Александра Ѓуркова
СОЦИОЛИНГВИСТИКА
Македонски јазик: јазичното планирање и јавната комуникација

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Рецензент: проф. д-р Татјана Гочкова-Стојановска

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Македонски јазик: јазичното планирање и јавната комуникација

Македоника литера
Скопје, 2023
МАКЕДОНИЈА

Посвет̄ено на мајка ми

Лилјана Минова-Ѓуркова

Предговор

Оформувањето на оваа книга потекна од потребата за продлабочен пристап кон социолингвистиката како научна дисциплина. Преку моите истражувања на социолингвистичките аспекти на македонскиот јазик вотекот на годините, постапно се осврнав и кон теоретските аспекти. Меѓутоа, се покажа дека е неопходно да се опфатат како основите на социолингвистиката така и сите современи тенденции и методи во проучувањата на јазикот, јазичните заедници, општеството, медиумите и на нивните меѓусебни односи. Покрај ова, преку ревидирање и дополнување на некои претходни анализи од областа на социолингвистиката на македонскиот јазик, се обидов да ги прикажам колку што е можно поцелосно современите тенденции во македонскиот јазик и во македонистиката. Со оглед на концептот на книгава, можно е таа да се употребува и при изучувањето на социолингвистиката во рамките на универзитетските студии. Се надевам дека изнесените концепции ќе поттикнат бројни истражувања на употребата на македонскиот јазик, на неговиот статус во општеството, на неговото изучување како странски јазик, на споредбено и контрастивно ниво во однос на други јазици итн.

Им изразувам благодарност на рецензентката проф. д-р Татјана Гочкова-Стојановска и на издавачот за плодната соработка.

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Од авторката

Aleksandra Gjurkova

SOCIOLINGUISTICS

Macedonian language: language planning and public communication

(Summary)

The monograph *Sociolinguistics. Macedonian language: language planning and public communication* focuses on the development of sociolinguistics as a scientific and applied discipline, as well as on the current trends in sociolinguistic research. The book comprises three chapters: Chapter 1 – *Approach to Sociolinguistics*, Chapter 2 – *Language and Society* and Chapter 3 – *Sociolinguistics of Macedonian*.

The first chapter is dedicated to the basics of sociolinguistics defined as researching language in relation to society, but also takes in regard the sociology of language, a discipline which takes in view society and its relation to language. Apart from the review of the history of the sociolinguistic approach, the methodology and previous research, a detailed study of sociolinguistic terminology and concepts is included. Also, taken in account are the relevant studies of: standard language, diglossia, bilingualism, code-switching, language contact – borrowing and calques, language interference, as well as pidgins and creoles. In regard to language contact research, an analysis of Slavic languages and their contacts and influences is presented, along with a review of the current tendencies in relation to language borrowing from English and adaptation of Anglicisms, tendencies toward analytism in Polish and Russian, influence of social media communication on spoken and written language etc. Given the importance of researching sociolinguistics in regard to other linguistic disciplines, sociolinguistics is studied in relation to pragmatics, discourse analysis and stylistics. An important part in this regard have the communicative competence and the usage of euphemisms and their role in politically correct language. The subjects of forms of address, language variation, language attitudes and surveys on language attitudes are presented in the last sections of the first chapter.

The second chapter is dedicated to the relation of language and society and the main concepts which correlate to the role of language in states' organisation, and their definitions, such as: language policy, language planning, language management, as well as language ideology, linguistic purism, linguistic colonialism and imperialism which come as a result of the societies' need to use language as a power tool. The focus in the next sections is on the language policies and strategies in the EU and in various countries in the world: several examples of monolingual and plurilingual states are analysed, especially those where the importance of regional languages is emphasised, such as Spain, Belgium etc. In this context, as topics of special importance are presented the linguistic and political situation in Balkan countries: Albania, Bulgaria, Greece and in the former Yugoslav republics, as important to viewing language policies, minority rights and minority language policies in context of the European integration. In context of minority rights, several international declarations are

taken into account such as: the *Universal Declaration of Human Rights*, the *Declaration on the Rights of Persons Belonging to National or Ethnic, Religious and Linguistic Minorities*, the *Framework Convention for the Protection of National Minorities*, the *European Charter for Regional or Minority Languages* and the mechanisms which are available for protection of minority and linguistic rights in the EU are discussed. In this chapter there are sections dedicated to language usage in the public space and to linguistic landscape i.e. use of languages in public signage, in the public institutions, education etc. In this regard, language use in the media is analysed: printed and electronic media, as well as the Internet and social media. In the analysis, the methodologies of discourse analysis, critical discourse analysis and conversational analysis are employed and several basic principles for research of language in Internet communication are presented. Language in education is studied from the aspect of applied sociolinguistics and more specifically critical linguistics and several basic research points are emphasised, such as: the main factors which influence educational policies, the ways in which language educational policies are used to improve minority and ethnic linguistic rights, the influence of colonialism and postcolonial processes on educational policies and foreign language learning, the spread of English as international, business language and language of diplomacy etc. The *Common European Framework of Reference for Languages* is being analysed in the context of the main orientation of EU policies to enhance language learning and multilingualism, providing the criteria for learning, teaching and grading/ assessment. In relation to this, Macedonian language as foreign/ second language is taken in regard and several editions of textbooks and grammars for teaching Macedonian as foreign language at beginners, medium and advanced level are presented.

The third chapter comprises sociolinguistic studies of Macedonian language. The following subjects are being presented and analysed: the processes of language planning, standardisation of Macedonian language and alphabet and the historical aspects of standardisation, the differentiation of Macedonian dialects for the purpose of Macedonian language codification, the development of linguistic terminology in the dictionaries, primaries and books by the authors from the 19th century, such as: Pulevski, P. Zografski, Prličev, Šapkarev, K. Miladinov, Misirkov etc. and in the first Macedonian grammars by K. Kepeski, B. Koneski, Gj. Kiselinov, Macedonian language in the first grammars by foreign authors (H. Lunt and R. De Bray), comparison of Macedonian with Serbian and Bulgarian, in particular regarding the habeo-contruction and object reduplication, the status of Macedonian throughout history and the current situation etc. A separate section is dedicated to the analysis of language borrowing in Macedonian from Latin, Greek, Turkish and English and their adaptation, as well as from Bulgarian and Serbian. Sociolinguistic research of Macedonian in public communication, language attitudes and Macedonian in formal and informal communication is being presented. In the context of the European integration, Macedonian language is taken in regard to the EU language policies and language attitudes. Also, related to this, language policy and laws regulating the use of Macedonian and of other languages in Macedonia are presented. The last section is dedicated to analysis of Macedonian in the media from a sociolinguistic, stylistic and cognitive aspect, particularly the headlines in journalistic style and the use of conceptual metaphors. The topics of Macedonian language in the Internet and in social media communication are also featured. The analyses of language and media, the study of language changes and influences, as well as the suggestions for

project reasearch included in the first two chapters, are presented with the aim to inspire further sociolinguistic studies of Macedonian language.

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About the author

Aleksandra Gjurkova holds a B.A. in Classical Studies (1996), Faculty of Philosophy at the Ss. Cyril and Methodius University in Skopje, Republic of Macedonia; M.A. in Linguistics (2001), Faculty of Philology at the Ss. Cyril and Methodius University in Skopje (thesis: Complement clauses in the manuscript Krninski damaskin); Ph.D. in Linguistics (2006), Faculty of Philology at Ss. Cyril and Methodius University in Skopje (thesis: Conjunctions in Church Slavonic manuscripts of the Macedonian Recension).
From 1997 works at the Institute of Macedonian Language "Krste Misirkov" in Skopje; currently as a Senior Research Fellow working on Dictionary of Church Slavonic of the Macedonian Recension. She undertook several research studies abroad: as a guest researcher during the academic year 1999/2000 at the Institute of Slavistics at the University in Vienna, and during the academic year 2002/03 she participated on a project on sociolinguistic aspects and epistemology of Slavic languages at the University in Lausanne, Department of Slavic Languages. In 2010 Gjurkova was a guest researcher at the Old Church Slavonic Institute in Zagreb. She is member of the Committee for Sociolinguistics, as well as the Committee for Stylistics of the International Slavistics Committee.
She participated at international conferences presenting her works on sociolinguistic aspects of Macedonian, analyses of stylistic features of Macedonian in the media and historical syntax of Macedonian.