In order to obtain different formal and legal status, in the past the Slovenian language competed with other languages holding much greater social power, including the Serbo-Croatian language. Since it was the majority language in the former common state of Yugoslavia, Serbo-Croatian held dominant status, further enhanced by its exclusive use in institutions with high social power (e.g. federal assembly, military, etc.). The question about Serbo-Croatian and its impact on the development of Slovenian was also raised during the conference Slovenian in public. The paper describes how the status of languages has altered since the 1970s under the influence of changed socio-political circumstances; in particular, the status of the former Serbo-Croatian and its successor languages: Croatian, Serbian, Bosnian and Montenegrin.

**Keywords:** language policy, language planning, language status, social power

The article overviews certain crucial developments in the field of Slovenian as a Second and Foreign Language. As suggested by the title, this is one area that was only scarcely present in the 1983 collection of papers entitled Slovenščina v javnosti, yet today holds an important place in the Slovenian language arena and in the sphere of Slovenian language policy and planning. At the time of the Slovenščina v javnosti action as well as the Portorož gathering in 1979, the Slovenian language faced too much resistance from all participants even to consider Slovenian as a Foreign Language as a language policy and planning area. Since the recent history of Slovenian as a Second and Foreign Language has been largely shaped by the Centre for Slovenian as a Second and Foreign Language (CSDTJ), embedded in the Department of Slovenian Studies at the Faculty of Arts, University of Ljubljana, the paper can also partly seen as a history of this institution.
Keywords: Slovenian as FL, Slovenian as L2, language policy, language planning, language education, language infrastructure

Tina LENGER VEROVNIK, Monika KALINGOLGOB:
THE INFLUENCE OF SOCIAL AND POLITICAL CHANGES ON MEDIA LANGUAGE USE: FOUR DECADES AFTER “SLOVENŠČINA V JAVNOSTI”
Teorija in praksa, Ljubljana 2020, Vol. LVII, No. 1, pg. 40–54

In the paper, we study changes in media language practices occurring in the four decades since the action Slovenščina v javnosti (Slovenian in public), i.e. changes arising from social, political, economic and technological development in Slovenian society. Although at the time of the action the language used in the media was not as influential as in later years, the conclusions drawn by experts while debating the subject 40 years ago were an important trigger for subsequent research and university teaching of media language. The Linguistic Tribunal (1980–1990), the only more durable activity resulting from the Slovenian in public conference, also paid considerable attention to the language used in the media, albeit mainly focusing on non-compliance with language norms. Unfortunately, close monitoring did not continue in the ensuing decades, which also due to technological advances) saw many innovations in media language practice: from the growing impact of private speech practices and of spoken language in general causing the transformation of genres to the creation of pseudo-intimacy and melodrama by means of vocabulary, syntax etc. but, unfortunately, also to the abuse of language to express offensive ideas and hate speech. We conclude that these last two phenomena need to be explored in particular, along with the influence media language has on all of today’s language practices, while recognising that the contemporary view of linguistic norms and language registers has also changed.

Keywords: Slovenian in public, media language, changes in society, offensiveness in mass media, hate speech
Sonja NOVAK LUKANOVIČ: THE VALUE OF LANGUAGE PROFICIENCY IN THE ECONOMY: SELECTED RESEARCH RESULTS
Teorija in praksa, Ljubljana 2020, Vol. LVII, No. 1, pg. 55–70

Based on selected results of empirical research, the paper aims to highlight the importance of the Slovenian language and the role of foreign languages in relation to economic variables. The research results confirm that the economy influences both the choice and use of language in specific, economic-category-related situations, meaning that economic variables also affect the status of the Slovenian language in companies established in Slovenia. Various theoretical concepts linking language and the economy are presented, with a stress on Slovenian authors who wrote about and pointed to the connection between language and economy in the past. The central part of the paper presents the results of the empirical phase of the research project, which included interviews with executives in various companies in Slovenia and neighbouring countries – Italy, Austria and Hungary. The main research topics include the value of proficiency and use of language (Slovenian, minority language, foreign language). The results reveal that the value of language proficiency is closely connected to its economic effects for the particular company.

Keywords: value of language proficiency, Slovenian, economy, empirical study

Vesna MIKOLIČ: TOURISM COMMUNICATION: STRENGTHENING SELF-AWARENESS AND CONNECTING TO PEOPLE

The paper presents analysis of the Strategy of the Sustainable Growth of Slovenian Tourism 2017–2021 and tourism advertising texts related to the conference »Slovenian in the public sphere« held in 1979 conducted to determine the current attitude to tourism and tourism communication in Slovenia. We were interested in four aspects: the Slovenian state’s strategic orientation in the field of tourism, language as part of the branding, authenticity and persuasiveness of the tourism advertising discourse, and language as a tourist product. The findings show that tourism, which is developing in the direction of sustainable tourism in line with the global tourism guidelines is, on one hand, perceived as a driver of overall social development
and, on the other, as merely a leisure and economic activity. There are also examples of good practices where communication providers emphasise the authenticity and persuasiveness of the communication they achieve through language awareness and appropriate use of the language and individual linguistic means.

**Keywords:** tourism, tourism studies, tourism discourse, language of tourism, language awareness, branding, tourism advertising

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**Nataša LOGAR, Nina PERGER, Vojko GORJANC, Monika KALIN GOLOB, Neža KOGOŠEK ŠALAMON, Iztok KOSEM:**

**THE USE OF DICTIONARIES IN SLOVENIAN JUDICIAL PRACTICE**


The paper discusses dictionary citations in Slovenian court rulings issued after 1990. The research has two parts: first, dictionary citations were analysed quantitatively by time, dictionary type, and field of law. We also paid attention to the (non)specialised meaning of the cited words. In part two of the research, we compared 12 dictionary entries with headwords naming persons related to migration (migrant, emigrant, immigrant, etc.) in 8 Slovenian dictionaries. The results show that the number of dictionary citations is increasing and that judges mainly refer to explanations of familiar (non-expert, common) words. It is also clear that the representations of words such as migrant given in the dictionaries are non-uniform and can be misleading.

**Keywords:** Slovenian judicial system, court ruling, dictionary, explanation, migrant

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**Matejka Grgič:**

**WHO’S AFRAID OF SLOVENIAN? IDEOLOGICAL PLANNING AND (NON)-IMPLEMENTATION OF LINGUISTIC STRATEGIES AMONG SLOVENIANS IN ITALY**


In this paper, I discuss certain sociolinguistic and resultant linguistic features of the Slovenian-speaking community that defines itself as a Slovenian minority/autochthonous community in Italy. I focus on individual cases of language policies, language planning and implementations of strategies to promote Slovenian, while also highlighting the deficiencies therein. I
also examine certain ideological choices and consequences of the lack of comprehensive expert strategies in this area. The paper presupposes that language politics is too often confined to the planning, processing and strengthening of the formal legal status of the minority language in relation to the majority language. The relationship between the so-called motivators and hygiene factors is significantly imbalanced in favour of the latter, as reflected in the everyday communication practices of the speakers, their language repertoire and, finally, the ways they characterise their own language and identity.

**Keywords:** sociolinguistics, language politics, language planning, Slovenian language in Italy, language and identity

UDK 811.163.6:81’27

Erich PRUNČ: THE BIG MIRACLE OF A SMALL LANGUAGE

With Slovenia’s entry to the EU in May 2004, Slovenian became one of the EU’s 21 official languages, a figure that has now grown to 23. This meant that for the first time in history, the entire autochthonous language area found itself within the same legal framework. Only the Slovenian minority in Istria and social and political emigrants outside Europe remained outside this framework. In the linguistic-political framework of the EU, Slovenian has experienced its most extensive functional expansion. Against this background, I seek to outline the centrifugal and centripetal forces in the formation of a common (literary) language and culture. In so doing, I will not quote new factographic data, nor will I repeat generally known findings; instead, I will attempt to change the perspective on selected linguistic and culturological facts. Rather than a mental concept focused on finding original purity, monolingualism and unidirectionality in development, I bring to the fore the dynamic relationships of intercultural diversity, regional transience and the mutual interweaving of diverse elements. Unfortunately, within this framework I will be unable to pursue all of the complexities of development and, in the interest of greater clarity, I cannot avoid certain simplifications.

**Keywords:** standard Slovenian, identity, hybridity, regionality