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A New State – a New Language Policy

Language is the most important human achievement, enabling functioning of society at its many levels. It enables communication between individuals from the same language group and builds their linguistic reality. Like all other properties of political societies, language has to be regulated and normed. This was always the realm of states or leading elites that tried to organize governments at certain territories. Language was often used to achieve a strong national homogeneity through feeling of belonging, or identification with the language. More organized processes of language planning and language politics appear with the establishment of nation states in the 19th century. In modern times the role of the state was taken over by public

media, including daily newspapers that influence the formation of public language.

In this paper we analyze the lexical forms of daily papers in order to notice and register certain changes that Croatian language experienced in the period of 15 years since the formation of the modern Croatian state in 1991.

Keywords: language policy, language planning, Croatian standard language, media style