

*Serbian Purism:
Myths and Reality*

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Overview



The Conceptual Map

The Maneuvers

The Case Studies

The Results

Discussion

1: the conceptual map

The Timeframe

Hobsbawm's
long 19th century (1789-1914) and
short 20th century (1914-1991)

Smakman (2012) N= 1,000+
England, Flanders, Japan, the Netherlands,
New Zealand, Poland, and the United States

- SOCIALLY DISTINCTIVE (EXCLUSIVE)
- SOCIALLY COHESIVE (INTEGRATIVE)

The Meaning of Standard Language

PURISM

“DESIRE ON THE PART OF THE SPEECH COMMUNITY ... TO PRESERVE A LANGUAGE FROM, OR RID IT OF, PUTATIVE FOREIGN ELEMENTS, OR OTHER ELEMENTS HELD TO BE UNDESIRABLE (INCLUDING THOSE IN DIALECTS, SOCIOLECTS, AND STYLES OF THE SAME LANGUAGE). IT MAY BE DIRECTED AT ALL FOREIGN ELEMENTS BUT PRIMARILY THE LEXICON”

Thomas 1991: 12

SERBIAN PURISM

FROM WHAT HAS BEEN SAID IT CAN BE SEEN THAT PURISM WAS A SUBJECT OF FAIRLY LIVELY DEBATE IN SERBIA IN THE SECOND HALF OF THE NINETEENTH CENTURY. THE FACT THAT PURISM HAD NO REAL IMPACT WAS BECAUSE THERE WAS NO REAL CONCERTED CAMPAIGN AND THE SERBS FELT THEMSELVES UNDER NO REAL THREAT FROM ANY FOREIGN LANGUAGE, UNLIKE THEIR NEIGHBOURS THE CROATS WHO FELT IMMEDIATELY THREATENED BY GERMAN.

Heriti 1978: 223

2: the maneuvers

Elites

Speakers

Macro maneuvers

Micro maneuvers

Lexical introduction

Lexical refereeing

Percentage of units with the proposed change

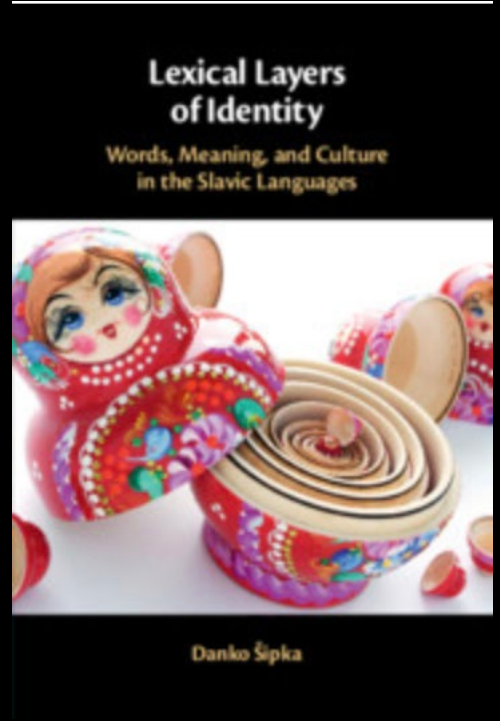
minus

Percentage of units that are unchanged

100 (all proposals accepted) ... -100 (none accepted)

Measure of Acceptability

<https://www.cambridge.org/core/books/lexical-layers-of-identity/372B6B5172A2605D29C89B0A09EC2B8B>



3: the case studies

155 words (foreign vs. proposed domestic)

e.g. *špital* vs. *bolnica*

19th century Illyrian movement reforms

Reported in:

Thomas, George. 1988. *The Impact of the Illyrian Movement on the Croatian Lexicon*. München: Verlag Otto Sagner.

19th century maneuvers in Croatia (contrastive parallel)

428 **words** (foreign **vs.** proposed domestic)

e.g. *abonament vs. pretplata*

19th century **Serb-Slavic** reformers by Jovan Sterija Popović and the
Society of Serbian Literacy

Reported in:

Šipka, Danko. 2023. Prilog izučavanju srpskog purizma: kvantitativna analiza
slučaja, Naš jezik LIII/2, pp. 37-47

19th century maneuvers in Serbia

245 words (foreign vs. proposed domestic)

e.g. *tropfne* vs. *kapljice*

19th century Serb-Slavic reformers in Jabop 1863

Reported in:

Šipka, Danko. 2018. Prihvatljivost mikromanевра leksičkog planiranja: istraživanje slučaja, *Naš jezik*, 2018/2, 23-33

19th century maneuvers in Serbia

562 words (10% sample from Škaljić 1966)

e.g. džep vs. džanfez

Retainment vs. Replacement

Reported in:

Šipka, Danko. 2019. Dinamika u razmjenskom sloju kulturnog identiteta: istraživanje slučaja turcizama u srpskohrvatskom Slavica Lodziensia, 2, 2019, 203-213

Near Eastern Loanwords from Škaljić 1966

Equivalents of 375 English Words Labeled "computing" in

American Heritage Dictionary (2000 edition)

Polish as contrastive parallel

e.g. *file* vs. *datoteka*

Borrowing vs. Internal Resources

Reported in:

Šipka, Danko. 2002. Poljski i srpski korisnički računarski diskurs - kontrastivna analiza [Polish and Serbian Users' Computational Discourse - a Contrastive Analysis], Zbornik MS za slavistiku, 61 (2002), p. 168-174

4: the results

Thomas (1988) Illyrians +64

Šipka (2019) Javor +68

Šipka (2022) Sterija and SSL +41

Acceptance of Purist Maneuvers

		#	%	Example
1	Retained Exclusively	13	2.3	dušek, džep, džeparac
2	Retained Non-Exclusively	13	2.3	deva, dželat, div
3	Retained Limited Exclusively	28	5	džemat, dženet, džuz
4	Retained Limited Non-Exclusively	49	8.7	dohakati, dova, dućan
5	Replaced	348	61.9	džahil, deniz, džam
6	Became Obsolete	111	19.8	džaili, džilit, džanfez
	Total	562	100	

Near Eastern Loanwords

COMPUTING TERMS

POLISH

INTERNAL RESOURCES BORROWING

362 (93.64%)

25 (6.46%)

SERBIAN

INTERNAL RESOURCES BORROWING

347 (89.66%)

40 (10.34%)

5: discussion

THE FACTORS AT PLAY

DECLARATIONS **vs.** REAL-LIFE PRACTICE
DESIRE TO CREATE A DIFFERENCE **vs.** THE LEVEL OF DIFFERENCES IN REAL LIFE
SUBJECTIVE FREQUENCY **vs.** REAL-LIFE FREQUENCY

QUESTIONS

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