism but celebration of nature is deeply influenced by Christianity. On this day entertaining events take place and this amusement ends with kindling fires. It means driving bad ghosts and demons out. People meet by fires. Original meaning of this celebration named "St. Jacob's night", "Baltine" or "Walpurgis" night is almost forgotten. Traditional burning of witches is associated with a big fire. Near this big fire a small fire for roasting sausages takes place. People sing songs with guitar there. Neighbouring villages compete among themselves for the largest fire.

This holiday is celebrated in many countries of Europe. Various countries have different names for this holiday. According to the Czech folk superstition people try to protect themselves and their dwelling from bad forces. Burning fires should clean people from spirits. People build a maypole in some places.

This holiday was originally celebrated at the Full Moon. People believed that witches flock to the Witches Sabbath at this night. They believed in opening of caves and were looking for treasure there. But the main task of this holiday was celebration of fertility. At first people protected themselves from spirits and then, in consequence of inquisition, from witches. Cinders from fires should have magic power for increasing fertility. [17]

Nowadays this holiday is celebrated only in small villages or towns. However, many people celebrate this holiday without any knowledge about customs and traditions. Original meaning of this holiday is vanishing now.

BARBORKY

This holiday is very old folk custom. People celebrate “Barborky” on the 4th December. On this day girls pick twigs (called Barborky) and give them to a vase. These are usually twigs of cherry. Then they wait to Christmas. If “Barborka” comes into bloom, the girl from the house who is not married will marry during a year. This holiday has connection with winter solstice. [18]

Today people usually throw twigs of cherry before Christmas, but they do not know the right meaning of it.

3.3 EASTER

Easter is the most important Christian holiday. This holiday has really important religious value. It is resurrection of Jesus Christ at this time, which is three days after his crucifixion. It was about the year 30 or 31. This time connects with Jewish holiday “pesach” or Passover. In the western Christian tradition Easter falls on Sunday after the first spring Moon, it is usually in March or April. The first records about Easter come from the year 50. It means the Church celebrated Easter very soon. The celebration of Easter traditionally lasts fifty days, it is the Easter time. The celebration peaks on the holiday of “Descent of the holy spirit” (Letnice). The first week of Easter is named “Easter oktáv”. Easter can be connected with the celebration of spring arrival which comes from pagan celebration. There have also never been problems between Christian and pagan distinction.

The most famous Easter symbols are Easter lamb, crucifix and egg. Easter lamb comes from the Jewish tradition. He constitutes Israel as a good drove. In Christianity, the lamb is a symbol of Jesus Christ because he was the lamb who was sacrificed for salvation of the world. Crucifix is the most important Christian symbol because Jesus was sentenced to death by crucifixion. It is one of the cruellest punishments. Egg is a symbol of a new life. In many cultures egg is also a symbol of fertility, life and resurrection. Custom of dyeing eggs emerged in connection with folk tradition. In Christianity egg is a symbol of closed grave from which Jesus Christ arose. It is a symbol of immortality. [19]

Easter has been transmitted from the Church to folk. It is a time of happiness and celebrations. Today, there is a big commercial benefit. People buy Easter postcards, decorations or sweets in a form of eggs, lambs and bunnies. There is a famous tradition of holidaying. Boys and

men go to households of their acquaintance on Easter Monday in the morning and whip women and girls with "pomlázka". "Pomlázka" consists up to twenty-four young willow twigs. This is traditional handmade whip. It is usually about one meter long and decorated with braided handle and coloured ribbons. Men recite carols. "Pomlázka" is a symbol of men interested in women. Girls and women give coloured eggs to men as a symbol of thanks and excuse. Girls and women should be whipped to stay healthy the whole year and to be fertile. Another sources claim "pomlázka" is used to rejuvenate. It could be a form of begging. Cross the country there are a little different customs.

The week of Easter is called Holy week. It is the top of the church year. We remind suffering, death and resurrection of Jesus Christ. Every day has its own name. Palm Sunday is a day of Jesus arrival to Jerusalem. People called it "Hosana". It was fame to David's son. Green or Maundy Thursday is a day of highest sacrament establishment and provision of the priesthood. Good Friday means the death of God's son or salvation. Saturday is called white or Easter. The night between Saturday and Sunday is named Big night. [20]

Easter has not changed its original tradition but it becomes more and more commercial holiday. It is a big opportunity for markets and businessmen. This holiday is also famous for decorations. Bakeries are full of baked lambs and hares. However Czech traditions are very famous in the Czech Republic and US influence to Easter is in comparison with other holidays quite small.

3.4 CHRISTMAS TIME

The time from the beginning to the end of Christmas is called Advent. Advent begins on the fourth Sunday before Christmas Eve and lasts from 22 to 28 days. Christmas is originally Christian tradition of celebration on the birth of Jesus. Christmas is one of the most important Christian holidays. Advent is not only a time of happiness but also a time of penance and soft meditation. Advent time ends on the 24th December. It is the culmination of advent.

At this time girls tear cherry twigs and bring it to vase. They believe in superstition. When the twig comes into bloom to Christmas Eve the girl who threw the twig will be married next year. (See capital 3.2) Very famous tradition connecting with advent is making advent wreaths. People make it and lit every Sunday one candle. It is still very usual but people can buy wreaths almost in each shop.

Formerly advent was a time of silence and meditation. Today it is a time of shopping and stress. [21]

CHRISTMAS ORIGINALLY AND TODAY

Christmas is originally Christian holiday. The origin is religious in the Czech Republic. Christmas started to be celebrated as a celebration of birth of the Lord in the 9th century. In the Czech Republic Christmas Eve is the end of Christmas. On this day people used to observe strict fasting. It was usual to give alms to the poor. Servants got presents and extra money. [22]

Decorating of Christmas trees was almost usual from the second part of the 19th century. People used decorations as apples, nuts and fruit

powder. They also put Christmas crib or nativity scene under the tree. From the 19th century Czech children got Christmas presents from Christ child.

Typical Christmas dinner usually considered of soup, several man-course meal, fruit compote and wafers. At first people ate wafers with honey. Then they ate a soup, it was often a potato soup with mushrooms. As a main meal people ate pea rye or wheat mash. Popular was also a black "kuba". People backed sweet bread.

Christmas markets were traditionally a part of Christmas. People could buy almost everything there, for example geese or trappings. Markets took place in bigger towns. In the Czech Republic a market was originally only in Prague. Buyers bought nativity scenes, wood decorations, gingerbread, toys and dolly there. In the 19th century people could buy there also Christmas trees. Everywhere played folk songs, artists showed their art and also many attractions for people were there.

Christmas was different at this time, no full shops and stress about presents. People were happy and satisfied with it. When we compare Christmas formerly and today there are big differences in customs, giving presents and in understanding a meaning of Christmas. Many traditions connected with Christmas lost their meaning.

Formerly people brought gifts in honour of Jesus birth. They thanked them who sent him to our world. Today already more than one month before Christmas shops are full of people buying presents to their relations and children. However, only a few people of them know the right meaning of giving presents. The sums that people spent for presents are enormous and this sums increase every year. Everybody try to buy expensive presents for his family and friends but sometimes a very cheap

present can please our family more than the expensive one. Also customs are different. People do not observe strict fasting but they eat a lot. Meals are also different. People eat a carp and potato salad at Christmas Eve. The fish should symbolize Jesus poverty but almost nobody knows it today. People back sweet bread only rarely, they prefer buying it. [23]

We can notice a big influence of America and a big wave of commerce is also visible. Small children see red and white Santa Clause in markets and they hear American carols and see coloured reindeers as a decoration of our houses. And where is our Christ child? When we ask small children how a small Jesus looks like, they describe Santa Clause. They know that small Jesus brings them presents but they imagine him as an old man with long full beard in red-white clothes with sledge and reindeers. It is sure easier to imagine old full bread man bringing presents then a small child Jesus doing it. It was just a TV commercial for Coca-Cola who brought Santa Clause to awareness of small children. Also American carols started to be more popular. Children learn them at school and translate them into Czech. Czech carols are singed less but we can still hear them.

COMMERCIALISATION OF CHRISTMAS

At this time we can see many people in markets already three or two months before Christmas buying presents, Christmas decorations and things connected with Christmas. However, it is really because of increasing interest of people in Christmas? Also businessmen are very pleased about this trend. They start with Christmas decorations very early because they want to remind people buying presents. They make Christmas advertisements and decorations. Today Christmas is not a time of repose and meditation but a time of stress and shopping. People

are not so pleased in Christmas and its meaning. Sometimes they only buy presents and food.

Also Christmas movies are not so precious because of DVD. People can buy DVD with Christmas movies and see them anytime. Nowadays it is even possible to have these movies in a computer.

Formerly people baked Christmas sweets. Christmas was the sweetest holiday and people looked forward Christmas because of sweets, too. It was tradition to bake sweets at home. Today shops are full of boxes with Christmas sweets and people can choose whatever. That is very comfortable for them but baking sweets lost its magic atmosphere.

During Christmas shopping we can listen to American carols and Christmas songs. However, under this commercial influence, people should not forget about Czech traditions.

CUSTOMS

There are many Christmas customs. On Christmas Eve people predicted fate. They were interested in love, fertility, weather, health, harvest and death. Unmarried girls wanted to find out the time of their wedding. They found out it by knocking to henhouse, throwing of a shoe, blending by scarf etc. People baked magic bread for their pets and believed in better fertility of them. Sometimes people predicted the length of their life with help of candles. However, this customs are today almost the past. Children know them only from school books or from telling their grandparents. At this day men decorated their Christmas trees and women cooked fish soup, fried a carp and prepared a potato salad for Christmas dinner. They prepared also Christmas sweets and Christmas sweet bread. In the afternoon families went out and they came back with

the first star in the sky. People cut apples. Star in the centre of apples means health and life and small cross means death and sickness. Sometimes people made magic drinks. Somewhere people sent ships by water made of a nut and short candle. Another famous custom was pouring lead. Many customs are still made but they lost respect and ceremonial. On the Christmas holiday people went to a Mass. Nobody could work, people were at home and had a rest. [24]

Today people sometimes try to imitate American customs. It is mostly because of TV. There are many American films with Christmas themes broadcasted in the Czech television but only a few Czech films with Christmas themes. People can watch American traditions, customs and atmosphere in American families and they take over some American customs.

The tendency of globalization is very strong. However, people can decide which customs should be preferred, if Czech or American ones. They can stop this tendency, but it should be made quickly.

4. NEW CZECH WORDS

In the last twenty years many English words came to the Czech language. Some of them became common expressions for almost everybody. Some words stayed in English forms and other became a new Czech form.

Due to effects of globalization, Americanization and capitalism listed in chapter 2, the Czech language, like many other languages, has adopted many words and expressions from the English language.

These words often show trends in life. They are taken from popular areas, for example from sport, informational technology, food, business etc. We started to use these words with increasing popularity of these areas and with connection of the Czech language with the English language.

4.1 LIST OF NEW CZECH WORDS

Here is a list of new Czech words that are normally used in the Czech language. They are a part of dictionary with new Czech words.

Abilympiáda - a competing parade of abilities and skills of people with handicap

Aeroshow - an attractive exhibition of aeroplanes and aircraft material connected with demonstrating of aeroplanes

Airbag – a safety duffel bag situated in the car

Airbridge - a covered boarding catwalk for direct entrance of travellers into aeroplanes

All stars - a group of the best representatives of art

Antiestablishment - a group of people which is against governing political party

Babyboom - a rapid growth of birth rate

Babysitter - it is a person, who looks after children during parent's absence

Background - a setting of something, circumstances

Ballooning - it is flying with a balloon

Benefit - an advantage, a profit

Benefitovat - to have an advantage from something

Bike - a mountain bike

Biker - it is the person, who rides the mountain bike

Billboard - a bigger advertising board or large poster on this board

Bingo - a lottery

Blackjack - a hazardous card game

Bobík - from Engl. bobby, it can be a policeman or a personal bodyguard, a member of security guards

Bodybuilding - a muscle building

Bodyček - an attack to somebody or something

Bodystyling - care for general, harmonic look of the person

Bodyguard - personal keeper or member of security guards

Booklet, buklet, bookleta, bukleta - a leaflet with information about musical audio recording

Brainwriting - a discussion to solution of some problems

Brífink, briefing - a short informational meeting of public official or his deputy with a journalist

Broker - a financial middleman of exchange business

Bubble gum - a superficial commercial pop music

Bungee jumping - sport, jumping from the high on rubbery rope to free space

Cash - a payment in ready money

Casting - a selecting procedure, a competition, a audition

Catering - a large-scale delivery of prepared meals

City bike - a bicycle for town

Comeback - a return of some celebrity or some music styles

Copy shop - a shop with copying service

Copywriter - an advertising writer

Cornflakes, Kornfleksy, Kornfleky - modified corn chips, usually for breakfast

Countryman - a representative of country music

Courseware - a programme for teaching

Crack - a highly addictive narcotic

Crash test - a security checking of the car

Crazy - something shocking

Cross country - a competition of mountain bikes

Dealer - an intermediary of business

Draft - a selection of players to the sport team or a document with list of players

Dream team - a chosen team composed of the best sportsmen of some branch

Dresink, dressing - a grout to vegetable salads

E-mail - an electronic post or a computer message

Enter - a confirmation of some operations or key a with this mark

Entertainer - a presenter or a comedian

Face - lifting - to smooth wrinkles on face

Fantasy - a literature or a film with imaginary theme

Feeling - a sense of music

File - a computer set

Fitness - a centre for exercise or set of body exercise or life style

Florbal - an indoor hockey which is played with light ball

Folksinger - a singer of folk

Font - a set of letters, numbers etc. For example for computers

Free - independent, unbridled

Frontman - a head singer of music band

Gambler - a person who provides playing game of chance

Gay - a homosexual

Goalball - a game with ball for a blind person

Gofry - a wafer glazed with chocolate, whipping cream etc.

Goodwill - a good reputation, a good name of something

Graffiti - a drawing, figures or writing on public places

Grant - financial middles for support of realization some scientific, an artistic task

Grass - a musical style of country music

Greenpeace - a member of the movement Greenpeace

Greenset - an artificial surface for tennis playing in a hall

Guru - a teacher, an adviser or an authority

Hacker, haker - it is the person who without authorization penetrates to protected computer systems, programmes etc.

Hamburger - a roasted slice from minced meat served in a bread roll

Handout, hand-out - a written version of basic points of some presentations or papers

Hattrick - to reach three victories consecutive in one competition

Healer - it is the person who uses unconventional methods in treatment

Heavy metal - a musical style of rock music

Help - some information, an instruction for using individual components of programme

High - tech - based on advanced technology

High – light - a top-class, a masterwork

Hip hop - a modern dance music keeping by rhythmical singing

Hitmaker - a successful author of musical hits

Holding - a capital association of several companies

Homebanking - a using of bank services through home computer

Home care - a home health care

Homeless - a person without permanent residence, vagrant

Hostel - a cheap accommodation for tourists

Hot dog - hot sausage in a roll with mustard or ketchup

Hot line - a telephone line for citizens, they get some information or help there

Hypermarket - a big shopping centre

Charter - a contract about operation of means of transport (a ship and an aeroplane)

Cheeseburger - a hamburger with cheese inside

Ideamaker - a worker in advertising agency, he thinks up new ideas for adverts

Image - a reputation or external form of something

In - line - roller-skates with wheels in one line

Insider - a well-informed person, privy to something

Jackpot - a big sum of money in lottery

Jogging - a running for health, a relaxing running

Joint - a dose of drug in the form of cigarette

Joint venture - an economical cooperation

Joystick - a computer controller in the form of lever used for computer games

Jumpovat - to make bungee jumping

Kalnetika - an exercise technique for improvement of total look of the figure

Kemp - a training centre

Kickbox - a fighting sport

Klik - a keystroke of button on the computer mouse

Know - how - rules and procedure during making some activity

Kompakt - record, a CD-ROM or a compact camera

Komputer, computer - a private computer or a device for cars or bikes

Komunikátor - a person who is speaking well, an orator

Kondicionér - a cosmetic preparation for treatment of hairs after washing

Korpus - a large set of language dates

Kredibilita - reliability, responsibility

Kurzor - a moving symbol on the monitor of the computer

Layout - a graphical adjustment of some documents or texts

Leader - a leading personality, a representative of a political party or a sports club

Leasing - an economical rental of some product

Lifting - a surgical smoothing of wrinkles in the face, or non- surgical is too possible

Light - about food, it has got lower fats then other products of this type

Live - broadcasting from the live performance

Lobbing - an influencing of public officials during offering and accepting laws

Love story - a story about love, it can be a film or a literature genre

Mail - an electronic post, a computer message

Mainframe - a performing top computer

Make - up - a superficial adjustment, an external look of some product

Management - 1. A theory and a practise of steering company,
2. The group of managers, which lead the company or some organisation

Manažer - a leader, a leading worker of some company or an organisation

Megastar - the biggest star among all artists (about music, films etc.)

Megastore - a very big shop

Modeling, Modelling - a demonstrating of clothes, a work of models

Modem - an electronic mechanism, that enables to transfer data between computers by means of phone line

Monitoring - 1. An observation of something with help of a monitoring mechanism
2. Group of people, which look after monitoring

Mountain bike - a bicycle for a mountain biking

Multiplex - a cinema with a lot of halls

Musher - the person, who rides dog team with sledges

Music shop - a shop with musical recording

New age - a movement, that preaches commencement of new age

Newspeak - a speech of bureaucracy and a propaganda, which is alienated from real life

News room - a room for news on TV, press etc.

Nightclub - a night spot, sexual services are provided there

No comment - without any commentary

No - name - a product without any mark or brand, e.g. computer

Notebook - a very small portable computer

Notepad - a miniature portable computer

Off - line - a computer is not connect

Off - road - a personal terrain car with comfortable equipment

On - line - something is connected now, e. g. Computer, or live (about broadcasting)

One - man show - a show in which only one person performs

Package - complex prepared a program of some tour of an excursion

Pager - a pocket receiver with an alphanumerical projection of messages and a beep

Painball - a fighting game, shooting with colourful cartridges

Palmtop - a very small portable computer

Paraglider - a glider similar to a parachute, glider in the form of a wing

Paramedik - a medic, who is specially trained for cars of rescue service

Parasailing - a glide over the water surface

Peacekeeping - a oversight of the continuing peace

Peeling - a removal of dead skin cells with help of cosmetic

Pentium - the fifth-generation processor

Pentop - a small portable notebook computer

Performance - an exhibition, an art, a show

Pickup - a commercial vehicle for transport of goods

PIN - a secret number code

Pixel - the smallest element for imagination

Play - off - series of elimination matches for the final winner

Plotter - drawing equipment connected to computer

Poster - an advertising poster, a short written presentation of scientific works

Promotion - a publicity of something

Provider - a supplier of some service, e. g. Internet

Pub - a restaurant, a public house

Racketeering - an extortion of a businessman, owners of shops, night clubs etc.

Raft - a big rubber inflatable boat

RAM - a random access memory

Rangers - elite military units of American army

Receiver - a mechanism for receiving radio waves, optical equipment etc.

Remake - a new record of some older successful film, or a new stage in theatre

Remix - a new song created by connecting parts of other songs

Report - a message, an announcement, a list of something

Reseller - a seller, a businessman, a dealer

Reset - a reintroduction of the control program of the computer

Roll - on - a cosmetic product with rotating ball in closed vessel

ROM - a permanently programmed memory determined only for reading data

Ropics - fitness exercise with skipping rope

Rover - an older member of scout organization

Rowdies - young football fans with violent behaviour

Sales manager - a worker, who looks after regular distribution of goods to shops in some locality

Salesman - a worker, who looks after customers, accepts and deals with orders

Sampl - a specimen, an extract of some composition

Sampling - a recording of sound in digital form and its reproduction in modified form

Scrabble - making crossword, during it players make words from letters

Secondhand - a shop with goods, which were already used, especially with clothes

Server - a powerful computer, that secures functioning of a local computer net

Setup - parameters of software

Sexual harassment - behaviour and action which imply sexual suggestions

Shop - a store, you can buy something there

Shopping mall - a luxurious shopping centre

Showgirl - a girl performing in the entertaining show

Showroom - a room for the presentation of products

Signmaking - a graphical processing of writings and signs

Sitkom - a situation comedy in the form of television series

Skate - a skateboard

Skatepark - a sport area for skateboarding

Sken, scan - a computer picture, an image in the computer

Skin - skinhead, supporter of skinhead movement

Snowboard - a board from plastic in the form of a short wide ski

Snowpark - a sport area for snowboarding

Soap - connected with the soap opera

Soap opera - television series, which show everyday's life of people

Soft - a light, a mild, a delicate

Softrock - a light, mild and delicate rock

Solar - connected with sun bed

Soulman - a musician, who makes music in style of soul

Soundtrack - a record of music from some films, theatres etc

Speller - a program for spelling control and correcting the text

Sponzor - a person, a firm or a company that supports some activity

Spot - a short television picture, connected with an advert

Squash - a sport game, in the special closed court for two or four player

Squat - a deserted building or a group of people, who lives there

Squatter - an occupant of squat

Steeldrum - a drum made from steel

Stepper - a mechanism, which stimulates walking stairs

Steward - an organizer of sport and cultural actions

Store - a shop, a market

Strečink - flexing muscles, a kind of sport

Streetball - a street basketball

Street worker - a worker in terrain, he looks for people from problematic groups and gives them work

Styling - a new hairstyle or a new look

Subnotebook - a transferable computer, smaller then notebook

Superbike - a racing road motorbike

Superstar - a very popular artist

Supervizor - a person, who administrates and operates computer network

Supreme - a plastic surface used like flooring in tennis halls

Tag - a mark or a signature painted with colour in spray on walls

Talkshow - a radio or television show, popular people talk there about some topics

Teleshopping - a television service mediating offer and sale of goods

Telework - an employment in remote with help of computer

Tendr - a public competition for a contract

Thrash - a kind of rock music group

Thriller - a film with a thrilling, exciting storyline

Timing - time schedules

Toner - a soft powder colouring used in laser printers and copy device

Topless - to be in a suit not cover breast

Top management - the highest company management

Touropérateur - a travel agency specialising in transportation

Trading - a trade with something

Trip - a dose of the drug LSD

Truck - a heavy motor vehicle designed to pull

Ultralight - an ultra light sport aircraft

Underground - the group of people, which is against official culture or political system

Update - to review

Upgrade - an improved version

Utilita - a helpful computer program

Voice over - a dialogue dubbing foreign language film in the local language

Windows - a computer program on the border of the operating system

Workshop - a seminar, a course

Wrestling - a fighting in freestyle

Yuppie - ambitious young men seeking a professional career [25]

5. QUESTIONNAIRE

5.1 METHODOLOGY

The purpose of the questionnaire is to find out whether people know new Czech words that came from English language and if they use English words, whether people agree with the influence of English language and if they celebrate American holidays. I have chosen typical American holidays. There is also a question about the speech of computers.

Most of questions that were used in the questionnaire have got qualitative character. Questions 2, 5, 6 are open-ended (see appendix 11.1)

5.1.1 Target audience

The questioned people were aged from 18 to 76. The questionnaire was anonymous but people should have written their sex and age. All of people had at least a primary school education. The questionnaire was distributed to the people by e-mail or was given them directly. It was people from my friends, relations, acquaintance and people from my school and their relations and friends. I have obtained eighty questionnaires from 35 men and 45 women.

5.1.2 Research method

The questionnaire was chosen as a method of research, considered as an easiest way how to obtain information from people and their opinions about some problems. Some of people were not able to choose one of more options and they wrote their own suggestions.

5.1.3 Questions

Not all questions in the questionnaire have right answers. Most of questions should only obtain people's opinion. In some questions people had a choice to select from more possible options.

First question should obtain information about awareness of Czech people about new Czech words that came from English language.

In the second question people should write their opinions of English words entering into the Czech language.

In the third question people should choose which word they prefer, if Czech or English.

The fourth question was about American holidays. People should write which American holidays they celebrate.

The fifth question was about people's opinion of computer speech. People wrote their opinion about English software.

And in the sixth question people should write English terms which they use.

5.2 WHAT I EXPECTED

I expected people's knowledge about new Czech words to be average. I thought people use some English words very often. According to my expectations younger people like English language more than older people and they like English language more than older people. I expected that people who were able to speak English would be satisfied with English software and English words entering to the Czech language. People who cannot speak English will be against it.

5.3 RESULTS

a) Do you know the meaning of these new Czech words?

Abilympiáda- competing parade of abilities and skills of people with handicap

This word is at this time quite widespread, because 13 people knew it. It means 16% of questioned people knew it. To be more concrete, it was 4 men and 9 women.

People about 30 years had the best answers.

Some questioned thought it was a freshener, first aid, a nesting box, kind of goods etc.

Background- setting of something, circumstances

This word was very surprising for me as I expected it to be quite unknown. But 31 people knew it, making up 39% of them. Specifically, it was 13 men and 18 women.

People about 25 years knew it best. But also a few people about 50 years knew it.

Somebody thought it was something like underground or comeback.

Biker- it is a person who ride the mountain bike

This word is very well known. 70 people knew it and only 10 people did not know it. It means this word became very popular in the Czech language. To be more concrete, it was 87.5% of people who knew the word.

People who did not know it were older than 40 years. That are usually people who do not like English language and they think we should protect Czech language.

Bodybuilding- muscle building

53 people knew this word and 27 people did not know it, it means 66% of people knew it. It is 23 men and 30 women. People who knew this word were mainly young men and women.

Catering- large scale delivery of prepared meals

54 people knew this term and 27 people did not know. To be more concrete, it was known for 66% people. That is 19 men and 34 women. It means more women visit this event.

Also older people know this term, it is known to all generations.

Hattrick- to reach three victories consecutive in one competition

This term was known for 67 people and 13 people did not know it. That 13 people who did not know it were women. All of answered men knew it. It means 100% of men knew it. I would expect this is due to the disproportionate popularity of sport and especially hockey in the Czech Republic between men and women.

Women who did not know it were young, about 20 years.

To conclude it, 84% of questioned people knew this term.

Hitmaker- successful author of musical hits

47 people knew this word and 33 people did not know it. It means this term was well known for 59% of people and it is unknown for 41% of people. It is really balanced.

31 women and 16 men knew it. It means more women than men are interested in music.

All age categories are informed about the meaning of this word.

Somebody thought it was the best employer of the company or killer.

Insider- well informed person, privy to something

Only 18 people knew this term and 62 people did not know it. Specifically, it was 13 women and 5 men who knew it. It means 22.5% of people knew it and 77.5% did not know it.

It is surprising that mainly older people about 50 years knew it.

Promotion- publicity of something

44 people knew it and 34 people did not know it. The people who knew it were 15 men and 29 women.

55% of people knew it and 45% did not know it.

People about 30 years are well informed about this term.

Sample- specimen, extract of some composition

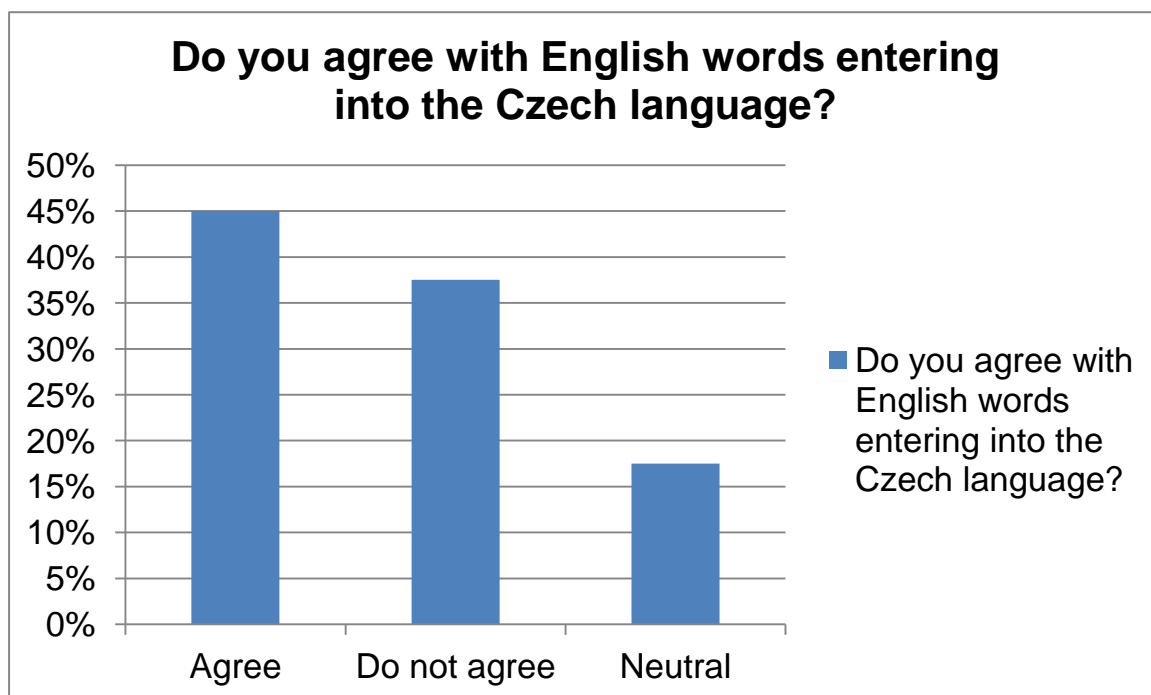
20 people knew this term and 60 people did not know it. This term was known by 8 men and 12 women. It means 25% of people knew it and 75% of people did not know it.

This term is well known for people about 25 years, but two women in the age about 50 and 60 years knew it.

Research shows that many people in the Czech Republic are informed and educated in the new Czech words. It means also in English language. Generally, young people are more informed about the meaning of the words. And also women are more educated in English language and in the new Czech words.

b) Do you agree with English words entering into the Czech language? Do you think that the Czech Republic needs to protect its language from English influence?

Graph 1

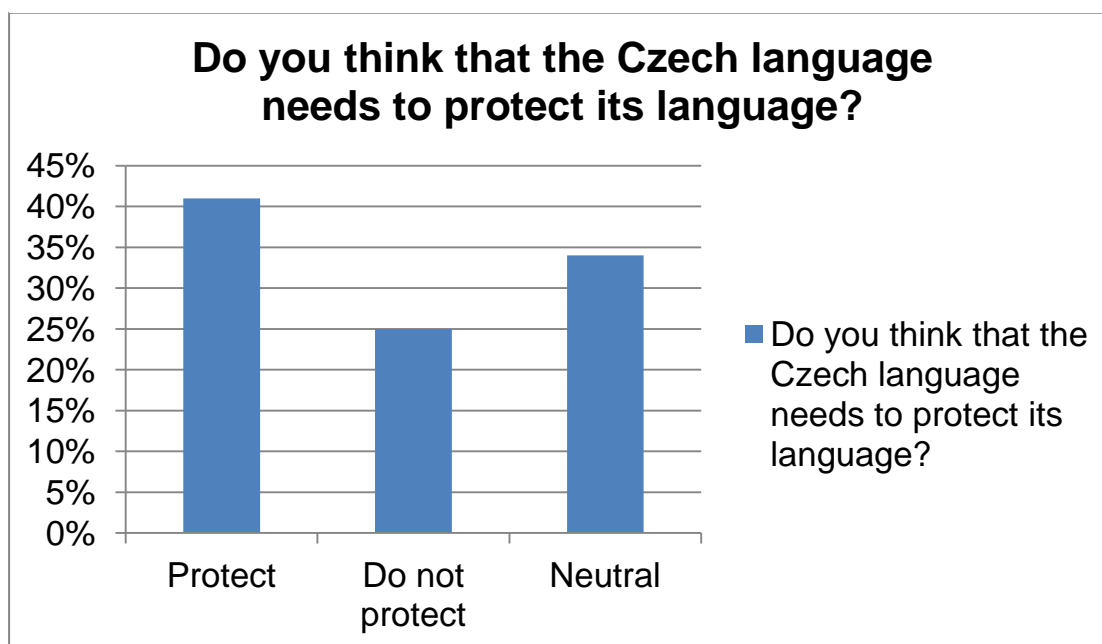


36 people agree with entering of English words into the Czech language

30 people do not agree with this influence and are against it

14 people are neutral

Graph 2



33 people want to protect the Czech language from the English influence. It is because they cannot speak English. Older population also do not understand Czech terms. People do not want English signs. They also think we can lose our identity. We have got enough Czech words. Sometimes using of English words in Czech language can be very humorous. Somebody thinks the Czech language can die out.

20 people think it is not necessary to protect the Czech language. They think it is step forward, they can understand to another nations and the influence is natural. We can have our communication easier because of this influence. Another think the Czech language is varied and it is not important to protect it. Some people think it is not possible to translate some English terms to the Czech language.

27 people have neutral opinion about it.

c) Which words do you prefer, Czech or English?

As is clear from the graph, the overwhelming majority uses Czech terms. Favoured terms from English words are No comment and love story, people use them very often. The term love story is sometimes used in irony or humour.

Sometimes people use both terms or they think it depends on situation. They sometimes use English term in funny situations.

People use rarely a term biker, they prefer a term cyklista.

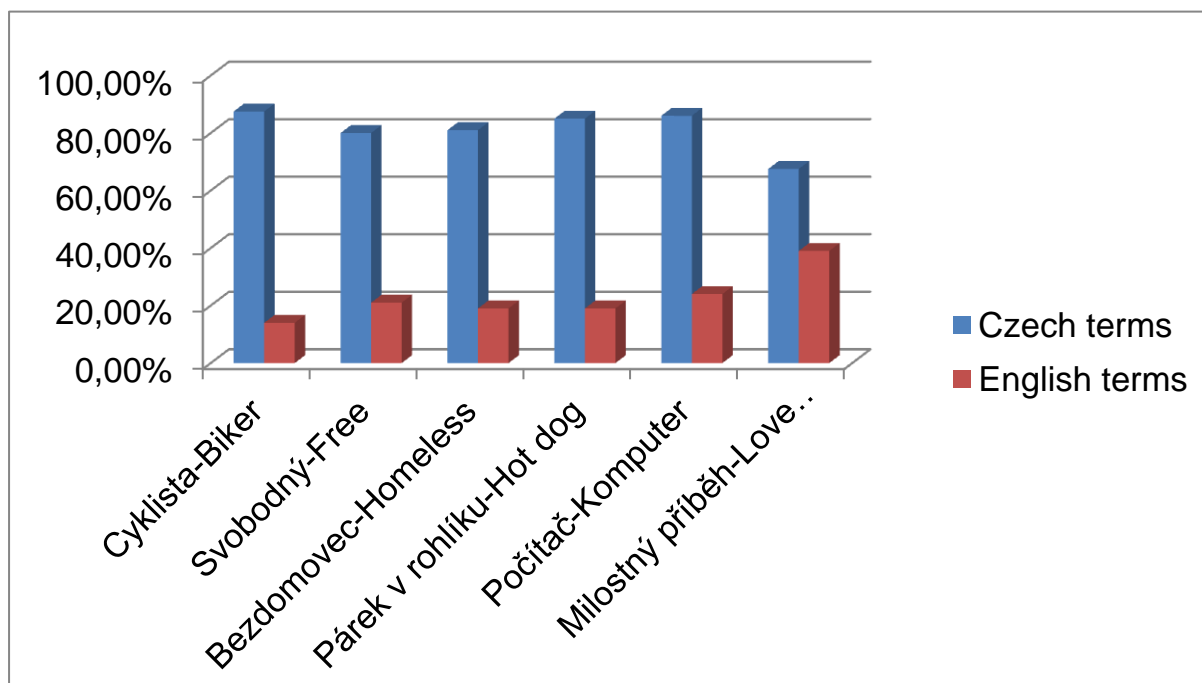
Sometimes it is surprising that people write they do not agree with English words entering into the Czech language and they want to protect Czech language and they want to protect Czech words from English influence and then they choose only English terms and vice versa.

In some cases people use completely different expressions, but it is slang or dialect.

Differences between men and women are not noticeable, but we can notice some differences between younger and older people. Younger people use English terms more than older people, because they sometimes could not speak English.

But I was surprised when I saw a questionnaire from one woman who was 72 years old and she wrote she uses terms love story, computer or no comment.

Graph 3



d) Which American holidays do you know? Do you celebrate them in the Czech Republic?

The day of independence

Halloween

Thanksgiving

Day of Christopher Columbus

With the exception of Day of Christopher Columbus almost 80% of questioned people knew these holidays. The day of Christopher Columbus was known for 10% of people.

One person celebrates the Day of independence, one person celebrates Thanksgiving and 11 people celebrate Halloween, it means 14% of people.

26 people wrote to the questionnaire they celebrate Valentine, but it is not originally American holiday.

e) What do you think about the language of computers? Do you think it would be better to use software in the Czech language?

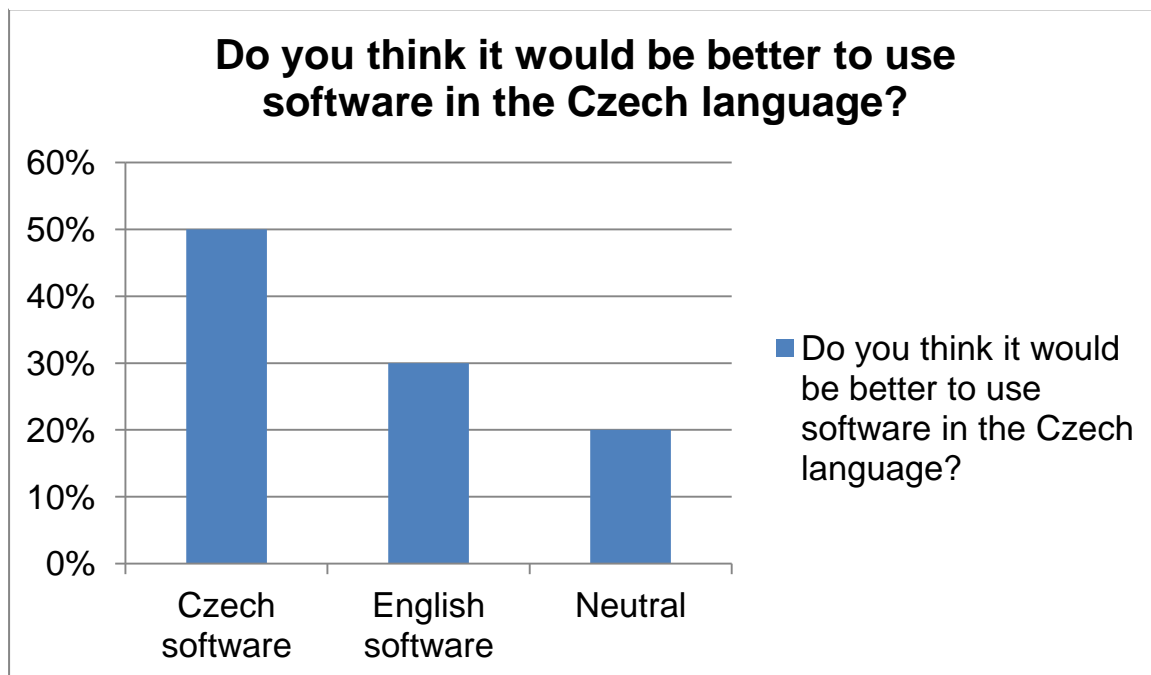
40 people think it would be better to use software in the Czech language. They think the software should be Czech in the Czech Republic and English in English speaking countries.

24 people are satisfied with English software. They think it would be more difficult for computer programmers to have Czech software. They also think the translation would be inaccurate. People think English language is more natural for computers, there are better expressions.

They prefer it because it is international and they can practice English language during working with computer.

16 people have neutral opinion about this problem.

Graph 4



f) Which English words do you usually use in the Czech language?

People wrote many English terms, which they use, to the questionnaire. There is a list of some of those words. There are chosen only words which were written more than twice.

These terms are: please, business, online, shit, like, science-fiction, internet banking, free, fuck, king, btw, flash, notebook, bye, yes, good, cool, party, story, e-mail, snowboard, smile, homeless, computer, hatrick, love, home, bike, help, weekend, skill, no comment, hardware, software, sorry and 20 people wrote the term OK. This term is used very often and is the winner of my questionnaire.

6. CONCLUSION

The goal of the thesis was to provide theoretical background of globalization, Americanization and capitalism. The aim was also to write practical summary of holidays that are becoming popular in the Czech Republic and holidays that are dying out.

One part of the thesis is dedicated to new Czech words. The purpose of this section was to make a list of new Czech words that came from the English language.

A part of the thesis is a questionnaire. The questionnaire has been answered by 80 people. The answers showed that American holidays are becoming popular and famous in the Czech Republic. It is mainly because of commerce and globalization. The United States is a state that contributes to globalization very much. This impact is also a consequence of time progression. However, this situation is not same for every holiday. There are holidays, which have still their original meaning and customs and there are also holidays, which are dying out and they are replaced by the American holidays.

The questionnaire showed that people started to use English words, but they still want to protect the Czech language. They use English words mainly in irony or fun. The combination of Czech and English language is sometimes very funny for people. People are not very enthused by the influence of English to the Czech language, but they consider it as a normal and natural development. Some English phrases or words also became more usual than the Czech one. People use them automatically and they do not think about the origin.

Nowadays, it is not so rapid change of Czech holiday and customs, but it is a question now, which of these two streams of people will follow and how to support the national stream.

This thesis could be useful for many people who are interested in informational technology, business, in traditional Czech origins and also in globalization and Americanization. Also people who are interested in people's opinions about the American influence to the Czech Republic could read this thesis.

7. ENDNOTES

- [1] MODERNÍ SOCIÁLNÍ TEORIE. Globalization [print], p. 386-395
- [2] WIKIPEDIA, THE FREE ENCYKLOPEDIA. Globalization [online], p. 1
- [3] ENWIKI.CZ. Globalization [online], p.1
- [4] MODERNÍ SOCIÁLNÍ TEORIE. Capitalism [print], p.53-353
- [5] WIKIPEDIA, THE FREE ENCYKLOPEDIA. Americanization, [online], p.1
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- [7] FRONTA.CZ. Czech- American relations, [online], p.1
- [8] WIKIPEDIA, THE FREE ENCYKLOPEDIA. World War I, [online], p.1
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- [10] WIKIPEDIA, THE FREE ENCYKLOPEDIA. Czech people, [online], p.1
- [11] RADIO.CZ. Vojta Náprstek, [online], p.1
- [12] NOVINKY.CZ. Svatý Valentýn, [online], p.1
- [13] WIKIPEDIA, THE FREE ENCYKLOPEDIA. Halloween, [online], p.1
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- [21] ČESKÉ VÁNOCE. Advent, [print], p. 10

- [22] ČESKÉ VÁNOCE. Staré zvyky, [print], p. 26-27
- [23] ABECEDA VÁNOC. Vánoce dříve, [print], p. 12-53
- [24] ABECEDA VÁNOC. Zvyky a tradice, [print], p.10-11
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9. ABSTRACT

The thesis explores the influence of the United States of America on the Czech traditions and culture and also globalization tendencies. Terms like globalization, Americanization and capitalism are explained there. There are two groups of holidays. It is divided into holidays that are becoming popular in the Czech Republic and holidays that are dying out. Czech people which were or are important for the American influence are also mentioned.

Traditional Czech holidays like Hromnice, Burning of the witches and Barborky are dying out. However, Easter did not lose their traditional value. It is contrary to the American holidays, which are becoming more and more popular. It is for example Thanksgiving or Halloween. And also Christmas and St. Valentine's Day are more favourite holidays today.

The second part of the thesis is also the questionnaire. People older than eighteen years completed it. The questionnaire refers mainly to the new Czech words that came from the English language and to the opinions of the Czech people of the American influence and influence of the English language. The answers demonstrate that Czech people prefer Czech words and Czech language. They use English words in Czech mainly in irony and humour. However, they think the influence of English language is natural and normal.

10. RESUME

Práce zkoumá vliv americké kultury a tradic na české svátky a zvyky. V první části je vysvětleno, co znamená globalizace, amerikanizace, komercializace, kapitalismus a to, jaký vliv má americká kultura na českou kulturu. Jsou zde uvedeni i lidé, kteří se významně podíleli na pronikání americké kultury do Čech.

Dále jsou uvedeny svátky, které se do určité míry slaví v České republice. Jsou zmíněny tradiční české svátky, které vymírají (Hromnice, Barborky, Pálení čarodějnic), Velikonoce, které si stále zachovávají svůj původní význam a hodnotu, svátky které se stále více dostávají do povědomí lidí a jsou přejaté z americké kultury (Halloween, Díkůvzdání) a svátky, které se stávají stále více populární (Den Sv. Valentýna, Vánoce).

Druhou část práce tvoří rovněž dotazník. Dotazníky byly vyplňovány lidmi staršími osmnácti let s průměrným vzděláním. Otázky se týkaly zejména nových českých slov pronikajících z anglického jazyka do češtiny a názorů lidí na tento proces.

Odpovědi ukazují, že lidé stále preferují svůj mateřský jazyk a anglická slova v českém jazyce používají většinou jen jako ironii nebo humor. Avšak vliv anglického jazyka a americké kultury považují většinou za přirozený jev a v přiměřené míře s ním souhlasí.

11. APPENDIX

11.1. Appendix 1: The questionnaire

Age:

Sex:

1. Do you know the meaning of these new Czech words?

Abilympiáda

Airbridge

Background

Biker

Bodybuilding

Catering

Hattrick

Hitmaker

Insider

Promotion

Sampl

2. Do you agree with English words entering into the Czech language? Do you think that the Czech Republic needs to protect its language from English influence?

3. Which words do you prefer, Czech or English?

Biker- cyklista

free- svobodný, nezávislý

homeless- bezdomovec

hot dog - párek v rohlíku

komputer, computer- počítač

love story- milostný příběh

no comment- bez komentáře

4. Which American holidays do you know? Do you celebrate them here in the Czech Republic?

Den díkůvzdání

Halloween

Den nezávislosti

Kolumbův den

5. What do you think about the language of computers? Do you think it would be better to use software in Czech language?

6. Which English words do you usually use in Czech language?