

Summaries of peer-reviewed publications

Monographs:

1. Надежда Сталянова, Речта в съвременното българско общество, ISBN:978-954-326-413-1, Парадигма, София 2020

The book "Speech in Contemporary Bulgarian Society" is devoted to the dynamic processes in the lexical system of the Bulgarian language. It deals with actual topics such as the introduction of foreign words into speech, as well as the expansion of the semantic volume of familiar and established lexical units. The direct link between the fate of language and social development is touched upon in the texts devoted to politically correct vocabulary and how the idea of neutral speech influences established terminology from various fields and phraseologisms, part of the traditional Bulgarian verbal wealth. Some of the works are on the electoral language in recent years. Particular attention is paid to the relationship between agitation and manipulation in the messages that politicians send. One of the aims of the book is to present the correlation between language and societal development and the topic of linguistic aggression in society.

The chapter "**Language Aggression and Society**" focuses on the dimensions of language aggression among students based on a survey of students from 19 schools in 11 cities in Bulgaria. Emphasis is placed on the dimensions of language aggression among school-age youth, the characteristics of the environment in which we live, types of aggressive behaviour in society, reactions to offensive and aggressive behaviour, etc. The study is not only strictly linguistic, but combines issues from the fields of psychology, pedagogy, sociolinguistics and folk psychology. The proposed classification of insulting words and expressions by semantic groups, which could serve as a starting point for the creation of a typology of insult in the Bulgarian language, is useful.

The chapter "**New Words and Meanings**" focuses on newly introduced and emerging words and meanings in Bulgarian public speech. It explores the newly emerging connotative load of established lexemes as well as new lexical units in political speech.

The chapter "**Language, Speech and Political Correctness**" focuses on the society-speech-language relationship in the dimensions of recommended and unacceptable use of certain lexical units. Here the influence of gender-neutral language on the terminological system of law is examined. Curious cases of translation difficulties arising from divergent perceptions of politically correct vocabulary in the context of different cultures, the impact on linguistic behaviour and politically correct speech habits are highlighted.

The chapter "**Political Speech**" is an expression of the author's long-standing interest in the problematics of political speech, and here the research interest is focused on pre-election speech strategies of persuasion and manipulation, as well as on metaphor in political speech.

The chapter "**Phraseology**" examines the functioning of a number of phraseological units with diverse components in contemporary media speech, noting that the study of

phraseologies in terms of their usage also requires a revision of existing phraseological dictionaries. Questions are raised about the mechanisms of mastering phraseology and idiomatic in the native language. Particular attention is paid to phraseological units with a politically incorrect lexeme component, examining their prevalence and use in media speech and among school-age native speakers. Here, questions are raised about the life of phraseological units in the environment of political correctness (those with an ethnonymic component), the possible ways of proceeding with such phraseologies that are included in existing phraseological dictionaries and in Bulgarian fiction, reaching more global questions about the dynamics of the notion of freedom of speech.

2. Monograph

Nadezhda Stalyanova, Elena Kreytchova, The Power of Public Speech. 221 p. ISBN 978-954-326-312-7., ISBN:978-954-326-312-7, Парадигма, София 2017

The main aim of the monograph is to highlight the essential issues of the trends in the development of public speech, which outline and will determine the development of society.

The chapter "Aggression and Verbal Aggression" raises questions concerning human aggression that have preoccupied mankind for centuries and have been examined from different perspectives - from that of philosophy, psychology, religion. The manifestations of aggression themselves can be expressed verbally, non-verbally, physically or mentally, can be directed at people, objects, animals, etc. The manifestations of aggression in our modern times are examined (and here we are also referring to the new manifestations of aggression, unknown decades ago, which we now frequently encounter in society; they are also a reflection of modern times, of technical progress and the development of information technology, which surrounds us on all sides and manifests itself in every sphere of our lives).

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The signals of speech aggression in public speech are analyzed both from linguistic positions and from the perspective of linguideology and rhetorical analysis. Speech aggressiveness, which is manifested not only by linguistic units associated with rude, cruel, forceful behavior (vulgar words, swearing, simple language and coarse slang), but also to a very strong extent by the speaker's imposition of his own speech (or more generally -

communicative) behavior, refusal of dialogue, inability to listen to the interlocutor, is examined.

The chapter "**Verbal aggression, hate speech and freedom of speech**" is devoted to freedom of speech - the ability to express one's own opinion, thoughts and views, and also tolerance, the ability to allow the existence of a different opinion, which is one of the foundations of a democratic state. From a legal point of view, the right to freedom of expression is seen to conflict primarily with the right to privacy, to personal liberty, to the right to preserve human dignity, honour and reputation, to freedom of thought, conscience and religion, to freedom of association and assembly, to the right of access to information, e.g. to the prohibition of discrimination. A number of normative documents are analysed which enable individual states to restrict freedom of expression and even impose on them the obligation to prevent verbal expressions which constitute incitement to discrimination, hostility or violence.

This chapter also devotes special attention to hate speech as one of the components of so-called hate crimes, i.e. punishable acts motivated by hate. The text makes a distinction between hate speech, speech filled with anger, even unemotional speech or the expression of prejudice through jokes, innuendo, the construction of perceptions and animosity by its very nature. Hate speech can be divided from this perspective into hate speech because of the form of the speech (e.g. insults, contempt) and hate speech in terms of the content of the message.

The chapter "**Society, Public Language, Media**" with its subchapters "Public Sphere and Morality", "Code of Ethics and Media", "Media - Freedom and Responsibility" is devoted to the role of the media in the formation of the modern public sphere and its transformation through the communicative mechanism by which the transformation processes take place. The chapter discusses media self-regulation (through the adoption of a Code of Ethics for the Bulgarian media), i.e. the mechanism for ensuring media freedom. The text briefly presents the history of the establishment of the Code of Ethics of Bulgarian Journalists. It also examines the normative framework of freedom of speech and media.

The chapter "**The Human, the Media and the Virtual Environment**" encompasses the technological and informational innovations that have transformed and continue to radically change all levels of our public sphere and private lives. Here, virtual space and online society, which have their own rules and codes of conduct.

The chapter "**Internet Freedom and Online Hate Speech**" focuses on the issues of where the line is between free speech and hate speech in cyberspace, and the role of the Internet as a medium for the diversity of viewpoints that underpins a pluralistic society.

The chapter "**Expressing Personal Opinion Online - Freedom or Restrictions**" examines the ways in which aggressiveness and hate speech are regulated in public media speech. Here, we focus on the mechanisms that online media implement to limit verbal aggression by readers and users of online media products. This is achieved through the online media policy, which has been made public by analysing the most popular Bulgarian online

news agencies and portals, as well as the online editions of Bulgarian newspapers (dailies and weeklies).

The chapter **"Words and Thoughts in Chains or Free?"** examines political correctness as a way of building principles of communication and verbal behaviour in particular. It traces the history of the idea from the 18th century to the present day, through Marxist-Leninist ideas, with particular emphasis on the 1960s and 1970s and the marking of the boundaries of socially acceptable verbal behaviour in our contemporary societies. It is stressed that everything behind the idea of "political correctness" is far from being perceived unambiguously both by society and by researchers - be they humanities scholars in general, sociologists, political scientists, linguists in particular.

The chapter "Are We Eating Little Negroes (Linguistic Expertise in Two Court Cases)" examines the practical side of the issue of political correctness in the context of two real court cases of the Commission for Protection against Discrimination from 2016, in which the author was called as an expert to give linguistic expertise. Both court cases are related to public language, and from a linguistic point of view they intertwine issues of semantics, etymology, the functioning of a lexeme in context, hate speech, political correctness, human rights in relation to public language.

The chapter "The Power of Language Through the Lens of Hollywood and Linguistics" examines selected linguistic theories as portrayed in the plot of the film First Contact (Arrival), which has 8 Oscar Academy Award nominations in 2016.

Scientific articles grouped into the following thematic areas:

Phraseology (publications № 2.3, 3.2, 3.10)

In the above publications a number of phraseologisms and their functioning in contemporary public speech are studied. The reference lexeme of phraseologisms is often the name of an ethnonym considered non-proper for use in public speech. The texts examine the lexicographical representation of phraseologisms, their actualizations in the media space and the degree of familiarity and semantic recognition. Through surveys, conclusions are drawn about their functioning in the vocabulary of diverse groups of respondents. Phraseologisms are considered as a component of the linguistic picture of the world, reflecting deeply rooted notions of reality.

Public speech (publications 2.5, 2.8, 2.9, 3.11,3.1, 3.8, 3.12)

The publications explore different aspects of public speech - political speech, speech behaviour in virtual space, the functioning of certain linguistic units in the context of politically correct speech and non-discriminatory strategies. The research interest is focused on oral communication among young people, rules of posting in online forums, pre-election

political messages. Special attention in these publications is paid to aggression in speech and its dimensions in diverse contexts of communication. A classification of offensive vocabulary used by Bulgarian students is made. Offensive language is considered as a component of aggressive human behavior. The texts raise questions as to whether this aggression could be prevented by politically correct vocabulary, whether an individual could influence the surrounding hostile environment, etc.

New words and meanings (publications 3.9, 3.14, 3.6)

The publications focus on the semantic scope and connotative load of traditional lexemes in Bulgarian (*project, responsibility, vision*), as well as the expansion of the semantic scope of other lexemes (*expertise*). These texts reflect the dynamics of the processes taking place in the lexical system.

Teaching Bulgarian as a Foreign Language (publications № 2.2, 3.13, 3.15, 3.3, 3.3)

The research attention in these publications is focused on the specifics of language learning in a Slavic environment. Particular attention is paid to the issues of mutual linguistic influences and kinship between languages through the prism of their acquisition. The influence of the first language on the acquisition and later on the use of the second language is considered, as it can be positive, negative and even zero. In some of the articles attention is focused on the practical aspects of the didactic academic process, on lexicographic practice as a component of academic learning.

University textbooks (Bulgarian as a foreign language) (publications № 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7)

The exercise books are aimed at students of Bulgarian, at future and current translators who want to improve their knowledge of Bulgarian, at teachers of Bulgarian as a foreign language as an aid in their work, and at all foreigners who study Bulgarian as a foreign language. The editions contain exercises primarily on vocabulary, semantics, systematic relations in vocabulary, collocations, etc. They are intended for use in academic environments in classes on practical Bulgarian, descriptive grammar of the Bulgarian language and translation seminars, as well as for students of Bulgarian outside the philological university specialisations. 5 of the textbooks have been published abroad. 5 of them are uploaded on the Internet with free access on the pages of university libraries..

Dictionaries (publications 4.1, 4.2, 4.3)

The two volumes of the Dictionary of Linguistic Terms for Students of Slavic Studies represent a first of its kind in the scientific Slavic literature and lexicographical practice in Slavic countries. It is intended for students, lecturers and researchers working in the field of Bulgarian and Slavic studies. The dictionary covers some basic linguistic terms with which students become familiar both at the initial stage of their philological education and, above all, handle in their graduate studies, in their future research work as PhD students and postdocs. The dictionary is also a useful reference for all linguists in the field of comparative Slavic linguistics. The dictionary is trilingual. It contains terms in Bulgarian, Czech and Polish, the source language being Bulgarian.

The four-language thematic dictionary contains 21 semantic units that are directly related to humans and the world around them. The vocabulary presented features a wide range of concepts, subjects and terms.

Other

Publication № 2.1

The article examines the problems faced by traditional scientific journals in the field of humanities in Bulgaria. The article focuses on the journal "Bulgarian Speech", which combines the scientific approach and the search for popular topics. The text deals with the problems faced by the editorial board of the journal nowadays in the context of the requirements for the publications of researchers.

Publication No. 2.6

This article examines the research activities of university academics in direct relation to the visibility, recognition and positioning of the university in important rating systems. The text analyses the codes of publication ethics found on the websites of two universities - the University of St. Kliment Ohridski, Sofia, Bulgaria, and the University of Warsaw, Poland.

Publication No. 2.4

The text deals with the fate of the Serbo-Croatian language, which after the Second World War was officially constituted on the basis of the so-called Novosad Agreement (1954). Its abolition is linked to the dissolution of the Yugoslav Federation (1992). The study focuses on the sociological, historical, political and ideological reasons for the rejection of this glossonym.

Publication No. 2.7

The text explores the preserved archive of Ivan P. Milev, which describes the history and customs of a Bulgarian village - Dobri Partition. It presents his ethnological and historical notes, which provide important information about the traditions, folk customs and rituals, as well as about the institutions established in the village - community centre, church, cooperative.