

Review article

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FORMATION SPECIFICS OF BOSNIAN-HERZEGOVINIAN TRADE AND OTHER TERMINOLOGY – WHERE DO WE USUALLY SHOP: AT THE BAKER'S, AT THE BAKER'S SHOP OR IN A BAKERY?

Abstract

The aim of this paper is to present the formation specifics of Bosnian-Herzegovinian trade and other terminology. Examples for the analysis of suffix derivatives and their different frequency regarding the appearance of parallels with two or three formation affixes that belong to different styles of Croatian language, were taken from database of registered trade, catering and service facilities in the cantons of Federation of Bosnia and Herzegovina with Croatian majority: Herzegovina Neretva Canton, West Herzegovina Canton and Herzeg-Bosnia Canton.

The aim of the paper is to explore how much derivatives, used for naming Bosnian-Herzegovinian trade, catering and service facilities as well as economic societies, are formed in accordance to Croatian standard formation norm and how much they are (in)consistent to that norm. The paper will also give an overview of orthographic inconsistencies of certain compound words in the analyzed name registry. Structure of other names regarding the origin of formation model were also analyzed.

Keywords: word formation; suffixation; trade terminology