

Language Reference Book

The Coca-Cola HBC Hrvatska Language Reference Book (Jezični priručnik Coca-Cole HBC Hrvatska) initially conceived as a practical reference book intended for use within the company is nowadays available to everyone at <http://www.prirucnik.hr>. The book was prepared by Lana Hudeček and Maja Matković in collaboration with Igor Čutuk and was printed in May 2011 (2nd edition in February 2012) with 274 pages.



The book and its authors were acknowledged by the *Jezičnik* journal and the "Dr. Ivan Šreter" Foundation for promoting Croatian language culture in 2012.

The reference book has the following chapters:

1. Administrative Functional Style
 2. Influence of English on Croatian
 3. Other Common Deviations from Language Rules
- Dictionary
Appendices

The chapter Administrative Functional Style indicates, among other things, language irregularities in that style. Most of them are also irregularities in other functional styles, including the scientific. For example, it is better to say in Croatia than at the level of Croatia, it is better to say it is crucial than it is of crucial importance, etc. Also noted are numerous

pleonasm, i.e. expressions with unnecessary duplication of the same meaning. For example, often should be said instead of often times, collaboration should be said instead of mutual collaboration, from January to June should be said instead of during the period between January and June, etc.

The chapter Influence of English on Croatian indicates, among other things, which in English ordinal numbers are written without a full stop, so it is often written in the same way in Croatian, where there should be a full stop after an ordinal number. For example, in contents of a book, the number of a section should be 1.5.1. instead of 1.5.1, i.e. in Croatian there should be a full stop after the final digit. Furthermore, in Croatian texts and especially translations, one can often find the passive construction by, but active constructions should be considered instead. For example external experts conducted a research instead of research conducted by external experts.

The chapter Common Deviations from Language Rules advises that smaller or round numbers be written, e.g. the work is going to take more than ten minutes. Furthermore, foreign names in Croatian should follow a declension. Suffixes are often erroneously written with a dash.

A very useful part of this reference book is a dictionary with 118 pages with about 2000 entries. Words, expressions or abbreviations related to a language issue are located on the left side and advice about solving problems is located on the right side. Considering numerous English expressions are used in Croatian, those English expressions are located on the left side, while Croatian expressions are located on the right side. Some of those English terms include: case



u
genitivu
se dodaje
navesak

-a
lijepoga

u
dativu
se dodaje
navesak

-u
lijepomu

Kada se
pokrata u tek-
stu spominje
prvi put, u za-
gradama uz
nju treba ispi-
sati puni naziv
ili ime, npr.:

H.P. Hrvatska (druga posljedica)

od 2000
2000. – 2
2000 – 20
od 2000
2000. –

study, check-point, cost-benefit analysis, crisis management, data mining, disaster relief, download, downsizing, due diligence, e-mail, gadget, hot spot, impeachment, non paper, open tendering, screening, shareware and turnover.

Although this reference book and dictionary are primarily intended for professionals in marketing, economy, management, communicology and informatics, it could be very useful to experts in other fields, including geodesists and cartographers.

Due to significant development of all professions, including geodesy, geoinformatics and cartography, there have been an increasing number of new terms. Therefore, experts are hard pressed to know all terms in their profession, let alone those from related professions they are interested in. The other problems are that new terms are often not created systematically, when an author indicates an unknown term or a term not used in Croatian before. Authors create a new term according to their knowledge and opinion an often take the easy way, taking an existing foreign word even when it is not necessary. A good example of this is true ortofoto. Do we know which language it is? Graduate engineers of geodesy often forget the little knowledge they learned during elementary and high school and did not have time to refresh their knowledge afterwards. Therefore, the Faculty of Geodesy of the University of Zagreb offers all interested parties improvement called Croatian in Geodesy and Geoinformatics. It consists of a lecture and a workshop. Based on many years of experience of reading numerous student seminar and diploma theses, master's theses and doctoral dissertations, as well as scientific and professional papers, the lecture reminds of some basic rules about writing capital letters, order of words in a sentence, using abbreviations, etc. The workshop first tests existing knowledge and new knowledge at the end.

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(opoziv), non paper (neformalni dokument), open tendering (javno nadmetanje), screening (analitički pregled), shareware (privremeno besplatna programska podrška), turnover (ponovno punjenje).

Iako je ovaj Priručnik i Rječnik, kao njegov sastavni dio, namijenjen prvenstveno stručnjacima iz područja marketinga, ekonomije, menadžmenta, komunikologije i informatike, vrlo je koristan i stručnjacima drugih struka pa i geodetima i kartografima.

Zbog snažnog razvoja svih struka, pa time i geodezije, geoinformatike i kartografije, znatno raste i broj stručnih naziva. Zbog toga i stručnjaci teško mogu poznavati sve nazive iz šireg područja svoje struke, a još manje iz susjednih i drugih struka koje ih zanimaju. Drugi je problem u tome što novi nazivi nastaju najčešće neplanski, onda kad se prvi put pojavi potreba da autor označi pojam za koji se dotad nije znalo ili se bar o njemu nije pisalo na hrvatskom jeziku. Oni načine nov naziv po svojem znanju i mišljenju ili često idu lakšim putem, preuzimajući već gotovu stranu riječi i onda kad to nije potrebno. Lijepi primjer je true ortofoto. Znamo li na kojem je to jeziku? Diplomirani inženjeri geodezije često zaboravljaju i ono malo znanja iz pravopisa i gramatike hrvatskoga jezika što su učili u osnovnoj i srednjoj školi, a kasnije nisu imali vremena da to znanje obnove. Stoga se u sklopu stručnog usavršavanja na Geodetskom fakultetu Sveučilišta u Zagrebu svima zainteresiranima nudi usavršavanje na temu Hrvatski jezik u geodeziji i geoinformatici. Ono se sastoji od predavanja i radionice. Na temelju višegodišnjeg iskustva prikupljenoga čitanjem velikog broja studentskih seminarskih i diplomskih radova, magisterija i doktorskih disertacija te znanstvenih i stručnih članaka na predavanju se slušatelji podsjećaju na neka osnovna pravila o pisanju velikog i malog početnog slova, o redosljedu riječi u rečenici, o upotrebi kratica i sl. Na radionici se najprije provjerava postojeće, a na kraju novousvojeno znanje.

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