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**The Infiltration of the English Language into the
Vocabulary of a Typical Czech Businessman**

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Prohlašuji, že jsem práci zpracoval(a) samostatně a použil(a) jen uvedených pramenů a literatury.

Plzeň, duben 2013

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1. INTRODUCTION

The purpose of this Bachelor thesis is to deal with the infiltration of the English language into the vocabulary of a typical Czech businessman.

In the theoretical part is supported by printed specialized materials and by Internet sources. Main objectives are to inform the reader about the ways of word formation in both – Czech and English. Further to investigate current tendencies in the Czech language and the role that English represents in it. One of the subchapters should occupy itself with the process of embedding the foreign word into the Czech lexicon and to specify the changes the word has to go through to be accepted into the Czech language.

Another part of the theoretical part is to provide brief information about history of borrowings from English followed by motivational factors that are nowadays important for borrowings. As the contrary to the motivational factors will be the language conservatism and its arguments.

One chapter will be dedicated to words of English origin that are used in the Czech language of economy and finance. As sources will be used the vocabulary of neologisms and a business English textbook.

The practical part will be based on a questionnaire research. The use of English by Czech businessmen and his language preferences will be analysed. For the evaluation of the survey I have determined five hypothesis:

- At least 50% of Czech businessmen need English for their work performance.
- Over 50% of Czech businessmen use English expressions in the Czech communication.

- Over 40% of Czech businessmen prefer the English expression to its Czech synonym.
- More than 40% of Czech businessmen use the word “busy” rather than the word “zaneprázdněný”.
- At least 60% of Czech businessmen prefer the original English spelling to the czechized form.

2. WORD FORMATION

Word formation together with flexion is a part of morphology. In comparison to inflectional morphology, which is concerned with the morphological nature of lexemes in the text, word formation creates one or more word lexemes. Each language has its own system of word formation and no universal distribution exists. However, some features of word formation are typical for all languages or for the same group of languages.¹

This bachelor thesis is concerned with the Czech and English languages and the use of the latter in the first one in a specific field of interest. That is why the word formation of both of these languages will be mentioned below to show how different the word formation of two distinct language groups can be.

2.1. English Word Formation

Different grammar books use different systems of dividing. Generally we can say that in the English language we differentiate among eight types of word formation, namely:

Compounding – when two word units are put together to form a new. What is important is that neither part of the new word is changed. This new word can be written together (railway), separately (polar bear) or with a hyphen (sugar-free, non-narrative).

Derivation – is also called affixation. The word takes certain suffixes or prefixes. Some affixes serve to change the part of speech of the word

¹ ČERMÁK 2010

(happy – happily), some change the meaning, for example into the opposite or negative meaning in comparison to the original word (polite – impolite).

Clipping – shortening words. Three sub-categories of clippings can be found. Abbreviation is a shortened form of a word or a word phrase. It uses the first letters of the words and the letters are pronounced separately (VIP, B.C., CEO, EU, etc.). On the other hand acronyms also consist of the first letters of the words but they are pronounced as a whole word (AIDS, UNESCO, ...). The last subcategory are shortenings, that consist only of a part of the word (ad-advertisement, bike-bicycle).

The fourth type of word formation is **conversion**, when a word in one part of speech is used in the same form as another part of speech. In English most often verbs are converted to nouns (to talk -> a talk, to strike -> a strike) or adjectives to nouns (green, homeless). The function of a noun also often falls upon the past participles (unemployed).

By **blending** a new word is created by putting two shortened words together (breakfast + lunch = brunch, smoke + fog = smog).

A rare type of word formation is **backformation**. This is when a seeming affix is removed to create a new word unit. (beggar -> beg)

Two types of word formation that nowadays bring most words into the vocabulary are **loan words**, which are also called borrowing and **neologisms**. In English most loan words come from Latin, French and German.

Neologisms are new words or phrases that enter the mainstream language vocabulary. Often they are closely connected with journalism.

Buzz words can be an example of a group of neologisms although these are old words that become fashionable again (long tail, paradigm, new generation).²

2.2. Czech Word Formation

In comparison to English word formation in Czech word formation there can be found “only” five types of word formation.

These are compounding, derivation, shortening, loan words and neologisms. The Czech language is very flexible and many words are created especially by compounding and derivation, by adding different prefixes and suffixes to the word root or by “přechylování” (forming feminine forms from masculine ones). However this type of suffixal gender marking exists in English as well. See examples below.

Examples of prefixation

Czech prefixation

sednout	zasednout
	přisednout
	poposednout
běžet	zaběhnout
	přiběhnout
	předběhnout
	oběhnout
	uběhnout

English prefixation³

run	outrun
	overrun
	rumrunner
	rerun
atomic	subatomic
slave	enslave
courage	discourage
smoker	non-smoker

Source: Vítová, V. (2013)

² Dušková 2006

³ Types of forming words: Affixation.

Examples of “přechylování”

In Czech In English

učitel	učitelka
manažer	manažerka
šéf	šéfová
kadeřník	kadeřnice

actor	actress
waiter	waitress
policeman	policewoman

Source: Vítová, V. (2013)

Hundreds of similar examples can be found but these are not crucial for this thesis. The two most important ways of word formation for this thesis are borrowings and neologisms. In some materials borrowings are listed as one subcategory of neologisms. The next subchapter will be dedicated to neologisms in the Czech language.

2.2.1. Neologisms in Czech Language

2.2.1.1. Origins of Lexemes

From the point of view of origin the Czech lexicon as well as the lexicon of any other mixed language consists of a group of native lexemes and another group of foreign lexemes. Each language is in its development influenced firstly by languages of its neighbouring countries (for the Czech language it is especially the German language). The reasons for that are, for instance, economical, cultural, and the existence of mixed marriages. And secondly it is influenced by supranational languages through culture (for instance in the time of the Renaissance by Latin), through military power (Russian in the years 1948-1989) or through the fact of globalisation (nowadays the role of English).

The foreign lexemes can infiltrate Czech language at any time from any source. And Czech as well as other languages has the ability to differentiate between the lexemes that are useful for the language and

those that are not. Useful lexemes are accepted into the lexicon and the others are forgotten. An analysis of the 1000 most common words in Czech shows that 11,5% of these are foreign lexemes. And these are basic words that are used on an everyday basis such as *komise, efekt, firma, stát, finanace* etc. ^{4,5}

2.2.1.2. Neologisms

Neologisms are newly coined words, new expressions, and phrases consisting of one or more units. The term neologism is first attested in English in 1772, borrowed from the French *néologisme* (1734). Neologisms may also be words, that started to be used in a new context, buzz words, as mentioned above. ⁶

Neologisms in the Czech language can be formed in six ways. The first four will be mentioned just briefly, because they hold no extra value for this thesis.

Creating compound expressions

Examples for this technique are: *sametová revoluce, daň z přidané hodnoty, společnost s ručením omezeným* etc.

Derivation, compounding

New words can be formed by the process of derivation. For example: *daň-> daňář, jamka -> jamkoviště*. Examples of compounding are *veletrh, ekonafeta, velkoklub*.

⁴ MARTINCOVÁ 1998

⁵ ČERMÁK 2010

⁶ Neologism. In: Wikipedia: the free encyclopedia

Transferred meaning

Meaning is shifted from one word to another based on the metaphor or metonymy. This type of word formation is classified as “semantic word formation”.

Calques

Calques are also known as loan translations. It is a matter of taking semantic parts of the source word and translating it word for word into the target language and so forming a new lexeme. The form is given by the target language whereas the structure is dictated by the source language. Calques are very complicated to trace from the etymological point of view, because sometimes calques arise in two languages almost simultaneously and it is difficult to discover from which language they have been taken over as we can see in the example below.

Examples of calques from English into Czech:

skyscraper	mrakodrap
mouse	myš
flea-market	bleší trh

The last mentioned example “flea-market” could give rise to a discussion as to whether the Czech idiom “bleší trh” came first from the English “flea-market” or from the German “Flohmarkt”. Given the fact that from the historical point of view the Czech language is greatly influenced by German as to the amount of loan words so the amount of calques the German origin is more probable. Based on etymology in English the idiom “flea-market” is used approximately from 1917, when it penetrated

English from French.⁷ And it occurred in German at about the same time. But in that era the influence of the German language upon the Czech language was far greater than today so the infiltration from German is more probable.

Loan words

Loan words are mentioned last but for the purposes of this thesis these are the most important. A word in its original form is used in the target language without any changes or it goes through the process of declination, so that it is more natural for the Czech user.

In general, words of foreign origin are used at the point when the language community needs them and the home language lacks adequate expression.

No language exists in complete isolation, and it is always influenced by external factors. If today's English had not borrowed words from many European and non-European languages so willingly, it would not have reached the position it nowadays occupies.

A very important aspect of loan words are **internationalisms** i.e. words that exist in the majority of major West European languages and mainly in the field of science. These lexemes are of Latin/Greek origin and fulfil the function of terms. Most of modern terminology is based upon Latin/Greek roots and affixes. The reason for this usage is to simplify communication and understanding amongst scientists from different countries. Use of same terminology also partially minimizes the risk of incorrect translations. Latin and Greek, and nowadays especially English, can be classified as international languages of science. Although the loanwords

⁷ Online Etymology Dictionary. HARPER. SPONSORED WORDS

from English are often of Latin/Greek origin (eskalace, komputer, aerobik, milion, situace, republika, etc.)

Some words in the Czech language has no precise expressions for them in Czech and to describe them a phrase or a sentence has to be used.^{8,9}

⁸ Čermák 2010

⁹ Pokorný 1979

3. LANGUAGE TENDENCIES IN CONTEMPORARY CZECH

As briefly mentioned above, the Czech language has in the past undergone significant changes. But current Czech society and the position of the Czech nation and Czech Republic in Europe and in the whole world depends greatly on the ability to adapt and react quickly to upcoming changes. And this applies not only to the field of science or business but to the field of language as well.

The changes refers both to the situation and form of the Czech language and to the way the Czech language is used, so-called “language behaviour”.

3.1. Democratisation

One of the leading trends in contemporary Czech is classified as **democratisation** or “colloquialisation” of language. This trend shows especially in the spoken, unofficial or semi-official form of Czech and even in some types of written communication.

At present the Czech language is greatly formed by the “mass media” (television, radio, internet, press). In these media we can encounter so-called pseudo-democratisation, which can be understood as a author’s effort to use the form of language that he supposes is close to the language taste of his readers, listeners or viewers.

The method of pseudo-democratisation is achieved by the means of **sub-standardisation**, which means that substandard expressions can be used more freely in more situations. Substandard communication expression blurs boundaries of language units, the lexicon is infiltrated by colloquialisms, newspaper clichés, expressive expressions or by words and phrases used only by a certain generation or social group.

Through mass media many new and foreign words infiltrate the Czech language, especially words from English.

3.2. Internationalisation

The second biggest trend in contemporary Czech is internationalisation. This process is evoked by constant enlargement of language connections worldwide. The process started massively in the first half of the 1990s, when our country opened to influences from Euro-Atlantic countries. In 1994 J. Warmbrunn tells us in his book about 3240 lexical loan words from English and in the past few years the number of loan words has significantly risen.

3.3. Process of Embedding of Loan Words

The process of embedding the loan word into the lexicon of any language follows more or less the same procedure, which is differentiated according to the grammatical features typical for the target language. Here the process suitable for the Czech grammatical system will be briefly mentioned, with the examples focused on business language.

Interference

This is when the language unit from one language is used without any changes in the other language in a specific context. At this point it is still not clear if the language unit will be accepted into the language system of the target language.

Adaptation

Adaptation is the important step of the adjusting of the foreign word to the target language system and its existence within it.

Nowadays it is common to Czechize expressions borrowed, in the past years. Users usually adapt these words for the purposes of the Czech

language. Often firstly the word is given a grammatical gender (flexibility -> flexibilita), then it is submitted to the rules of declination or conjugation (upgrade -> ungradeovat). The next step can be an adjusting of the pronunciation and spelling for the purposes of the Czech language. The adjusting of pronunciation is often caused by mispronunciation of the foreign word frequently by the mass media, from where it is distributed to the general public, which starts using it. The mispronunciation does not have to be permanent and the correct pronunciation can penetrate the lexicon or both forms can exist next to each other for some time. For example the English word "image" is sometimes pronounced in the original English way "imidž" or with the Czech pronunciation "image". A similar situation arises with the form of spelling of foreign words, which are usually czechized according to the Czech phonology (manager -> manažer, business -> byznys, scan -> sken). The pronunciation and spelling of some words are similar or almost identical in both English and Czech; these words then usually keep their original spelling (alarm, benefit, virus, marketing) .

Integration

Integration of the word is the last step. Newly coined words penetrate from the edge of the language system according to the frequency of their usage, into the core of the system. Some words stay on the periphery and some are found unsuitable and the language system excludes them. ¹⁰

¹⁰ Svobodová 2009

4. BRIEF HISTORY OF THE CONNECTIONS BETWEEN ENGLISH AND CZECH

Contacts between Czech countries and Anglophone countries started already in the middle ages. Contacts were made mainly through economical and political connections. For example Přemysl Otakar I. had a notary of English origin. Further contacts were made with other kings of the Přemysl family.

In the 14th and 15th century Prague was also well-known throughout Europe thanks to the high quality of Charles University. Many students and scholars from across Europe (England was no exception) came to Prague to study at the University.

Relations between Czech countries and England were always based on mutual sympathy and many Czech exiles found refuge in England. Among others, for example, was Jan Amos Komenský in the 17th century. English at that time was known mainly to the nobility thanks to the works of artists like Shakespeare, Milton and later Walter Scott, Charles Dickens and Lord Byron, although at first it was intermediated by German translation.

The coming of English entrepreneurs who operated in the Czech countries was a great asset to their development especially in the fields of technology, economy and social standards.

Another great wave of influence came in the 19th and 20th centuries with massive Czech immigration to the United States of America, which represented for them the land of new opportunities and new beginnings. Above all the Gold Rush and low prices of land were great motivators for immigrants from all countries including the Czechs.

A strong relationship between them was built in 1918 after the foundation of Czechoslovakia, when the son of President Masaryk studied for some

time in England and a very important role was played by Vilém Mathesius, who was the first English Studies Professor at the Charles University in Prague and the founder of the Prague Linguistic Circle.

At the time of the Second World War England became an asylum for the Czechoslovakian government, which enabled the preservation of Czechoslovakian state sovereignty.

Until the Velvet Revolution in 1989 English was strongly repressed by the totalitarian regimes. And that is one of the reasons why English has become the first foreign language in the Czech Republic. Nowadays it is a modern language connected with music, movies, sports and other entertainment means on the one hand and on the other with science, information technologies, business, politics and so on.¹¹

¹¹ Viereck, Ramisch, 2002

5. PRESENT MOTIVATION FOR BORROWING WORDS FROM ENGLISH

As was stated above, English is an premier international language. Nowadays it is a language of science, computers, management, internet, politics and so on. Important part in loaning words is represented by social, psychological and language circumstances.

After the Velvet Revolution in 1989 many anglicisms started to infiltrate the Czech lexicon. Many changes in the Czech lexicon were to avoid clichés used by the past regime.

In general there can be found several aspects that motivate Czech language users to make use of the English formulation.

At first it is an effort to be “modern”, to capture attention. Sometimes using a foreign expression at the right place can liven up communication. Unfortunately some people assume that using one foreign word after another will make them sound wiser, more literate and intelligent. But the overuse of foreign words can do the speaker no good. Especially when he is not aware of the correct meaning. Nowadays we can quite often encounter a misuse of foreign expressions in the spoken and even written language. And at the same time too many anglicisms in a spoken or written text can negatively affect the comprehensibility of the whole text.

A second reason which speaks in favour of loan words is international comprehensibility, as was already briefly mentioned in the part about internationalisms. Internationalisms in the form of specialist terminology are used at conferences and congresses of specialists and scientists, where it eases mutual understanding, which serves to definiteness and simplicity of language. Besides all support materials and handouts for such an occasions are usually written in English. So a knowledge of English and therefore of anglicisms as well is crucial for Czech

specialists and businesspeople who want to communicate with the rest of the world.

Furthermore, people who stayed for some time, or lived in an English speaking country, are likely to use more anglicisms in their language than others, although they know the proper Czech equivalent. Sometimes the English version comes to mind before the Czech one and for the purposes of fluent conversation nobody stops to think of the proper Czech expression.

Anglicisms infiltrate the Czech language by the means of personal contact and literary means. Especially significant is the role of translation in journalism and movie translations. Anglicisms also serve for the purpose of language economy. Some words in English describe a whole group of actions that would have to be named individually in Czech to provide full information or the definition would take a whole sentence. We talk about words like know-how, talk show or marketing.

Anglicisms secure the diversity of language as well. When the speaker wants to avoid using the same word or phrase over and over again he can substitute it from time to time with the English alternative. Anglicisms in text have an expressional and stylistic function and often make the text more interesting for the reader or listener.¹²

¹² Jindráková 2007

6. LANGUAGE CONSERVATISM

Language conservatism in the Czech language is the opposite of what was discussed in the previous chapter.

The problematic of loan words has a long history. In the past negative attitudes predominated towards the use of foreign words, because of language patriotism. This attitude is even more understandable when the history of the Czech language is taken into account with regard to what it had to go through to maintain its independence as a language. Some people fear that English will take over the role and influence German has had on Czech in the past and that loaning words will steadily continue to such an extent that Czech will cease to exist. This is of course a very catastrophic scenario. But many people think, that in the time of “Národní obrození” (National Revival) many scholars and writers fought for the maintaining and flowering of the Czech nation and its language. And now we are ruining their hard work by giving our language away to new fashionable words.

They have a number of proofs to support their case. The first one is that there is no need to use an English expression when we have an adequate one in Czech and therefore the usage of an English one is redundant and it is only up to the speaker, which expression he will choose to go with. On the other hand there are many actualities for which Czech has no appellation.

Secondly, and maybe also most importantly, the problem with loan words lies with the demography of the Czech nation. Since loan words from English are a matter of approximately the last twenty years, it is therefore a trend affecting especially the younger generation or people that operate in a field where a knowledge of English expressions is essential for their work. For all the other people understanding loan words from English can be rather difficult and it may complicate their communication skills. Also,

many people feel ashamed when they do not understand the formulation or they are not sure about the exact meaning. This feeling of embarrassment can be extremely strong amongst highly literate people, who just do not have the knowledge of English and therefore do not grasp the meaning of an English loan word. For many of these people it is very difficult to admit out loud, that they do not know the meaning of the word. On the other hand, there are also many people, who use the word incorrectly, in the wrong context. Lately particularly in the media there has been an incorrectly used collocation with a verb “apelovat”. This verb has already been accepted into the Czech lexicon but it can not deny its foreign origin. The prime meaning is to appeal to somebody for something. In Czech then “apelovat na někoho, aby se něco stalo”. Lately there has been an overuse of a collocation “apelovat za něco”, which in Czech does not make sense. But it is linked with its English original form “appeal for something” and although this phrase requires in Czech a different translation (dovolávat se něčeho, žádat něco) the incorrect phrase “apelovat za něco” is used. Due to the frequency of such misuse it is likely to become a regular phrase.

Problems with spelling and pronunciation are also often criticised. People do not know how to spell what they hear because there are only a few words that match in phonetic and graphic form (fit, set, film, etc.). That is the reason why the Czechs have the tendency to czechize the words and place them within the Czech lexicon. However, this process is gradual and has many pitfalls. For example the idiom “all inclusive” has been in the Czech language for some time, nevertheless it shows no sign of gaining any qualities of the Czech grammatical system. Another problem occurs with specifying the gender of loan words, especially when they

carry no gender in their original form. For example the word “esej” can be masculine or feminine. And the word “image” can actually be found in all three grammatical genders“.¹³

Further the flexion of words or better the non-flexion of loan words is another problem, that linguists point out. This phenomenon most frequently appears in the advertisements: Staropramen akce (instead of akce Staropramenu), Redbull dívky (instead of dívky Redbullu or dívky od Redbullu), den v Kika (instead of den v Kice).^{14,15}

With the non-existence of flexion are linked two other tendencies influencing the Czech grammar, the sudden surplus of passive voice in Czech texts and condensed subordinate clauses. As for the first the usage of the passive voice is not typical for the Czech language, that tends to be more active and straightforward. But the advantage of the passive, particularly the agentless passive, is that the agent, person or organisation responsible is not known. That is why the passive became much favoured by Czech politicians and businessmen, who talk generally and avoid any statement that can be traced directly back to them. Lawyers can use the passive voice as well to implement dodges in contracts. However all these are not so much linguistic problems as ethical ones.

The other tendency is to condense subordinate clauses into substantives and although the word order in Czech is rather free, the foreign influence can be felt from them. For example “Možnost pojistit si schopnost splácet půjčku.” is converted into “Možnost pojištění schopnosti splácet půjčku.”

¹³ Anglicismy možná převálčují češtinu

¹⁴ Naše řeč – K formální adaptaci anglicismů

¹⁵ Anglicismy v češtině

An extreme variation of this tendency, that has started to occur especially among the younger generation, can be found so far in the spoken but rarely in the written language. It is a hyphenised phrase. “Měla jsem takový co-s-tím-mám-dělat pocit.”, “Byla to fakt tu-bych-si-rád-dal kost.”. In these examples the hyphenised phrase or a sentence is used in the position of a modifier to a noun instead of the relative clause, that develops the noun.

Nevertheless which approach is correct, whether the one that openly accepts English loan words or the one that tries to limit their infiltration, the Czech language will continue to develop and take new words into its lexicon. Only time will show if it proves to be a positive or a negative trend.

7. ENGLISH WORDS INFILTRATING THE LANGUAGE OF ECONOMY AND FINANCE

At the beginning of the 20th century, when English words started their infiltration into the Czech language, these were words mainly connected with sports. Words that underwent certain grammatical changes and are now fully embedded into the Czech lexicon (fotbal, basketbal, faul, gol, fér play, fajn, golf, etc.).

Then during the communist era nearly all contacts with the western part of the world were abolished and the communists even tried to ban the word “víkend” because of its English origin.

During the 20th century English became more than ever the language of business, science, politics, media, the entertainment industry and of many other areas. So after the change of regime and after the economic changes in the Czech Republic the English expressions from all the areas mentioned above started flooding the Czech language. Most of these terms did not have a proper Czech equivalent, mainly because the Czech development lagged behind the European one and the fastest and easiest way to overcome these differences in the shortest time was to adapt on the level of language as well. Therefore there are still a number of English loan words that do not succumb to czechizing tendencies.

Most loan words from English in the area of economy and finance are nouns, often the nouns with the suffix – ing.

Leasing aut – that in Czech means instalment selling (prodej na splátky)

Průmyslový holding - this expression does not have any direct translation in Czech and has to be explained by a whole sentence as a company that controls other companies by the power of its capital.

Lobbing, lobování - Again there exists no Czech word for it and the meaning is: the influencing of public officers when suggesting and passing laws and regulations.

Rating – which means the evaluation of a company's qualification

And further words like – brainstorming, happening, timing, screening, franchising, e-banking, internetbanking, dumpingové ceny, etc.

In addition in the area of business and running a business there are words that exist side by side with their Czech transcription.

briefing/brífink – means a short get-together to provide information about a certain matter or event. At some briefings the press is present.

meeting/mítink – is used to describe an assembly of people for business, social or religious purposes.

marketing/marketink – The word marketing covers all activities, (such as advertising, packaging and selling) connected with transferring goods from the producer to the customer.

leader/lídr – describes the person in charge. In Czech there is even a gender alternation for women – lídryně. “Lídryně krajských voleb”¹⁶

business/byznys – The word business, which can describe the company itself or its activity, is in Czech officially preferred in its czechized form “byznys”.

¹⁶ strana zelených

Further there can be found words like: dealer, cash, private banking, cash flow, boss, summit, know-how, portfolio, management, tender/tendr, deadline.

All of the above mentioned words are already embedded into the Czech lexicon and can be found in the dictionary of neologisms and in the Czech dictionary by Ústav pro jazyk český as well.^{17,18,19}

These anglicisms are used in the form of the specialised terms. Although the general meaning of most of them is more or less known to the general public, full understanding is usually possible only for those people who have a corresponding specialisation. An example is the word “marketing”. Many people know that it has something to do with promotional activities but they often confuse marketing with advertising, which is only one part of the package of activities that are carried out by marketing departments, and only people occupying themselves with marketing are aware of them.

¹⁷ Martincová 1998

¹⁸ Internetová jazyková příručka – Ústav pro jazyk český

¹⁹ Kaftan 2000

8. A TYPICAL CZECH BUSINESSMAN

So far the given information has been rather general – general borrowings from English, general use of English in economy and finance. However this bachelor thesis is supposed to concern itself with the lexicon of a Czech businessman. But this conception would still be too general because there are businessmen, whose business consists only of themselves or themselves and the closest family, and on the other hand, there are businessmen in huge enterprises, who have dozens of employees. For that reason it is very important to specify who is to be considered a typical Czech businessman for the purposes of this thesis. According to the survey of Český statistický úřad, that was carried out in 2007, the typical Czech businessman is a man between 25 and 39 years of age. He is usually trained or has completed secondary education. He is a citizen of the Czech Republic. Before founding his own business he worked in the field, in which he now carries out his business, so he has enough work experience in the specialised field but usually lacks experience in running the business. The most typical motivation for him to start his own enterprise was to have the staff under his own control, be able to make decisions for himself, and to try something new. At the start of the business the biggest challenge for him was financial stability, the ability to establish contact with customers and to deal with the authorities. He plans to invest back into his business if the profit continues to grow sustainably for some time.²⁰

For the purposes of this thesis and its research the above mentioned definition will be honoured, with just a few modifications. Of

²⁰ Český statistický úřad – Charakteristika podnikatele v České republice

course both genders will be included in the survey. And the age limits are to be set from 18 to 50 years. It is clear that the number of such young businessmen is limited but given the fact that such people exist, who started their own business at the ages of 18 to 20, and they represent the younger generation that supposedly uses English expressions more often, it was considered important to give such people an opportunity to express themselves. The upper limit is also set higher because the survey by Český statistický úřad takes into account mainly the age for starting the business.

Further, people with a university education will be included, even though many people start their businesses without being educated in running the business. However over time they feel the need to gain such a knowledge, some of them of course learn it the hard way through their own experience or through consultations with successful colleagues in their branch or business friends and contacts. The others, who have the opportunity, decide to educate themselves, especially since the majority of Czech Universities and Vocational Colleges offer combined or external degree studies. These are ideal even for people who work full time.

Finally the last specification will be the size of the business, which is not even mentioned in the survey by Český statistický úřad. Nowadays we can mostly hear about the small and medium-sized businesses and the universities even have subjects that focus on the running of small and medium-sized businesses, therefore it can be assumed that this type of businesses is the most common one. The definitions of the size of businesses differs from author to author, what they have in common are criteria according to which the division is carried out. These are the number of employees and the annual turnover. Because asking about the annual turnover of the company would be rather unethical and it would probably scare off many respondents, the size of the business in this research will be decided according to the number of employees. The

structure issued by EU Structural Funds will be followed: micro businesses - less than 10 employees, small businesses - less than 50 employees and medium businesses - less than 250 employees.

9. METHODOLOGY AND DESCRIPTION OF THE RESEARCH

9.1. Objectives of the Research

The objectives of the research on the infiltration of English words into the vocabulary of a typical Czech businessman are as follows:

Find out in what languages the company promotes itself online.

What languages are used in company to describe departments

What is the level of English of Czech businessmen and when do they use English.

To what degree do the Czech businessmen use English in Czech communication.

Do Czech businessmen understand English words in Czech communication.

What are the preferences of Czech businessmen, when deciding between an English or a Czech word describing one actuality.

What are their preferences in written language, do they prefer the original spelling or the czechized form.

The research is conducted in the form of a questionnaire. The prime purpose of the questionnaire is to analyse the language situation among Czech businessmen and to judge the extent of the English influence on the language of Czech businessmen. And secondly to raise language awareness among them, so that they will actually think about things they say and how they say them.

9.2. Preparation of the Questionnaire

The questionnaire consists of 26 questions that are related to the language knowledge of respondents, the company they represent and

their use of English in common and business communication. Questions were compiled with respect to questionnaires that deal with a similar topic. The aim was to keep an eye on similarities to avoid them and at the same time the questionnaires were used as a guideline, so that no important field would be left out.

Then the questionnaire was given to three test subjects who read through it and wrote down their observations. Based on these observations the questionnaire was adjusted to be as respondent-friendly as possible.

9.3. Questionnaire Structure

At the beginning of the questionnaire a short introduction was written to inform respondents about the topic of the questionnaire and to give them information to what purposes their answers will be used.

The structure of the questionnaire was composed so that content related questions were arranged in groups, so the focus of the respondents was not distracted from one topic to another. Further the thematic groups were ordered, so that respondents started with general information about company they work for, followed by general information about themselves, then their personal preferences and choices and lastly segmentation questions to divide respondents according to gender, age and education. It is important to list those segmentation questions at the end of the questionnaire because statistically when these questions are listed at the beginning they tend to discourage many respondents, especially if they are more detailed and for example ask about family status or personal income. On the other hand, when these are listed towards the end, respondents have become used to answering questions and are more willing to answer this type of question than they would be at the beginning.

The questionnaire consists of six thematic groups, namely:

General information about the company and its promotion – four questions

Respondents' knowledge of English and its importance for their work – six questions

Use and understanding of English words in Czech communication – four questions

Use of English expressions in the spoken Czech language – five questions

Choice between the English spelling and the czechized form of an English word – four questions

Segmentation questions – three questions

9.4. Analysis of the Questionnaire

Thanks to modern technology the analysis was simplified in the way of evaluation of the questionnaires. Questions were at the beginning entered into the program that enables the distribution, filling and at the end also evaluation of the compiled questionnaires. The program arranges the results for each question into a transparent chart and into a graph. It further enables an analysis of the results according to the relevant question or results.

The results obtained were further interpreted and the results of each thematic group were commented on firstly in general and then an example or two was given to demonstrate the general result and a graph was added to support those findings.

10. RESULTS OF THE RESEARCH

10.1. Respondents' Profile

In total the survey was completed by 149 respondents – 70% of them were women and 30% men. This result was affected by the nature of both genders, because women are naturally more talkative and empathetic, which is why they do not have a problem filling in questionnaires, especially when they can help someone. On the other hand most of men are more reserved. Although the typical Czech businessman is expected to be a man, this result was anticipated and it is believed not to have any negative effect on the result's credibility.

A further 92% of the respondents fit the age limitation and almost 46% of them have a university education, 47% have secondary education with A levels and the remaining 7% have secondary education without A levels. This division fits the depiction of the typical Czech businessman issued by Český statistický úřad, but it is barely obvious and the difference between businessmen with university and secondary education is only 8% which speaks in favour of the tendency of Czech businessmen to have a university degree.

These respondents are 13% tradesmen, 42% from companies with fewer than 50 employees, 18% from companies with fewer than 250 employees and 27% from companies with more than 250 employees. Since the last group do not fit the set limits their answers had to be removed from the results.

Hence the total number of respondents whose profiles fit the requirements of this bachelor thesis is 103 (149 respondents minus 41 respondents from companies with more than 250 employees and minus 5 respondents older than 50). The results and graphs were modified accordingly.

10.2. Company Promotion and Structure

Nowadays with huge competition in the market all companies have to try their best to promote themselves. There are many ways that the company can promote itself. For the purposes of this thesis just two very important aspects were chosen – company name and company websites. The company name makes the brand which has the ability to become a symbol of qualities. Nowadays websites are supposed to be the business card of the whole company and potential customers and partners often surf the Internet to gain more information about the company. That is why both the visual and content aspect of websites is so important and the content aspect is closely linked to the choice of languages.

As for the company structure, some companies, especially bigger companies or those that do business on foreign markets, tend to adapt the structure of their companies and names of department to the international trend. They use only English names for departments or positions (marketing department, CEO, senior manager), others use the czechized forms of the English expression (oddělení financí, oddělení logistiky, management společnosti) and the smaller companies whose structure is not so complicated and complex usually go with the Czech expressions (oddělení dopravy, vedení společnosti, ředitel společnosti).

Respondents were asked whether their company name is in Czech or in English or both or in a different language. 61% answered that their company name was only in Czech, 17% stated the name to be only in English, the company name of 16% of respondents was a combination of Czech and English and 6% of company names were in a different language.

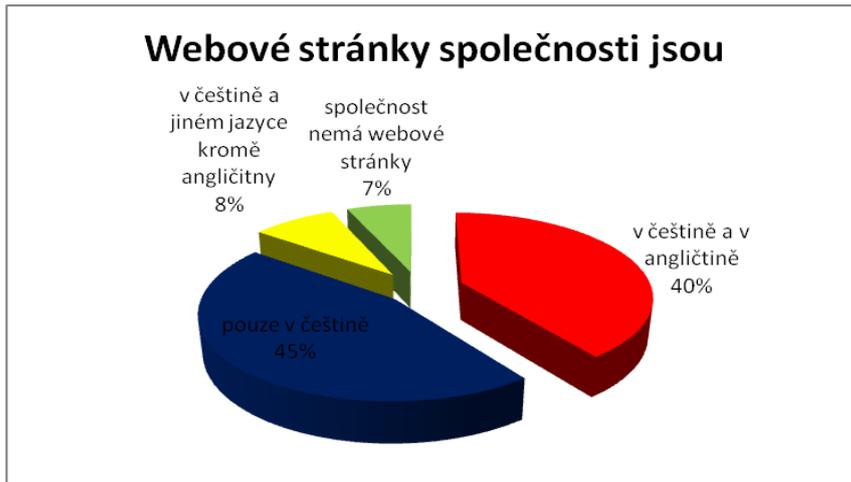
graph 1 – Research question 1: Company name



Source: Vítová, V. (2013)

The second aspect of company promotion are the websites. As the thesis concentrates only on the use of English the respondents had to specify if their websites are only in Czech, in Czech and English, in Czech and another language except for English or if the company does not have a websites at all. Only 7% stated that their company had no websites which is actually very rare nowadays and even small tradesmen have their own websites. The majority (almost 40%) indicated that their company had websites in both Czech and English. Nearly 45% of respondents have their websites only in Czech and 8% of them have websites in Czech and another language except for English.

graph 2 – Research question 3: Websites



Source: Vítová, V. (2013)

As the large companies with over 250 employees, that have the greatest potential to make business abroad, were left out of the research the number of respondents, who would answer that names of departments and position in their company are only in English, was expected to be low. And this assumption proved right - only 4% stated that the names of departments and positions are only in English. 68% of small and medium businesses have the names of departments and positions only in Czech, 23% in both languages (meaning that for one department two names in different languages are officially used) and in 5% of cases some departments and positions used the English expression and others the Czech one.

graph 3 – Research question 4 – Names of departments and positions



Source: Vítová, V. (2013)

10.3. Respondents' Knowledge of English and its Importance for their Work

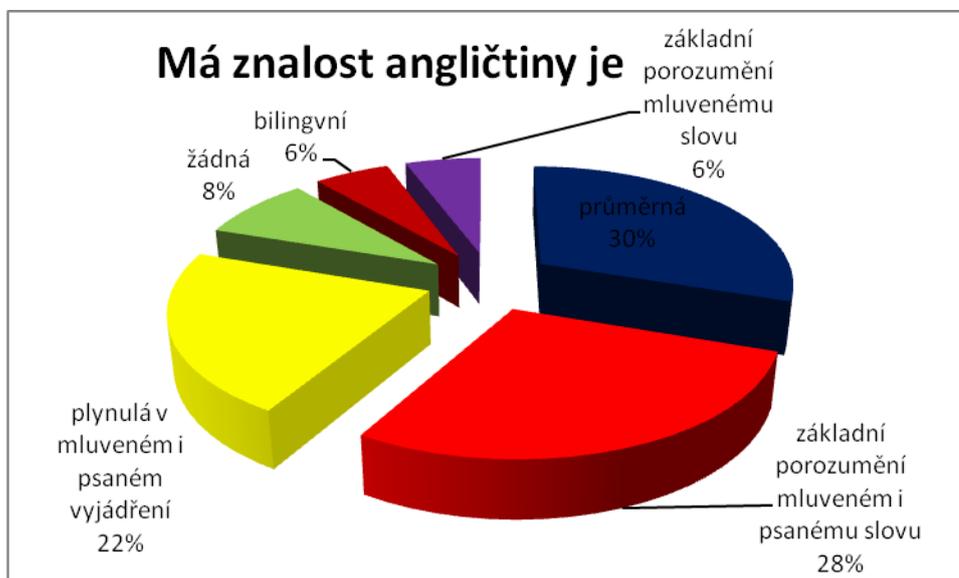
Even though English is nowadays the language of business, science, media, politics, etc some people do not need it at their work, particularly when they do business only in the Czech market or only on smaller local markets.

The evaluation of the respondents' knowledge of English is of course based on their personal judgement and honesty. It is important to treat these results with caution because there is no way to confirm that these answers are true and some people have a habit of underestimating themselves. On the other hand some people often overestimate themselves. So on average the results should be reliable.

8% of respondents have no knowledge of English, approximately 34% understand the basics of spoken English and 28% of them understand the basics of written English, an average knowledge of English is claimed by 30% of respondents, 22% are able to express

themselves fluently in spoken and written English and 6% even claim to be bilingual.

graph 4 – Research question 5 – Knowledge of English

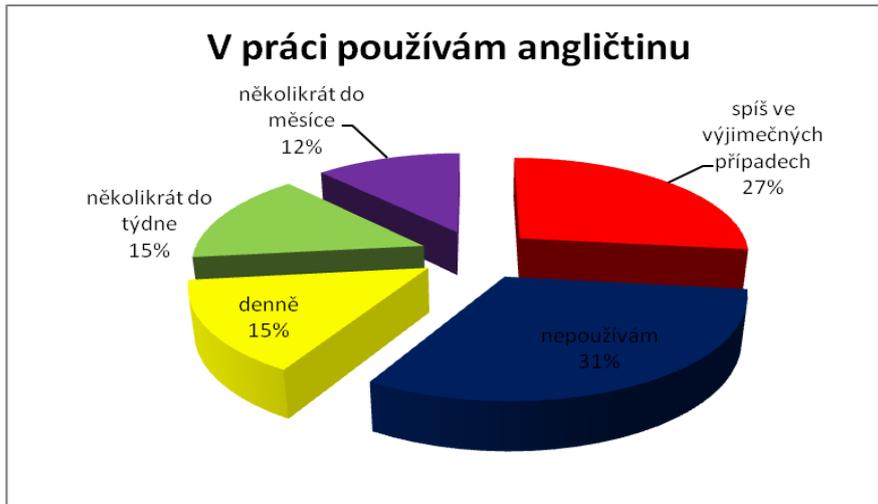


Source: Vítová, V. (2013)

In the next three questions respondents were asked, how often do they use English at work, at what opportunities do they use English at work and finally in which form do they interact with English. The results to the first two inquiries are interesting, because to question 6 How often do you use English at work, 31% answered that they never use English at work. Nevertheless the answer to question number 7 What opportunities do you have to use English at work 42% stated that they have no opportunities to use English at work. That means that either 11% of respondents use English at work but they have no opportunity to do so or 11% of respondents had a change of heart and this is the proof that there might be small discrepancies in the research.

In any case 15% of respondents said that they use English on a daily basis, 15% use English at least one a week, 12% at least one a month and 27% use English only exceptionally.

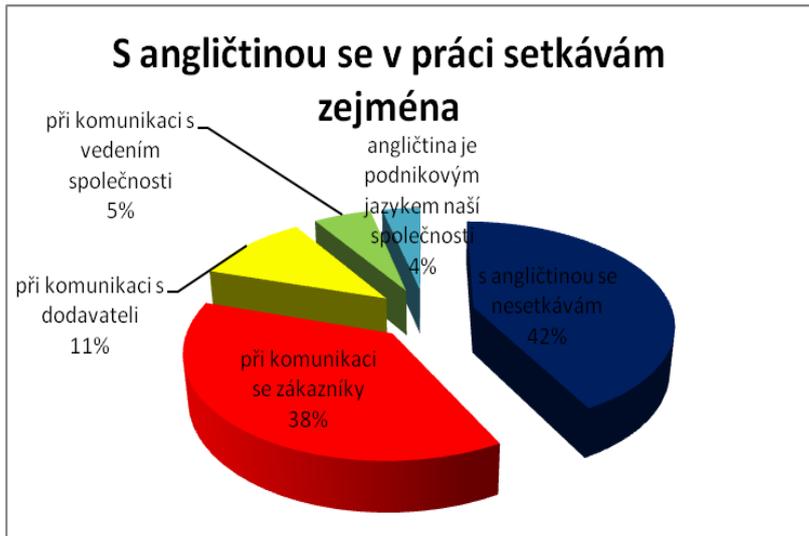
graph 5 – Research question 6 – How often do you use English at work



Source: Vítová, V. (2013)

38% of respondents use English for communication with the customer, 11% for communication with their suppliers, in 5% of companies English is used to communicate with the management of the company and in 4% English is the company language. This structure shows that Czech businessmen have most opportunities to talk in English with their customer, who of course does not have to be from an English speaking country.

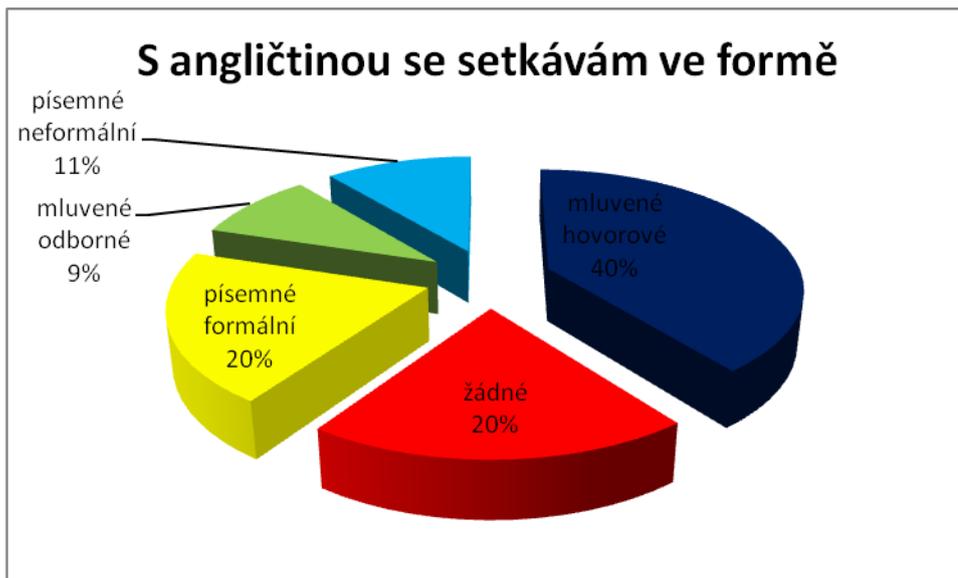
graph 6 – Research question 7 – Opportunities for use of English at work



Source: Vítová, V. (2013)

The type of English that businessman can come into contact with can be divided into two main parts, formal and informal English that can further be divided into spoken and written English. The majority of respondents (51%) comes into contact with informal English, 29% with the formal type and the rest do not come into contact with English. This indicates that the majority of company communication is based on informal language and the formal one is used only for important communication with company management or external communication with customers or suppliers.

graph 7 – Research question 8 – Form of English



Source: Vítová, V. (2013)

The next division concerns only those respondents who speak English. 50% of these make use of English in their personal lives and at work as well, 37% do not need English for their work and they take advantage of English only in their personal lives and lastly 13% need English solely for work purposes.

As it has been stated above for the current generation English is very important in many areas of interest. However the present trend shows that 30% of businessmen nowadays do not need English for their work at all, for 35% it is an advantage to have English skills and for 18% English is essential and for 17% it is important for work performance.



Source: Vítová, V. (2013)

10.4. Use and Understanding of English Words in Czech Communication

The purpose of this subchapter is to see if Czech businessmen include English words in their communication in Czech, and what is their motivation to use English expressions. So whether they use the English expression because there is no proper Czech word or an explanation would be too long or is it just a habit or personal image. Further what attitude do Czech businessmen take towards English words in the Czech language and do Czech businessmen understand such words.

The results show that in communication in Czech only 12% of businessmen take advantage of the English word in their talking. For 43% it is common to sometimes include English expressions in their communication. And 45% of respondents claim to seldom use the English words.

When they resort to English expressions they do so for the following reasons:

33% chose the English expression because it is a specific term and an indirect expression or explanation may cloud the exact meaning.

31% are used to express themselves in a given context with the help of an English word rather than a Czech one.

28% make this choice, because there does not exist an equivalent in Czech.

For 5% of respondents using the English expression in their talking is a matter of personal image. They wish to differentiate themselves from the rest.

3% of respondents have to make use of English expressions because their position in company hierarchy requires it. Behind the motivation of last two mentioned groups can possibly also be found an uncertainty and need to sustain their position.

graph 9 – Research question 12 – Reason for using English expressions



Source: Vítová, V. (2013)

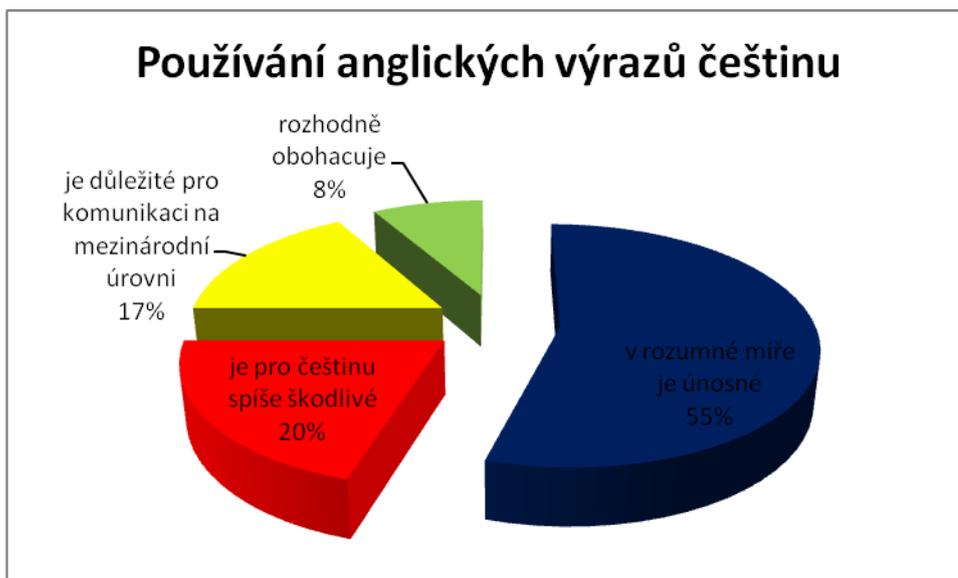
The next question is also a question of language conservatism and language liberalism. There again the personal attitude of respondents is considered, as to whether the borrowings from English are a positive or negative trend for the Czech language.

Only 8% of Czech businessmen are language liberalists and they consider the borrowings from English to be a positive trend. Most of these people have a university education and are fluent or bilingual in English, they also use English on an everyday basis both at work and in their personal lives as well.

The opposite camp are the language traditionalists and consists of 20% of the respondents. They consider borrowings from English to be rather damaging to the Czech language. The majority of them do not use English at work or in their personal life or only seldom and only when communicating with customers. They resort to using English on most occasions only for the reason that there exists no Czech equivalent for the given fact. When they are given the choice between an English or Czech expression 80% of them always chooses the Czech option. On the other hand 81% of them understands most of the English expressions they come across in written or spoken Czech.

Somewhere in the middle stand two segments, one that comprises of 17% of respondents who maintain the position that the presence of English words in Czech is important for international communication and a second segment that holds the majority of 55% of respondents who represent the exact midpoint because they believe that using English words to a reasonable degree is tolerable.

graph 10 – Research question 13 – Use of English expressions in Czech

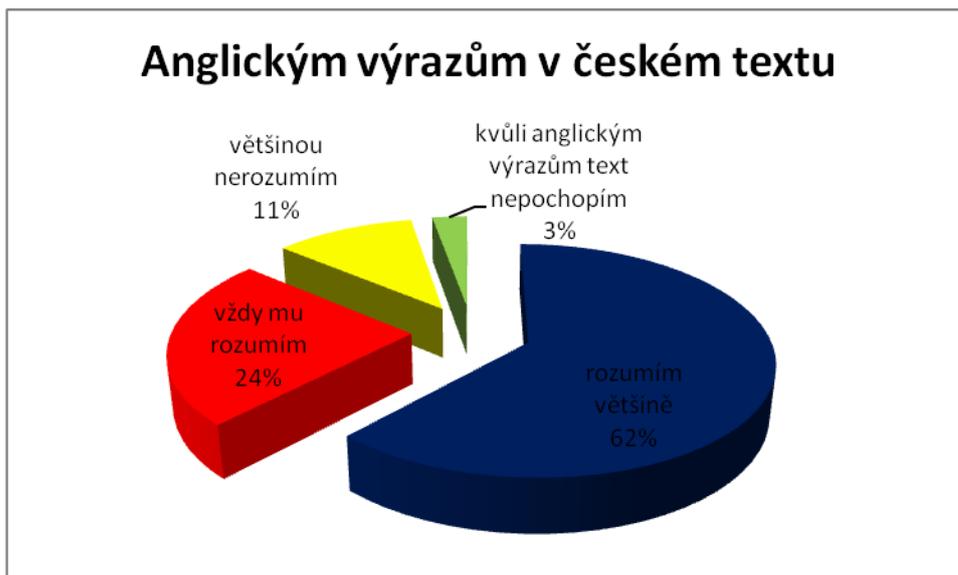


Source: Vítová, V. (2013)

Another problematic refers to understanding of English words in Czech texts. The attitude which an individual will take towards borrowings from English and English in general depends greatly on comprehension and incomprehension of these words in written texts or in the spoken language. These two groups that often do not understand English words in Czech (11%) or because of English expressions are unable to understand the text (3%) are in some ways very similar to language conservatives. The major difference between these two groups is that unlike language conservatives they do not choose the Czech equivalents because of a deliberate preference for the Czech language, but because they lack the language skills to understand or use the English expressions. 70% of them do not need nor use English in their company.

Then there is a majority segment of 62% of respondents who understand most of the English borrowing and lastly a 24% segment of respondents who always understand.

graph 11 – Research question 14 – Comprehension of English borrowings in Czech texts



Source: Vítová, V. (2013)

10.5. Use of English Expressions in the Spoken Czech Language

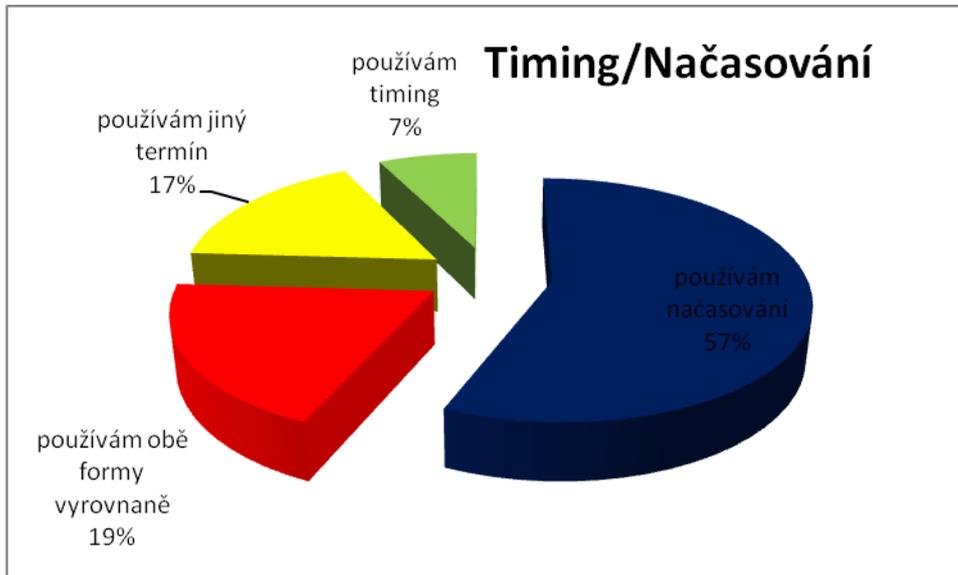
In this thematic group of questions respondents were given five questions and they had to choose between an Czech or English expression or state if they use both or if they prefer another expression which describes the given actuality.

The proportional evaluation differs slightly from expression to expression but in three cases out of five more than a half of the respondents decided for the Czech option.

The first task was to decide between English “timing” and Czech “načasování”. 57% decided for Czech “načasování”, 19% uses both possibilities equally, 17% prefer a completely different word and surprisingly only 7% of respondents prefers the English “timing”. These respondents are as a rule fluent or average in English and they use English in both in their personal lives and at work, choosing the English expression over the Czech one is for them a matter of habit. In the rest of the questions in this group they chose either preference of English

version or that they use both, English and Czech equally. They belong to the age group 18-30 and they have secondary education with A levels or a university degree.

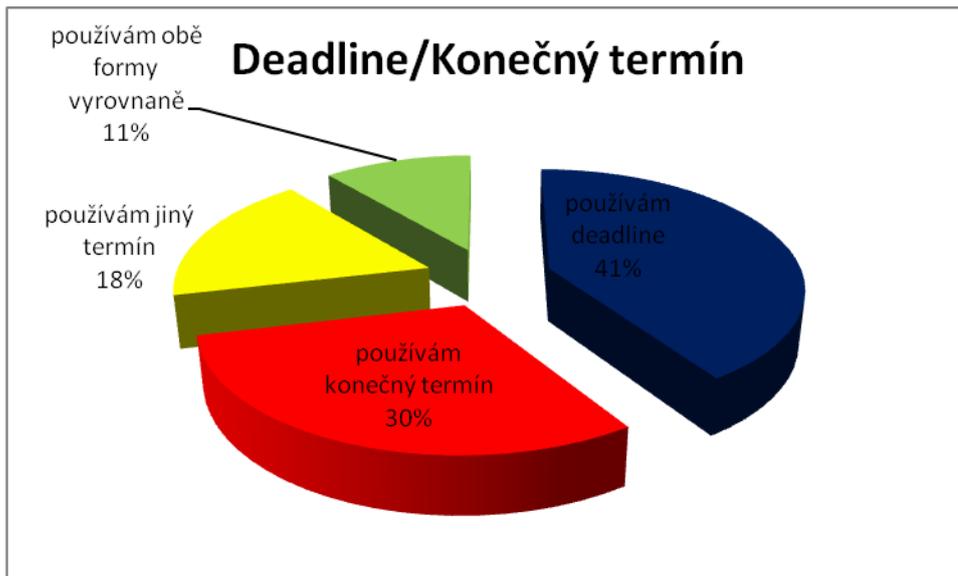
graph 12 – Research question 15 – “Timing” or “Načasování”



Source: Vítová, V. (2013)

The second choice between “deadline” and “konečný termín” demonstrates a rather opposite tendency. In this case the majority of respondents (41%) chose the English version “deadline”, followed by a 30% segment which prefers the Czech “konečný termín”. 18% would choose a different expression entirely and 11% use both forms. Those who use both expressions represent again the midpoint in most questions, they believe that the integration of English borrowings into the Czech language is tolerable to a reasonable degree.

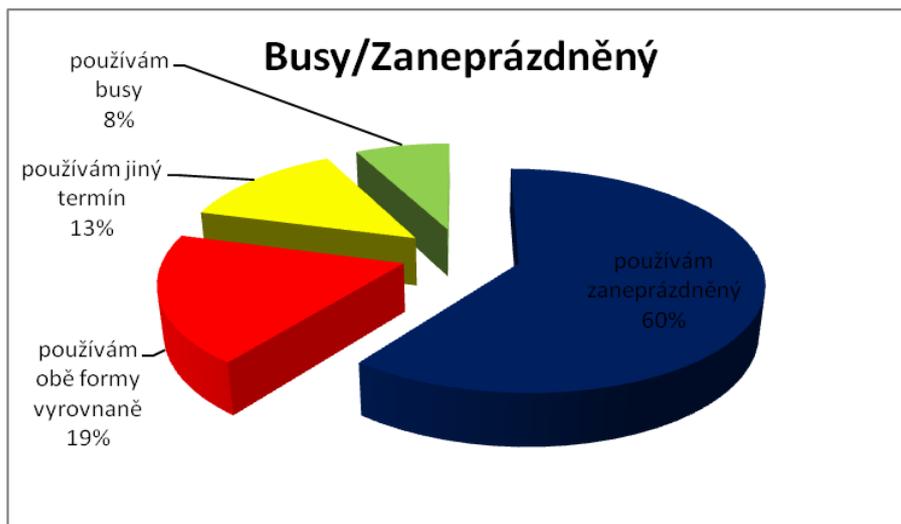
graph 13 – Research question 16 – “Deadline” or “Konečný termín”



Source: Vítová, V. (2013)

The results of the following questions were really surprising. Respondents were supposed to make a choice between the words “busy” and “zaneprázdněný”. Although according to my opinion the word “busy” is nowadays very popular and used frequently among managers, students and the younger generation, only 8% of respondents stated “busy” to be their choice and the other 19% use forms in both languages. 60% prefer the Czech word “zaneprázdněný”. This fact was very surprising because excuses like “Sorry nemůžu, jsem busy.” or “V tuhle chvíli jsem fakt busy, necháme to na jindy.” can be heard very often.

graph 14 – Research question 17 – “Busy” or “Zaneprázdněný”



Source: Vítová, V. (2013)

The last two questions were to choose between “user-friendly” and “snadný k použití” and “benefity” and “výhody”.

It is true that in the first question the phrase “snadný k použití” does not fully correspond with the English “user-friendly” but it was the closest phrase that carried the meaning and was not too long and complicated. Nevertheless in this one most respondents chose the Czech version (63%) or they would think of another explanation (14%). That leaves 15% that prefer the English “user-friendly” and 8% choosing both expressions. And as well as in the previous examples those using the English expressions represent the younger generation and are on a higher level of English.

The last question “benefity or výhody” is the sole example where the majority was obtained by the possibility of words in both languages(51%). The reason might be that the czechized form of benefits was used that made the word in fact sound Czech. The English “benefity” then gained 29% of respondents and the Czech “výhody” 20%.

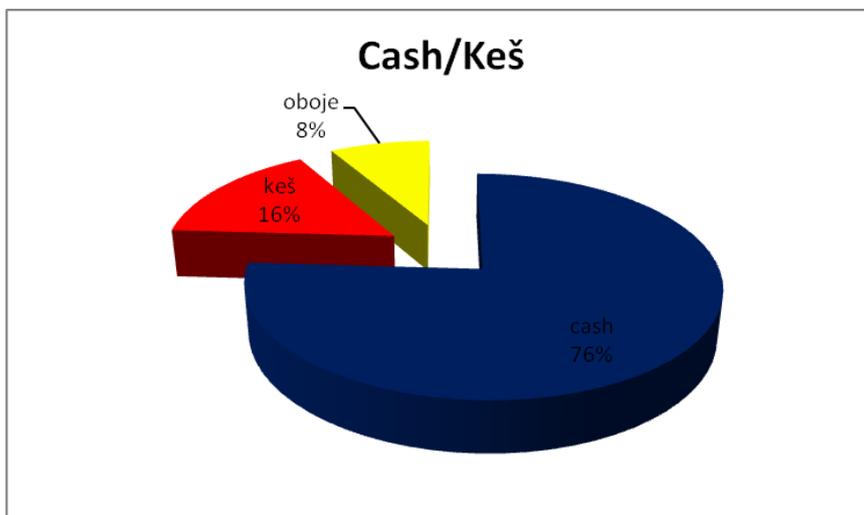
10.6. Choice between the English Spelling and the Czechized Form of an English Word

It has proved itself in the previous subchapter that Czech businessmen more or less prefer to use Czech expressions in the spoken language when given the possibility of choice. The written form or language shows absolutely the opposite tendency. However we have to remember that here the choice is not between Czech or English expressions but English expressions in their original spelling form or in the czechized one.

Though Czech businessmen tend to czechize a lot the chosen words represent the group of words that are preferred in their original form. All four examples are preferred in English by over 69% of respondents.

Specifically, the first choice was between “meeting” and “míting” and there was the possibility to choose both. 69% of respondents would spell the word in its original way “meeting”, 20% spell the word in both ways and 11% decided for the czechized form.

graph 15 – Research question 23 – “Cash” or “Keš”

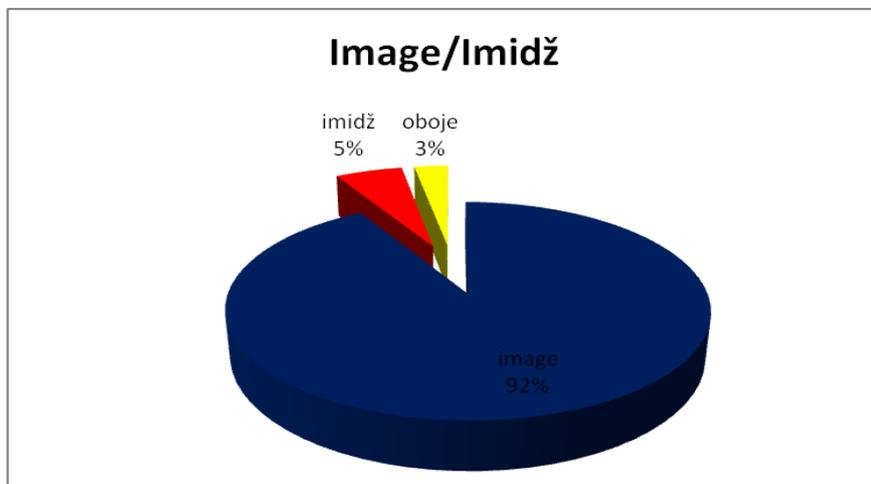


Source: Vítová, V. (2013)

An almost identical trend stands for “upgradeovat” and “upgejdovat” as well as for “cash” and “keš”. The only significant difference occurs with

“image” and “imidž”. 92% of respondents chose “image”, only 5% would write the czechized form and 3% would be willing to use both.

graph 16 – Research question 22 – “Image” or “Imidž”



Source: Vítová, V. (2013)

11. Conclusion

With respect to the results of the research analysis it is obvious that English plays a significant role in the language and vocabulary of the typical Czech businessman. This trend started after 1989 and it continues up to now.

The growing role of English can be deduced from the fact that English and English borrowings in Czech are used mainly among young businessmen who need English for their work performance, they communicate with some of their customers and suppliers in English, sometimes even the communication within the company is carried out in English.

Another factor that influences the infiltration of English expressions into the Czech lexicon is without any doubt the Internet and the need of companies to be able to promote themselves online. That is why English has infiltrated into the company names, although most of the company names are still in Czech there is already a great number of companies that combine Czech with English in their names and some even have their whole name only in English. For the purpose of international promotion companies get their websites translated into English or other languages to increase their chances with foreign customers, partners or suppliers.

An absolute majority of Czech businessmen is able to communicate in English at some level and more than 50% of them use English at work either for external or for internal communication. For some of them English is important or essential for their work. Of course there are those who do not need English in their business and thus they do not use it at work or in their personal lives, but even they are able to understand most of the English borrowings in Czech texts and there is only a minimal percentage of those who cannot comprehend English borrowings at all.

Although the language tendencies tend to be a little bit language conservative, results still confirm the hypothesis that over 50% of Czech businessmen use English expressions in Czech communication.

On the other hand, a rather surprising discovery that disproved the hypothesis that 40% of Czech businessmen prefer using English expressions to their Czech synonyms, was that in most cases over 60% of Czech businessmen prefer the Czech expression to the English one. This tendency also completely blew off the table the hypothesis that over 40% of Czech businessmen use the word “busy” rather than the word “zaneprázdněný”.

On the other hand the hypothesis about spelling that says that over 60% of Czech businessmen would rather choose the original English spelling rather than the czechized one proved to be right. Nearly 70% of Czech businessmen prefer the original English spelling.

The research unambiguously showed the important role English represents in the vocabulary of the typical Czech businessmen and that its importance and frequency of use is likely to grow in the upcoming years. On the other hand I believe there is no need to worry about Czech being consumed by English, because the Czechs are patriots and as the research showed we are language patriots as well. When presented with the opportunity to choose between the English and Czech versions, most of the Czechs do still choose the Czech expression. I am confident that Czech and English can coexist in the vocabulary of Czech businessmen in balance, without the latter trying to overrun the former. Even if that was about to happen, Czech has great mechanisms to customize the foreign words for its purposes.

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15. ABSTRACT

This Bachelor thesis deals with the infiltration of the English language into the vocabulary of a typical Czech businessman. Its objectives are to inform the reader about current tendencies in the Czech language and the role that English represents in it. Also to provide brief information about history of borrowings from English and what motivational factors are nowadays important for borrowings.

The final part is based on a questionnaire research. Analysis of use of English by Czech businessmen and their language preferences.

16. RESUME

Cílem této bakalářské práce s názvem “Infiltrace angličtiny do slovníku běžného českého podnikatele” je seznámit čtenáře se současnými jazykovými tendencemi v češtině a rolí jakou v ní hraje angličtina a anglické výpůjčky. Práce také poskytne informace o historii výpůjček a o motivačních faktorech v současnosti, které podněcují výpůjčky z angličtiny.

Poslední část práce sestává z analýzy dotazníkového šetření, jehož cílem bylo zjistit rozsah infiltrace angličtiny do slovníku běžného českého podnikatele a zjištění jeho jazykových preferencí.

17. APPENDIX

Appendix 1:

Questionnaire on the infiltration of English language into the vocabulary of a typical Czech businessman

Vážená paní, vážený pane

studuji Fakultu Filosofickou na Západočeské univerzitě v Plzni a vypracovávám bakalářskou práci na téma „Pronikání angličtiny do slovníku běžného českého podnikatele“. Byla bych Vám velice vděčná, pokud byste si našli pár minut svého času a vyplnili mi následující dotazník, který je stěžejní pro dokončení mé práce.

Děkuji mockrát za Váš čas a ochotu,

Veronika Vítová

DOTAZNÍK:

1. název společnosti, pro kterou pracuji, je uveden
 - a) pouze v češtině
 - b) pouze v angličtině
 - c) kombinace češtiny a angličtiny
 - d) v jiném jazyce

2. společnost, pro kterou pracuji, má
 - a) do 10 zaměstnanců
 - b) 10-50 zaměstnanců
 - c) 50-250 zaměstnanců
 - d) více než 250 zaměstnanců
 - e) jsem živnostník a nikoho kromě sebe nezaměstnávám
 - f) jsem živnostník a zaměstnávám

3. webové stránky naší společnosti jsou
 - a) pouze v češtině
 - b) v češtině a v angličtině
 - c) v češtině a jiném jazyce
 - d) společnost nemá webové stránky

4. názvy oddělení a funkcí v naší společnosti se uvádějí
 - a) pouze česky
 - b) pouze anglicky
 - c) v obou jazycích
 - d) některé česky a jiné anglicky

5. má znalost angličtiny je
 - a) žádná
 - b) základní porozumění mluvenému slovu
 - c) základní porozumění mluveném i psanému slovu
 - d) průměrná
 - e) plynulá v mluveném i psaném vyjádření
 - f) bilingvní

6. v práci používám angličtinu
 - a) denně
 - b) několikrát do týdne
 - c) několikrát do měsíce
 - d) spíš ve výjimečných případech
 - e) nepoužívám

7. s angličtinou se setkávám zejména
 - a) při komunikaci se zákazníky
 - b) při komunikaci s dodavateli

- c) při komunikaci s vedením společnosti
 - d) angličtina je podnikovým jazykem naší společnosti
 - e) s angličtinou se neseťkávám
8. přicházím do kontaktu s angličtinou ve formě
- a) mluvené hovorové
 - b) mluvené odborné
 - c) písemné neformální
 - d) písemné formální
 - e) žádné
9. angličtinu využívám
- a) pouze v osobním životě
 - b) pouze v rámci společnosti
 - c) v osobní životě i v rámci společnosti
10. pro výkon mého povolání je angličtina
- a) nezbytná
 - b) důležitá
 - c) výhodou
 - d) nepotřebuji angličtinu pro výkon svého povolání
11. při komunikaci v češtině používám anglické výrazy
- a) hojně
 - b) někdy
 - c) zřídka kdy
12. důvod proč používám anglické výrazy je zejména
- a) v češtině nemáme odpovídající pojmenování
 - b) jsem na anglické výrazy zvyklý/á

- c) jedná se o terminologii
 - d) vyžaduje to mé postavení v hierarchii společnosti
 - e) jde o osobní image
13. podle mého názoru používání anglických výrazů češtinu
- a) rozhodně obohacuje
 - b) v rozumné míře je únosné
 - c) je důležité pro komunikaci na mezinárodní úrovni
 - d) je pro češtinu spíše škodlivé
14. když se v českém textu setkám s anglickým výrazem
- a) vždy mu rozumím
 - b) rozumím většině
 - c) většinou nerozumím
 - d) kvůli anglickým výrazům text nepochopím

Používání anglických výrazů v mluvené formě:

15. Je důležitý ten správný timing nebo načasování
- a) používám timing
 - b) používám načasování
 - c) používám obě formy vyrovnaně
 - d) používám jiný termín
16. Je důležité stihnout odevzdání do deadlineu nebo do konečného termínu
- a) používám deadline
 - b) používám konečný termín
 - c) používám obě formy vyrovnaně
 - d) používám jiný termín

17. Nemám čas jsem busy nebo zaneprázdněný
- a) používám busy
 - b) používám zaneprázdněný
 - c) používám obě formy vyrovnaně
 - d) používám jiný termín
18. Tato technologie je velmi user-friendly nebo snadná na obsluhu
- a) používám user-friendly
 - b) používám snadná na obsluhu
 - c) používám obě formy vyrovnaně
 - d) používám jiný termín
19. Můžete ve firmě získat benefity nebo výhody?
- a) benefity
 - b) výhody
 - c) oboje

Používání anglických výrazů v písemné formě

20. Používáte slovo meeting nebo míting
- a) meeting
 - b) míting
 - c) oboje
21. Používáte slovo upgradeovat nebo upgrejdovat
- a) upgradeovat
 - b) upgrejdovat
 - c) oboje
22. Používáte slovo image nebo imidž
- a) image

- b) imidž
- c) oboje

23. Používáte slovo cash nebo keš

- a) cash
- b) keš
- c) oboje

24. můj věk je

- a) 18-24
- b) 25-30
- c) 31-40
- d) 41-50
- e) 51-72

25. pohlaví

- a) žena
- b) muž

26. nejvyšší dosažené vzdělání

- a) základní
- b) středoškolské s maturitou
- c) středoškolské bez maturity
- d) vysokoškolské