

Primljeno: 2015 – 02 – 22

**Doc. dr.sc. Vlasta Kučič**

Filozofski fakultet i Fakultet za turizam Sveučilišta u Mariboru  
Maribor / Brežice, Slovenija / Slovenia

**ALENKA VALH LOPERT: *MED KNJIŽNIM IN NEKNJIŽNIM NA RADIJSKIH VALOVIH V MARIBORU (Between Standard and Non-Standard on Maribor Radio Stations)***

Maribor: Litera Publishing House, 2013, p. 336.

The monograph *MED KNJIŽNIM IN NEKNJIŽNIM NA RADIJSKIH VALOVIH V MARIBORU (Between Standard and Non-Standard on Maribor Radio Stations)* is, in the Slovenian linguistic area, a rare, and therefore especially precious example of a scientific analysis and estimation of the culture of discourse in a selected commercial and public radio station in Maribor. The monograph is a logical and expected upgrade of a prior scientific monograph entitled *KULTURA GOVORA NA RADIJU MARIBOR (The Culture of Spoken Discourse on Radio Maribor, 2005)*, which was carried out in the area of the spoken language culture with an emphasis on the duality of the language norm i.e. non-Standard regional colloquial language (the so-called Maribor urban spoken language variety) and the standard spoken language. The present monograph is 336 pages long, and is, based on the content, divided into three basic chapters: *The Introduction* that presents the subject and aim of the research with expected findings; *The Theoretical part* that presents the social and linguistic aspects of the Slovenian language and defines Maribor's non-Standard regional colloquial language in the aspect of social varieties of language, as well as presents the radio as a media, the genres in media and at both radio stations (Radio Maribor, Radio City) whose programs were used as the spoken material for a linguistic analysis; and the essential part of the monograph, *The Empirical part*, that presents the material, as well as a phonetic, morphological and syntactical analysis, and an analysis of vocabulary as well as the means of the intermediary and influencing role of the text in relation to speakers' gender. The analysis of the material includes findings and comments,

and as a whole the monograph brings key summarized findings with a vast selection of Slovenian and foreign literature.

The theoretical part of the monograph consists of six sub-chapters. The *first sub-chapter* highlights the social aspect of Slovenian language due to the social role of the media; language and speech, language and identity, language and communication and language as prestige. An overview of discourse according to the gender of the speakers is especially interesting. The *second sub-chapter* focuses on the linguistic aspect of Slovenian language from the standpoint of its social varieties; the relationship and relation between Standard and non-Standard Slovenian, between the norm and the everyday discourse from the standpoint of the relation between dialect and non-standard language; discourse is highlighted as a transmitter; the roles of spoken texts are presented; and the meaning of topical speech corpus of Slovene is also highlighted. In the *fourth sub-chapter* the author deals with the radio as a medium (radio and the culture of discourse, radio and environment, the differences between national and commercial radio). The *fifth sub-chapter* focuses on the presentation of media genres with an emphasis on the (still) unresolved genres in the spoken media in comparison to the written media and genres.

Two empirically oriented sub-chapters, which discuss the actual linguistic and media situation, are a well thought out complement to the introductory general theoretical sub-chapter: the *third sub-chapter* provides an overall insight into the research and the research findings of the Maribor non-Standard regional colloquial language as the city discourse, and theoretically and empirically positions it among the Slovene non-Standard regional colloquial languages, which will require more attention from the scientific community of the Slovenian (dialectological) linguistic research, as well as a positioning within the final installation in the linguistic social genre system of the various spoken languages, which were observed not only from the – obligatory – structuralistic aspect, but also from the pragma-linguistic aspect. The *sixth sub-chapter* discusses the analysis of two Maribor radio stations, Radio Maribor and Radio City.

The empirical part of the monograph introduces valuable findings from the program's

analysis as a study sample of the national (Radio Maribor) and commercial radio (Radio City) with 220 minutes of tape-recorded discourse (of prevalent spoken and not read texts), with a tape-recorded day program, with a variety of journalists/presenters/moderators and randomly selected unprofessional callers and studio guests. The material is written in linguistic signs for phonetic transcription of vowels, and the dialectal principle of transcribing is also used in some parts for the exact illustration of vocal varieties. Due to the more relatable linguistic style, the understanding of the written material is a true virtue of the monograph, which brings the strictly scientific work closer to the interested general public (not only to the experts), and finally indicates its necessity of usage in the formal school system, not only in classes teaching Slovene, but also enables a cooperation on the interdisciplinary level.

A more detailed division of the monograph's empiric part brings findings regarding individual linguistic levels. On the *phonetic level*, the results of the comparison of the analysis of the professional speakers discourse on both radio stations indicate that the use of typical elements of Maribor regional colloquial language is found in larger concentration in the spontaneous speech of Radio City compared to Radio Maribor (e.g. long closed *o* for the standard long open *o*, pronunciation of *f* for the voiceless velar *v*, transfer of the stress sign on the first syllable of the word, long open *e* before voiced consonant *r* after closed standard *e*, pronunciation of the phoneme *v* after diphthongal phonemic variation etc.). The results of the analysis indicate a larger amount of the same type of non-standard phonetic deviations by non-professional speakers in spontaneous speech in both radio station programs, but with a larger span in Radio Maribor programs.

The realization of typical morphological features of colloquial language has, within the inflected word class, proved to be most common in adjectives (e.g. the definite form of adjective for the indefinite, demonstrative pronoun *tá* 'this' for expressing definiteness of an adjective, demonstrative pronoun *tóti/tóto* to emphasize definiteness, *kíri* for 'kateri', *kák* for 'kakšen/kakšna/kakšno', *èn/èna/èno* 'this' (reduplication of *tá*) to emphasize

the indefiniteness etc.; out of these, two categories are most commonly used: *èn/èna/èno* 'a/one' to express indefiniteness, and *kàr* for *ki* 'which'). This is present with half of all the professional speakers at Radio City, and is very rare with non-professional speakers. At Radio Maribor however, it is present only with one professional speaker (spontaneous speech) and with two non-professional speakers. This is also present in verb usage (e.g. the use of the colloquial infinitive, which can be heard in almost all professional and non-professional speakers in spontaneous speech at Radio City, but at Radio Maribor this kind of use in professional speakers in spontaneous speech is very rare). The use of function words and the diversity of their (standard and non-standard) use, which is very often overlooked in scientific analysis, must also be emphasized.

*The syntactic analysis* of the materials at the national radio (Radio Maribor) in spontaneous speech shows a predominance of complex stacked sentences, since more time is devoted to dialogues due to more complex topics. The materials at Radio City however, in direct verbalization, show a predominance of single and compound sentences. Embedded clauses, i.e. elliptical sentences, unfinished sentences, pauses, overlapping, ellipsis and repetition of words, collocations, syntactic patterns, self-corrections and non-sentential clarifications are very common (especially at Radio City).

The use of *loan words and stylistically marked words* in spontaneous speech at Radio City and Radio Maribor is more common in non-professional speakers, namely most such words are from German, English, Serbian, Croatian, Czech, French, Proto-Slavic, Vulgar Latin and Italian. The use of this type of vocabulary is very rare at both radio stations when read (reproductive speech).

The review of *idioms* according to the individual speaker shows that professional speakers use idioms more frequently at the commercial radio station than at the national radio station. Something similar is also true for the reproductive speech (reading).

To illustrate the *intermediary and influencing role of the media*, an interesting study was made on the use of particles, and it presents the impact of the colloquial language on the language of the media. With the study, the monograph's author addresses the issue of (not) dealing

with particles in the Slovenian linguistics and emphasizes its importance.

The study of similarities and differences in occurrence of standard or non-standard use of language, *according to the gender of speakers* is extremely interesting, and is also reflected in the language of the media. Women proved to be more cautious, polite, attentive and accurate in expressing themselves; but a traditionally higher tolerance towards men can certainly be seen among the public. Among non-professional speakers, there are very few differences between women and men, but switching between social genres and Standard Slovene is present; professional speakers, however purposely avoid using the Standard Slovene, to have a wider appeal towards the target audience.

The monograph *MED KNJIŽNIM IN NEKNJIŽNIM NA RADIJSKIH VALOVIH V MARIBORU (Between Standard and Non-Standard on Maribor Radio Stations)* presents an important contribution to the field of research of social varieties of Slovenian language and the function

that the Slovenian language has in the media. With her extremely accurate analysis of materials and breakthrough findings, the author systematically compares the Standard language with its everyday use in the media. Furthermore, the monograph is a welcome contribution to the linguistic research of dialect and media as well as to the research in general linguistics in the geographically delimited area. The monograph also provides a direct insight in changing linguistic norms among other geographical areas of the Slovenian linguistic area, following the example of this study. Such research would allow an easier insight into the actual state of use of the spoken language and into the level of awareness of the spoken language culture.

Received: 2014 -12 -17

Assist. Prof. Dr. Melita Zemljak Jontes,

University of Maribor, Faculty of Arts