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***DIE COOLSTEN STREET-STYLES ZUM NACHSHOPPEN
FÜR IHR PERFEKTES AUSGEH-OUTFIT***

**ENGLISH LEXIS IN MODERN GERMAN AND POLISH ONLINE MAGAZINES
FOR WOMEN: THE CASE OF *GLAMOUR* AND *COSMOPOLITAN***

Summary

Nowadays, the influx of anglicisms globally influences other languages, and the number of borrowings continues to increase. The presence of English lexical material is also explicit in the media, especially in the press. In order to conduct comparative research in this field, two women's magazines – *Cosmopolitan* and *Glamour* – which are issued under the same title in both languages and encompass a similar target group of respondents, were selected for the analysis presented in the thesis.

The thesis was divided into three main parts: theoretical overview, analysis of German and Polish corpora, and discussion and comparison of the research findings. The theoretical part encompasses issues germane to the press and its language, ranging from printed magazines, online editions and foreign language elements such as anglicisms constituting the main focus of attention, to various taxonomies of anglicisms based on parts of speech distinctions and thematic areas. In the practical part of the work, consisting chapter three and four, the discussion focuses on the corpus, research methodology, the analytic model, as well as the research results of the quantitative, morphological, and semantic analysis, treated individually for the German and Polish corpora. The fourth chapter of the work covers research findings pertinent to the comparison of both corpora.

The corpus encompasses two hundred articles from the Polish and German online magazines entitled *Cosmopolitan* and *Glamour*. Twenty-five articles were extracted in each category i.e. *fashion*, and *beauty*, from each magazine. Random selection of online articles ensures reliable research findings as regards the statistical analysis of English borrowings.
