

METAPHORS in THE LANGUAGE of FINANCIAL INSTITUTIONS

The paper aims to present tendencies in rendering business expressiveness in the verbal texts of financial institutions. Its use is examined in a purposefully selected corpus of 40 texts, which, according to the communicative intentions of their authors, consists of: reports, welcoming speeches, insurance and credit contracts, as well as advertising messages.

Most of the metaphorical collocations are loan translations as they enter specialized speech through the participation of Bulgarian national institutions in international communication and, particularly, in international financial exchange.

The conclusion is that significant social experience has been gained in this field. We can certainly claim that such long-term experience stimulates the transfer of semes due to similarity sought in metaphor creation and metaphor is widely used in the language of financial institutions. The business expressiveness is a result of the importance of financial institutions and their influence over individual and social conscience.

NAMES of CITY ACCENTS in SOFIA

The research is based on a corpus of 1246 ergonyms functioning as urban signs of expressive verbal commercial strategy. The ergonyms have been classified into three groups: traditional, with exhausted exotic connotation, and the third group - topical exotic ergonyms. The third group presents the names used most widely in the city of Sofia (over 75% of the corpus) and are representative for the proportions of the process.

The analysis of the ergonyms indicates five characteristics according to the presence and extent of thematic connection between the names of the restaurants or the public houses and their interior and exterior. The ergonyms have been classified into five groups based on this correlation. In the second part of the article the coordinates of the classified groups within Sofia have been featured.

LEXICAL COLLOQUIALISMS in MODERN BULGARIAN PERIODICALS

The article deals with characteristics of modern colloquialization of language in representative periodicals. Examples are the following magazines: Maximum, Zhena, Egoist, Royal Class, Moda, 15:18 which appeared on the media market in our country at the end of the 90s of the 20th century. A scientific contribution of the research is defining the concept "cover-generation", as well as the analysis of prestigious linguistic

strategies which are a social impulse to rehabilitate the feeling of not belonging of this generation, a feeling which developed in the 90s.

SYNTACTIC MARKERS OF SOCIAL MATURITY IN CONVERSATION SPEECH

The paper deals with one particular type of phrase structure which functions as part of speech interaction with a “trigger question”. The object of the study is the response, which is the second component of such a piece of interaction. The response implies a comment, which largely meets the expectations of the conversation initiator thus the speaker responding to the question is represented as a competent and experienced person taking the long view on the topic of the conversation. The response itself reveals the speaker’s social maturity. The notion “social maturity” involves a stock of adequate proven knowledge and skills, developed into practical abilities which help a person manage their life successfully.

The phrase structures in question are an integral part of a person’s communicative behavior even more so when used in brief spontaneous speech act. Observations on a corpus of such interactions have revealed that functionally this type of communicative act bears a strong similarity to greetings as they show a speaker’s desire to get involved in communication or social interaction, in general.

The structural variety of the response phrase is encountered in a limited number of uses. The corpus for the purposes of this study includes a total of 207 pieces of interaction compiled over a 10-month period from April 2009 to January 2010.

It is not common that using such a form of interaction is highly clichéd. It involves uttering lines of conversation automatically thus concealing the real state of affairs, the speakers’ intentions and the dynamics of their relationship.

LANGUAGE POLICY AND SOCIAL PROGRESS

The article examines the important issue of the progress of social development and its link with language policy, which is carried out by specialized institutions. The essential value of language as a keeper and carrier of traditional national values is being pointed out in the article. A number of examples are given in relation to the creativeness between the government acts in relation to language and the social development towards progress.

LANGUAGE POLICY in BULGARIAN NEWSPAPERS during the MOMENT of ACCESSION to the EUROPEAN UNION and NATO

The article examines the language characteristics of the changes in Bulgarian language during an important period from the modern history of Bulgaria. Here it is defined as a period of accession which starts in the negotiations for accession to NATO in 1997 and ends with the accession of Bulgaria to EU in 2007. During the decade mentioned (1997-2007) variants are discovered in the national language, which have been given in a system in the article and which indicate a clear tendency there to be sought similarities with the so called European standard of thinking and behavior in the language of publicism as well. On the other hand, our analysis reveals the planned realization of social events - mass activities with the participation of institutions which presuppose the introduction and use of prestigious socio-economic lexis in publicity during this period.

LANGUAGE STRATEGIES of INFLUENCING SOCIETY by the LAW ENFORCEMENT AUTHORITIES in BULGARIA

The relation between society and some language changes during a specific period of the history of Bulgarian society has been dealt with in the article. The political discourse is the post-totalitarian discourse after 10.11. 1989. The aim has been to bring forward the spirit of the time, as well as to analyze the language, which reflects and treasures the intrinsic nature of its time. It is a fact that the speech acts are strategic, and not accidental. They are a realization of a planned strategy, by means of which native speakers of Bulgarian language achieve their objectives in communication in a specific social circle – the Police institutions. The author treats the question of why and how the names of police operations emerged.

A corpus of 26 names of operations has been analyzed also known as coded denominations of the activities of police authorities. The author differentiates between these special names before and after 10.11.1989, marking the boundary of two political periods. The form of these denominations has been viewed, as well as the motivational feature of their semantics.

A conclusion has been drawn that after 10.11.1989 the variety of coded names is definitely larger and that this type of verbal communication tends to become more and more common practice of the law enforcement authorities.

VERBAL ASPECTS OF CHILDREN'S CURIOSITY

The article deals with the linguistic characteristics of children's curiosity at a critical moment of the child's development as a personality – the time when their parents separate. Another contribution of the research are the presented in a system models of linguistic behavior of children at risk, which indicate the breached trust in the parent, as well as the communicative aspects of children's curiosity which compensate the taken away from the child freedom of choice, including the freedom of linguistic expression.

THE SPEECH FOR MYSELF of *EGOIST* JOURNAL

The article examines the characteristics of language in one of the most sophisticated magazines on Bulgarian media market. The magazine first appears at the end of the 90s and has its target audience – young people in Bulgaria at the age of 20-25. A special attention is paid to the language game, a kind of publicist attraction whose pragmatic goal is to attract and hold the young audience. The object of analysis in the article are the graphic accents, the rendering of title texts, lexical structures like composition and univertat, the introduction of a great number of occasionalisms and compound nouns. The conclusion in the article shows the urge of the text authors to follow foreign (mainly western European models of mannered writing) that remain incomprehensible to the mass audience towards which the ambitions of the editors are aimed.

The LANGUAGE of CONTEMPORARY PERIODICAL PRESS in the RHODOPI REGION – between the NATIONAL and the REGIONAL

Sociolinguistic analysis is made of the language of the regional periodical issues in the town of Smolyan. These are the following newspapers – *The Rodhopski Pregled*, *The Rhodopski Vestnik* and *The Otvuk* for the first time.

The town of Smolyan has been chosen through the so called focused associated experiment – the concept of Rhodopi town is associated with Smolyan by the respondents. An analysis of the title texts has been presented in the first part of the paper. It reveals a direct dependency and copying from the editorial practice of *The 24 Hours* newspaper during the

90s. The second part of the study focuses upon the sentence structure of the language of representative newspaper articles.

An analysis is made of the lexical structures, of the use of stylistic figures aiming „attractiveness of the text“ of the journalistic narrative.

The colloquialism of the style is a popular device of the language of these newspapers and it is achieved through paraphrasing of political and sociocultural accents in everyday life. According to the analysis of the article Smolyan newspapers give a large place to the use of lexis, which has been made popular in the media and the political life of the country. The regional message to the reader relies on the use of dialect words and vernacular. The article draws the conclusion according to which the most expressive words from the vernacular - words from the west Bulgarian dialects are not acceptable in the language of Smolyan newspapers. Similar is the attitude towards vulgar words, cynicisms and the overt sexual theme. Finally, the policy of the editors is to look for a way to clear the language of the press in the region from the cliché of the new Bulgarian journalistic style, which has been recognized as following the English language model.

LANGUAGE PRESTIGIOUSNESS AND MEDIA MANIPULATIONS

The article presents problems related to the acts of manipulation in the language of modern Bulgarian media. On the other hand, its methods of influencing public opinion are positioned in a phenomenon which sociolinguistics define as language prestigiousness. Language prestigiousness is related to the practice of a prosperous group or an individual who has topical social importance. In Bulgaria after 10.11.1989 markers of language prestigiousness are the negation and mocking the overcome authoritative prestigiousness of the official institutions of totalitarian publicity. The deviations from the language norm are in the newspapers. They are related to the form of language expression as well as to its content. All these characteristics we define as prestigiousness of violated normativity.

The article comments on the concept of *endurance* of the language. So much as Bulgarian language is tested. Will it be able to meet the challenges of contemporary media conscience – to save itself and at the same time to generate original word

structures and models to meet the growing need of language prestigiousness in media practice in Bulgaria.

NEWSPAPER LINGUISTIC CLICHÉ- HOW TIME BREAKS SPACE

The paper addresses the newspaper cliché. It gives an account of the journalistic register by comparing its manifestations in the past and the present. It focuses on the differences that emerge in terms of stereotypical thinking and clichéd language.

The discussion revolves around some problems of language development, i.e. the selective process of building the national standard language where the problems of popular culture bear particular relevance. The role of a norm-provider, assumed by the Bulgarian media over the last 20 years has come under criticism.

The paper seeks to account for the reasons behind some nation-specific properties of the clichéd language of the journalistic register.

The author has arrived at the conclusion that the essential discussion of hackneyed phraseology has not been exhausted. Language gives us opportunities which can be hardly confined or depleted within one generation alone.

The LANGUAGE of the MESSAGE “AFTER THE LONG BEEP”

The article examines a corpus of 247 incoming messages, recorded on an answering machine during the period between 2000 and 2002. A scientific contribution is the analysis of the characteristics of the semantic structure of the incoming messages as well as the nature of the nonverbal means, which follow as a result of the so called restricting spontaneity of the speech act.

POSSIBILITIES of BULGARIAN LANGUAGE for the GREAT EUROPEAN MEETING OF LANGUAGES

The article is a response to the new perspectives and challenges, which appear in front of Bulgarian society and culture as a result of the processes of close integration of our country into the European Union. The research presents a number of real circumstances which ask traditional Bulgarian culture and language to meet the new requirements, caused by the everyday needs as well as by the prospects for realization of the individual. The article draws the conclusion that language determines its own existence according to the possibilities which it gives for the social realization of the

person. A competition occurs among national languages in global society. Through the possibilities of choice this competition determines the future of each European language.

WHY did the DENIM BLUE JEANS MOVE to the HOT DOG

This article comments on basic civil relations in the big city, looking at it as a *secondary* juxtaposition of social spaces and connections. This phenomenon we mark as secondary on the basis of a *primary* juxtaposition between spaces: primary territory (natural human coexistence) and the city. Here the characteristics of speech interaction are given, determined by spaces with specific presence, property, specific rituals and so on. The influence of the other relevant factors is also taken into account: informality, democracy and spontaneity, as well as limited in time and exclusive dynamics of the circumstances of street interaction.

The results of the observation lead to the conclusion that the traditional expressiveness of the street lexicon has been successfully mastered and moved as stylized in TV emissions. The new mass media display the street style of life, as at the same time they transfer its classic character into the homes and establishments. In this respect the anonymous writer of the message “The denim blue jeans moved to the hot-dog” has expressed the dynamics of contemporary city street communication – “the denim blue jeans”, a symbol and dress-code of the city consumer, moved to “the hot-dog” – a symbol of standard consumerism.

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METHODOLOGICAL and SOCIOLINGUISTIC REASONS of “A MINIMUM of BULGARIAN LANGUAGE for FOREIGNERS”

The article deals with analysis of the basic principles observed when the methodology for the establishment of a minimum of language knowledge to be presented as a base of language learning is developed. Thoughts about the problem make us follow the routes which an average foreign citizen takes in Bulgaria. Representative statistic data have been examined and given for this purpose. The social routes defined are organized in a net of projects and social contacts and activities. The points of intersection in this net are a reason to look for lexical and grammatical facts in language which prove crucial in the initial stages of the real communication through the foreign language in the country where it is spoken as native. On the basis of the indicated reasons a corpus of 520 words has been created. The results and dependencies obtained have served as a theoretical model to write a textbook in Bulgarian for absolute beginners-foreigners.

The EUROPEAN IDEA and NATIONAL LANGUAGE

In the article the national language is examined as existential category, which carries the meaning of a respectful guarantee for national belonging of a given territory. Our analysis considers the circumstance, that today, more than ever before, on the old continent the fight is fought for spiritual territories and for attracting more people to them. A review of the historical movements towards changes in both directions has been made in the article – towards the territorial boundaries and towards the spiritual boundaries.

REFORMATION OF NATIONAL LINGUISTIC CONSCIENCE AT THE WAR FRONT

The article presents a unique process of language formation of huge human masses in the unusual conditions of the war front. Hundreds of thousands of Bulgarians have been sent to the Front in the war against Hitler Germany - September 1944 – May 1945. The article presents the efforts of the so called assistant commandants (the ideological apparatus of the BKP) via the newly-created military press to present the new topical style of speaking and to form a prestigious linguistic expression in publicism.

METHODOLOGICAL PROJECTIONS of the ARCHIVAL PUBLICIST TEXT in the PROCESS of FOREIGN LANGUAGE TEACHING

The article deals with the modern methodology of foreign language teaching, where the requirements for an even higher level of language

competence become necessary. The archival publicist text has two basic characteristics, which make it a valuable source of information about the language studied. First, that is the authentic reflection of people's everyday life in a period from the past - their morals, ambitions, dreams that were related to the social environment. Another aspect is the language variety, that is, the learner is presented with moments of the historical development of the language, stages of norm codification and deviations from these language norms. Naturally, the study of archival publicist text requires adequate knowledge of the foreign language.

FEMALE and MALE SPEECH in BULGARIAN LIFESTYLE MAGAZINES

The study covers the whole palette of modern magazines, which appeared on the Bulgarian media market at the end of the 90s of the last century and are popularly called lifestyle magazines. The intended research on their language aims to establish linguistic characteristics, which are to be given in a system. This system is to define male way of talking and female way of talking in journalistic speech. Criteria are selected, according to which various genres of printed texts from magazines are picked and grammar, morphological, lexical and style characteristics are determined through a linguistic statistical analysis. The topical text in the magazine is determined either belonging to the female or to the male way of talking according to the criteria introduced.

HIERARCHY of SOCIAL SPACE in the LANGUAGE of POSTTOTALITARIAN PRESS in BULGARIA

The paper is a summary of the widespread use of qualifiers in Bulgarian journalistic print speech after 1990. An analysis of the systematic use of qualifiers such as *mega*, *super*, *top* as well as an analysis of the extremely popular in the 90s metaphors - "the Mercedes of...", "the champagne of..." and so on have been made. The conclusion in the article reflects the wide and frequent uses of the individual metaphor, as well as the specific way of their connection in a special hierarchy system in the language of publicism.