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The Features of the Macedonian Standard Language in the Journalistic Sub Style (Columns)

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Abstract

The main function of the language is to serve as the most sophisticated means for mutual understanding among people. It is a phenomenon tightly connected with the society and the culture. As they grow, develop and change, the language also changes in order to satisfy the need of its speakers. The language culture is, in fact, part of every individual's common culture. It refers to the correct use and implementation of the standard language norm in every sphere of one's living and functioning, including the articles in the journalistic sub style which should keep and promote this norm. Thus, the aim of the paper is to present the features of the Macedonian standard language in the newspaper columns, and determine whether the language used in them deviates from the already established language features of the journalistic sub style and from the language norm as well. The research has a qualitative paradigm and descriptive design. The sample consists of columns that are published in the Republic of North Macedonia. Analysis, synthesis and comparison are the methods used for processing the data and gaining conclusions. The research reveals that the language features and the deviations from the norm in the columns are identical to the ones already determined in the previous researches of the journalistic sub style. In the same time, the research shows the

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new language features and deviations from the norm in almost every language area (phonology, morphology, syntax, and lexicology).

Keywords: *Macedonian language, features, deviations, columns.*

Introduction

Language is a phenomenon which should be permanently taken care of in order to keep one's identity and to provide its correct use in every sphere of human living and functioning. Thus, care for the language is a task for everyone, and not only for the people who are professionally engaged in its study. The newspapers, especially the electronic ones, are available to almost everyone, i.e. to readers who have different ages, professional, social and cultural backgrounds. That is why the newspapers are obliged to keep and preserve the language norm, contributing to its affirmation, and to its correct use. This implies that the writers of newspaper texts should have a deep knowledge of the Macedonian language norm, and shape their texts according to this norm. This way they assist in having an equally written practice, because the incorrect use of the norm can have an impact on the readers, who can easily adopt these incorrect solutions as correct ones and continue to use them in their further written practice, which means that preference would be given to wrong language characteristics.

The case of the columns. According to Minova-Gjurkova (2003, pp. 277-279), columns belong to the analytical class, together with comments, reviews, polemics etc. Mladenoski (2015), understands columns as a specific journalistic and belletristic genre in which the author periodically (most often once a week, on the same page, in the same journal) exposes his thoughts (attitudes, ideas, suggestions, etc.) for a relevant and significant topic. He adds that columns are written in the first

person singular and that they have ironic and satiric nuances. Regarding the etymology of the term, Mladenoski points out to its Latin root and determines that the column is a pillar of the press. Further, Mladenoski says that a columnist is a witty person and has a specific style and expression which adds to the attractiveness of the column. Furthermore, it is worth mentioning that the columnist does not express the attitudes of the journal's politics; rather he expresses his own view on the subject. Gerovski (1998), analyses the young journalist's texts and concludes that they have problems with grammar, mostly with syntax, lexis and stylistics. He does not analyze the language of columns; rather he gives further direction for the journalists to improve their skills for writing newspaper articles. Gerovski's claim (2005, 2009), which stresses out that the deviation from the language rules should be done unconsciously or on purpose and that the deviations should not be a result of not knowing the language norm is very significant. What is most important is Gruevski's notion (2013) that the column is published as it has been written by the author without the intervention of the editor. Hence, the question arises, if the editor does not intervene in the column's content, shall the proof-reader intervene in the language used in it, bearing in mind that many columns contain inappropriate, vulgar and offensive words in order to be more persuasive, and that wittiness, cleverness, nimbleness, discernment and sarcasm can be achieved using other words. The paper takes the stand that columnists should take in consideration that the language they use should be in accordance with the Macedonian language norm and that proof-readers should intervene in the language used in the columns.

Previous research in the field

It should be stressed out that, so far, there are no articles, which examine the use of the Macedonian language in the journalistic columns. Yet, there are many studies which deal with the characteristic of the journalistic sub style on many language levels, and which are directly connected with this research. In Macedonian linguistics, the stylistic researches of the journalistic sub style started with Minova-Gjurkova (2003). She points out many language features: **a)** On the lexical level: new words in politics, economy, science, culture, etc., connected with the actual period: *partiski pluralizam* [party pluralism], *pravna drzhava* [state of law], *pres-konferencija* [press conference], *implementacija* [implementation], *suverenitet* [sovereignty]; international words, which, according to her, should be replaced with domestic words; words directly taken from the English language: *lider* [leader], *konsenzus* [consensus]; noun groups that are not appropriate for the Macedonian language system: *lobi grupi* [lobby groups], *ketering uslugi* [catering services], *shelter centar* [shelter center]; new meaning of the international words that have already been accepted in the Macedonian language as a result of the influence of the English language: *asocijacija za zdruzhenie* [association as a bogy, club, union]; many cliché words; phraseological expressions (their modified versions, translated directly from the Serbian and English language); many words from the conversational style, jargon and slang words; **b)** On the morphological level: use of all verb forms; use of the passive; **c)** On the word formation level: productivity of certain suffixes; international prefixes and suffixes; compound and semi compound adjectives; **d)** On the syntactic level: developed noun phrases; analytical predicate: *izrazi nadezh* [to express hope], *prezeme chekori* [to take steps]; various types of simple and compound sentences; rhetorical questions. Since then, many Macedonian linguists continue the

stylistic researches of the journalistic sub style, which includes: deviations from the Macedonian language norm in many language segments, such as: the orthography of the capital/small letter, using the Cyrillic and the Latin letter in the same sentence (Miovska, 2000; Pandeva, 2011; Gjurkova, 2006; Janusheva, Dimitrievska, 2014); the deviations from the orthography of various orthographic and punctuation marks (Tanturovska, 2010; Jurukovska, 2016; Dimovska, 2017; Janusheva, Jurukovska, 2017); the order of the words, the presence of international words, the incorrect interchange of some words due to not knowing their real meaning, the presence of acronyms, the presence of phraseological expressions taken from the conversational sub style (Mitkovska, 2011; Janusheva, 2015; Janusheva, Shashko, 2015; Janusheva, 2016; Janusheva, 2018a; Janusheva, 2018b).

Methodology of the research

This research exploits a qualitative paradigm and a descriptive design. The population consists of columns from various electronic media, and the sample consists of 10 randomly chosen columns. The columns have been read and analyzed bearing in mind their language features and the deviations from the norm, and compared with the features and deviations that have already been established in the previous researches in the field. In the same time, the paper stresses out the new features and the new deviations from the language norm.

Results and discussion

The results indicate that the columns are generally written with respect to the Macedonian standard language norm. However, the analyzed material shows that there are many language

features and deviations from the language norm in the columns which are in accordance with the ones already established in previous researches, as well as many new features and deviations that have not been registered yet.

Orthography – **a)** Using both, the Cyrillic and the Latin letters in the same sentence: *на новидок е бран на politainment* [there is a sign of politainment]; *политички infotainment* [political infotainment]; *сатиричен квиз “Have I Got News for you”* [satiric quiz “Have I Got News for you”]; *Боно од U2* [Bono from U2]; *раскажување приказни (storytelling)* [storytelling]; **b)** Incorrectly written words: *percepira* instead of *percipira* [to comprehend]; *se dodeka* instead of *sè dodeka* [until]; *se ushte* instead of *sè ushte* [still]; *dilirium* instead of *delirium* [delirium]; *uchilishen* instead of *uchilishthen* [school]; *chestta* instead of *chesta* [honor]; *observirale* instead of *opservirale* [to observe]; *ne* instead of *nè* [us]; *i tn.* instead of *itn.* [and so on]; **c)** Incorrectly written words with a capital letter: *Dobro utro* instead of *dobro utro* [good morning]; *Svetska Banka* instead of *Svetska banka* [World bank] and with a small letter: *European union* instead of *European Union*; *republikata* instead of *Republikata* [The Republic]. These findings are in correlation with the previous researches of Miovska (2000), Pandeva (2011), Gjurkova (2006), Janusheva, Dimitrievska (2014); Further, **d)** Incorrectly written compound nouns without hyphen: *shoumen* [show man], *fesjbuk profil* [Face book profile], *boks mech* [box fighting], *blanko paragoni* [blank paragon], *internet prostor* [internet space], *internet komunikaciite* [the internet communication]; **e)** Incorrect use of some orthographic and punctuation marks: **e1)** Incorrect use of the hyphen and dash: *televizija so nacionalna frekvencija - Pink* [television with national frequency - Pink]; omission of the hyphen in double surnames: *Kolinda Grabar Kitarovikj*; the relation *od – do* [from – to] is given with hyphen without margins: *100-200 godini* [100-200 years]; *10-20 godini* [10-20

years]; *vospitno – obrazovniot sistem* [educational system] – where the hyphen without margins from both sides should be used; „ ...“! = the quotation marks should be written after the exclamation mark; **e2)** The names of televisions, pop groups, and newspapers are not given in quotation marks: *Happy*; *U2*; *Sky News*; **e3)** Wrong symbol for the quotation marks; **f)** Acronyms: *VMRO*, *VMRO-DPMNE*, *SAD* [USA], *BDP* [GDP], *SJO* [Special public prosecution]; *NATO*; *EU*; These findings are in accordance with the previous researches (Tanturovska, 2010; Jurukovska, 2016; Dimovska, 2017; Janusheva, Jurukovska, 2017; Janusheva, 2018b).

The results show that there are several language features and deviations from the language norm in the columns, that have not been determined yet: **a)** Incorrect use of some orthographic and punctuation marks: **a1)** Use of the full stop without margins in numbers: 350.000, 60.000 instead of 350 000, 60 000; **a2)** Use of the full stop in the name of the country R. Makedonija instead of R Makedonija [R Macedonia]; **a2)** Omission of the comma before *odnosno* [i.e.]; before *kako shto se* [such as]; the conjunction *ne samo shto... tuku i* [not only... but] is wrongly separated with comma; **a3)** No space between the number and the sign for percentage: 45% instead of 45 %; **a4)** „ ...“ . = In citation, the closed quotation marks should be written after the full stop. Regarding the double quotation marks, it is noticeable that many words are given in quotation marks (though according to the Orthography they should not) in order for the author to stress something that he thinks is relevant. The double quotation marks are often used to express irony or opposition; **a5)** Various words are given in brackets with a question mark or exclamation mark to express wonder, astonishment, surprise, disapproval, indignation etc.; **a6)** The foreign names mentioned in **4.1.**, **e2**, are not transcribed though it is a text in Macedonian language.

Morphology – a) Use of all verb forms and passive, which is in accordance with the research of Minova-Gjurkova (2003). A new feature that is not mentioned in the previous research: **a)** plural forms of nouns which should be used in singular: *prava i slobodi* [rights and freedoms].

Word formation: a) Semi compound words made up of an English language acronym and a Macedonian noun: *HR politikite* meaning *Human Resources politikite* [HR politics] which sound strange and are not in the spirit of the Macedonian language and which, if accepted, should be written with a hyphen; **b)** Deviations from the word formation rules: *konjichki trki* instead of *konjski trki* [horse rise], i.e. the derived word *konjichki* is taken from the Serbian language. These are new findings and they prove that mistakes are made even in the word formation level.

Lexicology – a) Use of many English words given with Latin letters: *politainment, Happy, storytelling*, as well as with Cyrillic letter: *shoumen* [show men], *targetiraat* [to target], *fanovi* [fans], *imidz* [image], *tajkun* [tycoon], *lider* [lider], *trend* [trend], *pedigre* [pedigree], *flertuvashе* [to flirt], *mitinzi* [meetings], *biznismen* [businessman], *samit* [summit], *lideri* [leaders], *startna* [starting], *aura* [aura], *link* [link], *frilenser* [freelancer], *bombastichni* [bombastic]; **b)** International words: *politika* [politics], *akter* [actor], *zhongler* [juggler], *komichar* [comedian], *ideologii* [ideologies], *diskutira* [to discuss], *kritikuva* [to criticize], *matrica* [matrix], *logika* [logic], *publicitet* [publicity], *komunukaciski* [communicative], *tehnologija* [tehnology], *debata* [debate], *personalizacija* [personalization], *poeni* [points], *pioneri* [pioneers], *parlament* [parliament], *neologizmot* [the neologism], *manipulira* [to manipulate], *promocija* [promotion], *analiziraat* [to analyze], *spektakl* [spectacle], *legitimen* [legitimate], *mentalitet* [mentality], *transformacija* [transformation], *restrikcija*

[restriction], *normi* [norms], *monstrum* [monstrume], *tretman* [treatment], *kriza* [crises], *klima* [climate], *nonshalantnost* [nonchalance], *urgentnosta* [urgent], *drastichni* [drastic], *generacii* [generations], *reformi* [reforms], *kompromitira* [to compromise], *institucija* [institution], *korupcija* [corruption], *opskurni* [obscure], *konstrukcii* [constructions], *famoznata* [famous], *oficijalna* [official], *frustriran* [frustrate], *koalicija* [coalition], *satisfakcija* [satisfaction], *solidarnost* [solidarity], *unikaten* [unique], *integritet* [integrity], *kompetentni* [competent], *pluralizam* [pluralism], *demokratijata* [the democracy], *senzitivni* [sensitive], *koncept* [concept], *perspektiva* [perspective], *komponenta* [component], *argumenti* [arguments], *konflikt* [conflict], *konstruktivni* [constructive], *praktikovanje* [practicing], *participacija* [participation], *fenomen* [phenomenon], *akuten* [acute], *filter* [filter], *kodeks* [codex], *sfera* [sphere], *kontaminira* [to contaminate], *monitor* [monitor], *haos* [chaos], *kredibilitet* [credibility], *intervencija* [intervention], *fokusira* [to focus]. The international character of these words is proven by the Belchev's Dictionary (2002). These international words are taken from Latin or Greek and they are present in various modern languages. Their presence in the columns indicates that the columnists do not follow Minova-Gjurkova's recommendation, i.e. replacement of the international words with domestic ones. Janusheva's research (2015) clearly shows that not every international word can be replaced with a domestic one, and this happens for many reasons, for example, the international word can have a wider meaning than the domestic one. Thus, if a domestic word is use instead, the real meaning can be lost, or simply there can be no domestic words for certain international words. However, the research shows that many international words can be replaced with domestic ones. For instance, the word *promocija* [promotion] in the given context can be replaced with the domestic word *unapreduvanje*

[upgrading]; **c**) Incorrect use of *negov*, *nejzin*, *nivni* [his, her, their] instead of *svoj/a/e//i* [his own, her own, their own]: *izjavi na smetka na negovite politichki rivali* instead of *na svoite* [proclamations about his political rival]; *postojano gi navodnuvaat nivnite dvorovi, gradini* instead of *svoite* [constantly watering their yards, gardens] = supposing that someone else's garden are being watered; *aktivni gragjani svesni za nivnite prava, oborski* instead of *za svoite* [active citizens conscious of their rights, obligations]; *vlada koja se fokusira na zdravjeto i ekonomskiot prosperitet na nejzinite gragjani* instead of *na svoite* [government focused on the wellbeing and prosperity of her citizen]; **d**) Words taken directly from the Serbian language: *poshto* instead of *bidejkji* [because]; *meta* instead of *cel* [target]; *beskichmenite* instead of *bezrbetnite* [without spine]; *spodoba* instead of *chudovishte* [monster]; *vnedri* instead of *vgnezdi* [to nest]; *prilagoduvanje* instead of *prisposobuvanje* [adjustment]; **e**) Phraseological expressions from the conversational style: *za vek i vekov* instead of *zasekogash* [forever and ever]; *pagja na pamet* [to occur]; **f**) Not knowing the meaning of *po* [after] and *posle* [afterwards]: *posle 1945* instead of *po 1945*. These results are in correlation with the research of Minova-Gjurkova (2003), Gjurkova (2006), Janusheva (2015), Janusheva, Shashko (2015), and Janusheva (2016).

There are several new features in the lexicology: **a**) New words or coinages (neologisms): *zabavizacija* > *navleguvanje na zabava vo politikata* - *politainment* > the entertainment enters the politics; *infozabaovuvanje* [infotainment]; *berluskonizacija* [berluskonization]; *milenijalci* > *generacija izrasnata so tehnologijata* - *milenials* > generation raised with the technology; **b**) Words used in the spontaneous communication, i.e. in the conversational style (everyday communication): *aramija* instead of *kradec* [steeler]; *dushmani* instead of *neprijateli* [enemies]; *lapash* instead of *zarabotuva* [to earn]; *bajrakot* instead

of *znameto* [the flag]; *tefteri* instead of *tetratki* [books], *badijala* instead of *e beskorisno* [it's useless]; *muabet* instead of *razgovor* [conversation]; *komshija* instead of *sosed* [neighbour]; **c)** Word plays: *izgrej Zoran na spodobata* [may Zoran (the prime minister) of the ugliness rise, instead of *izgrej zoro na slobodata* [may the dawn of the freedom rise]. It is well known that the dawn presents liberty, freedom, wellbeing, birth of something new etc. However, here, the name of the prime minister is used as a synonym for dawn and the word *spodoba* [ugliness] is used instead of the word *sloboda* [freedom]. It is clear that the author suggests that government implements wrong politics which have negative impact on Macedonian citizens.

Syntax - a) Regarding the syntactic features, it is obvious that there are various simple and compound sentences as well as rhetorical questions present in the columns, which is confirmed with the research of Minova-Gjurkova (2003): *Dali znaesh...?* [Do you know...?]; *Dali go pravish toa...?* [Do you do that...?]; *Trka? Za kakva trka stanuva zbor? Eficacnost za shto? Za trupanje...?* [Race? What kind of race? Efficacy for what? For gaining...?]; *Dali navistina umeeme da gi cenime demokratijata, parvednosta...?* [Do we really appreciate democracy, impartiality...?]; *Kolku sme otvoreni i senzitivni...?* [How much open and sensitive are we...?]; *Kolkavo e nasheto znaenje...?* [How big our knowledge is...?]; *Nauchivme li...?* [Did we learn...?]; *Imame li gragjanska svest...?* [Do we have civic conscious...?]; **b)** Use of the conjunction *zashto* [therefore] instead of a question word *why*: *zashto vaka vozi* [therefore he drives that way instead of why he drives this way]; and question word instead of conjunction: *...zoshto go nemate...?* [why you do not have...] instead of *zashto* [because you do not have...]; **c)** Use of *istite* [the same] instead of *niv* [them]: *...da se vklopi vo normite i da funkcionira spored istite* [...to fit into the norm and to function according to the same]; **d)** The word

order is not in the spirit of the Macedonian language: *1TV* instead of *TV 1*; *PM10 chestichkite* instead of *chestichkite PM 10* [*PM 10 particles*]; *bilo koj* instead of *koj bilo* (whoever); **e** The conjunctions should be as close as possible to the predicate, which is not taken into consideration: *Shto vo izminatit... period osoznaome za...?* [What in the past period have we learn for...?] instead of *Shto osoznaome vo izminatiov period za...?* [What have we learn in the last period for...?]; These findings are in accordance with the research of Minova-Gjurkova (2003), Mitkovska (2011) and Janusheva (2018b).

However, there are many others features which are not being stressed out: **a**) Incongruence between the parts of the sentence: *...genetskiot kod, negoviot nachin i negoviot sistem në dovede do ovaa...* instead of *dovedoa* in plural form [...the genetic code, its way and its system brings us to this...]; *...i go pravat na svojot narod* instead of *mu* [...do to its people]; *i go pravite na Makedonija i na makedonskiot narod* instead of *im*; *Miminalnata upotreba... i obnovlivite izvori... go ogranichuva...* instead of *ogranichuvaat* in plural [The minimal use... and the renewable sources... limit...]; **b**) Though rare, there are many unclear sentences: *Pottiknuvanje na javnosta za prichinite i nivnoto vlijanie mozhe da dovede do ublazuvanje na rizicite preku nivnite napori kon drzhavnite strukturi* [Encouragement of the public for the reasons and their impact may lead to mollifying of the risks through their efforts toward the state structures]; *Golem del od vlijanieto vrz zdravjeto mozhe da se najde vo Skopje* [A large part of the impact on the health could be found in Skopje]; *Isto taka, programite se otsutni vo stimulanje* [Also, the programs are absent in stimulating]

Conclusion

The research points out that regarding the language features and the deviations from the language norm, the columns show the same features and deviations that have already been established in the previous researches connected with the journalistic sub style. However, the research indicates some new language features of the columns, which are purposely used in order to bring a column closer to the people, and make it more attractive and desirable for reading. Further, several new deviations from the norm in every language sphere are noticed. In this sense, this article appeals to the columnists to take into consideration the Orthography and Grammar of Macedonian language when writing their columns. This way they will contribute to the preservation of the language norm. The role of the proof-reader should be stressed as well, i.e. the language used in the columns should be proofread.

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