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CHANGES IN THE TOP-DOWN LINGUISTIC LANDSCAPE UNDER THE INFLUENCE OF IDEOLOGY – USING THE EXAMPLE OF BANSKÁ BYSTRICA URBANONYMY¹

This paper analyses how ideology influenced the linguistic landscape in Banská Bystrica, specifically in terms of the diachronic development of the Banská Bystrica urbanonyms in the broader city centre from historical times until the 1990s. During the investigated period, multiple political regimes took turns in generating pressure to change the names of streets and squares from the position of power. Ideological pressure was at work during the period of Austria-Hungary, after the First Czechoslovak Republic was established in 1918, during the Slovak State period (WWII), after the Communist putsch of 1948 and the totalitarian period that followed and lasted until 1989, and even after the democratic changes took place.

1. Introduction

This paper focuses on the social and political changes that took place in Banská Bystrica and their reflection on the linguistic landscape, specifically in the context of the diachronic development of the Banská Bystrica urbanonymy as part of the linguistic landscape. Besides the proprial aspects, the social and political context, including the ideology of the political structures, all require attention because they created pressure on the semantic form of urbanonyms as well as the selection of dedicatory names. The researched period extends from the first mentions of Banská Bystrica to the contemporary times, i.e. the major

¹ The paper is a partial outcome of the APVV-18-0115 Jazyk v meste – dokumentovanie multimodálnej semiosféry jazykovej krajiny na Slovensku a z komparatívnej perspektívy/Language in the City – Documenting the Multimodal Semiosphere of Linguistic Landscapes in Slovakia and in a Comparative Perspective project.

changes that took place in the 1990s. The broader centre of the Banská Bystrica city is researched and the following streets and squares are analysed: streets – Dolná, Horná Strieborná, Dolná Strieborná, Krížna, Lazovná, Bakoss, Národná, Kuzmány, Kapitulská, J. Cikker, Horná, and Skutecký; squares – Slovak National Uprising Square and Moyzes Square.

2. Definition of the term linguistic landscape

Rodrigue Landry and Richard Bourhis defined the term linguistic landscape (LL) and its semantic characteristics as “the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings.” (Landry and Bourhis 1997: 25). In Slovak linguistics, Lucia Satinská (2014: 158) defined LL as “a visual representation of language in the public space”, claiming that “it includes all signs regardless of their origin.” She understands the linguistic landscape as a dynamic entity created by institutions or individuals. On the other hand, linguistic landscape affects passers-by upon perception. She analyses e.g. company names, shops, and signs on walls in terms of the intended recipient and possible interpretations.

J. Bauko has investigated the linguistic landscape in the bilingual Slovak-Hungarian area of Komárno while Istók and Tóth (2020) researched the linguistic environment of Komárno (SK) and Komárom (HU). Theoretical questions of Banská Bystrica urbanonyms were elaborated by P. Jesenská (2020). However, J. Bauko (2019) understands the linguistic landscape in a broader sense, claiming that besides verbal (written) text, it comprises extralingual elements as well. Instead of the term linguistic landscape, he uses the term *proprial-semiotic image* of the landscape defined as “proper names (especially anthroponyms, toponyms, and chrematonyms) found on name plates, signs in public spaces and other places (e.g. posters, buildings, gravestones, graduate photographs) including extralingual signs (photographs, sculptures, emblems, drawings) referring to proper names” (Bauko 2019: 138). Therefore, taking into account both the *proprial* and *appellative* elements of the landscape, a *lexical-semiotic image* of a landscape should be considered. This example also demonstrates multidimensionality of LL and the fact that it is perceived differently in onomastics, sociolinguistics, psycholinguistics, sociology, etc.

3. Urbanonyms and ideology

Urbanonyms and signs with the street or square names belong to the group of top-down signs. Power structures have been turning them into tools of ideological pressure since early times to demonstrate their power and ideologically influence

people present in their respective social spaces. According to J. David and P. Mácha (2012: 30), it has to do with the effort to “control the territory and centralise state administration”. Urbanonyms (particularly those aiming for honorification) belong among the most dynamically developing toponyms, and are affected by the changing political regimes (see Odaloš 1994; 1996; David and Mácha 2012; or more recent research by Křížová, Martínek et al. 2017; Ptáčníková 2019; 2021 and others). The dynamics of these changes can be demonstrated in the way the names of streets and squares located in the broader centre of the city of Banská Bystrica kept changing during the researched period (mostly 20th century). This study focuses on 13 streets and 2 squares, as can be seen in Fig. 1.

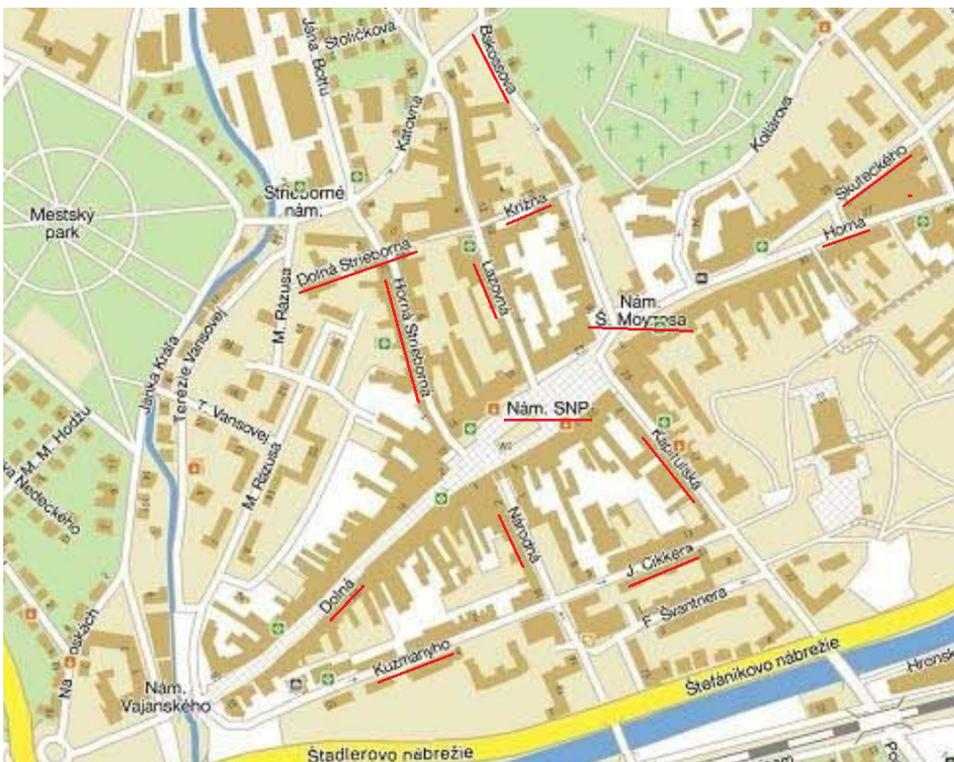


Figure 1. The area of the centre of Banská Bystrica with analysed urbanonyms

4. Diachronic changes in urbanonyms

The original settlement located in the territory of Banská Bystrica was originally founded by ethnic Slovaks. After Tatarian raids, German colonists arrived. They started mining precious metals and the original settlement kept developing and gaining prestige. In 1255, it was granted town rights by the Hungarian king

Béla IV. German miners were experts in the field and this ethnic group occupied prominent positions in the town administration as well.

4.1. The period after 1525

Streets, squares and other public spaces located in the emerging city centre were named in German, however, without ideological influence. Urbanonyms were formed by proprialisation of German appellatives (e.g. *der Ring* > *Ring*), others were motivated by location, street direction, or the services provided – today’s Slovak National Uprising Square was referred to as *Ring* in 1525–1526. Today’s Moyses Square was referred to simply as *dy Kirchen*, which translates as *Between churches* (Church of the Assumption of the Virgin Mary, also referred to as the German Church, and the Church of the Holy Cross or the Slovak Church). The Dolná Street² leading to the central square had two names used interchangeably. *Untere Gasse* was motivated by its location (*dolná* translates as *lower*), and the *Spital Gasse* referred to the hospital found there. Horná Street was called *Obere Gasse* and today’s Lazovná Street was called *Bader Gasse* (*der Bader* translates as *bath house worker providing barbering and medical services*). Horná Strieborná Street also used to have two parallel names motivated by two different things – *Silber gasse* and *Vicus Mallei*. According to Baláž (2003: 8), “the name Hámorná (*Vicus Mallei* meaning *iron mill*) only occurs in the tax registers of 1542 and refers to Strieborná Street. In the 18th century when the first houses were built around the New Bastion, Strieborná Street divided into Horná Strieborná (*Obere Silber Gasse* meaning *upper silver*) and Dolná Strieborná (*Untere Silber Gasse* meaning *lower silver*) Streets.” *Nová Street*³ (*Neue Gasse* meaning *new*) no longer exists. Kapitulská Street (according to Baláž 2003: 8) was referred to as *Granner Gasse* (*Hron River Street*)⁴ or *Grangassen auf der Wag* (*Hron River Street behind the Weighing House*). However, the once dominating German element continued to influence the Banská Bystrica urbanonymy. In 1589, the central square was still referred to as *Ring* and the following streets can be found in the historical documents *Untere Gasse*, *Obere Gasse*, *Granner Gasse*, *Bader gasse*, *Obere Silber gasse*, *Untere Silber gasse*, *Neue Gasse*. Today’s Bakoss Street was built at the time and called *Pfarrhof Gasse* (*Parish Street*). Other streets

² Both Dolná and Horná Streets are named according to their position with respect to the Slovak National Uprising Square, which slopes down towards South-West, i.e. Dolná Street descends from the Square while Horná Street ascends from it.

³ New Street ceased to exist when the Monument of the Slovak National Uprising was built in 1966–1967. During construction, a part of Kapitulská Street and the whole of *Nová* and *Másiarska Streets* were removed.

⁴ The name is motivated by the location; the street leads from the Square to the Hron River. The other alternative refers to the weighing house in which goods were weighed to calculate the toll.

investigated in this research are not referred to in the historic documents or did not exist in 1589.

4.2. The period between 1896 and 1918

Ideological pressure on the Banská Bystrica urbanonymy starts during the Austro-Hungarian Empire after the Austro-Hungarian Compromise of 1867. The street renaming trend in Budapest later reached other Hungarian cities: “after the hierarchy of political power was restructured in the country in 1867, three types of urbanonyms can be observed in Budapest: 1/ names of figures related to pagan and Christian traditions; 2/ names of the Habsburg Dynasty members; 3/ names of important Hungarian figures (e.g. national heroes from the estates revolt and revolutionary battles of 1848–1849, regional figures)” (Kurhajcová 2012: 114). In 1896–1918 period, the central square in Banská Bystrica (Slovak National Uprising Square) was named *Béla Király tér* after the Hungarian King Béla IV who granted the town its rights. During that period the official names, including urbanonyms, were Hungarian. Dolná Street was called *Kossuth Lajos utca* to honour the Hungarian politician who led the Hungarian Revolution of 1848–1849 and fought for ethnic purity and independence of the Kingdom of Hungary from Austria. Today’s Kapitulská Street was called *Wesselényi Ferencz utca* to honour another figure fighting in the Anti-Habsburg Revolt. The parallel street (today’s Národná Street which also leads from the Square to the Hron River) was initially called *Gr. Serényi utca* after Count Serényi⁵, the Minister of Agriculture in the Hungarian Government. However, in 1913 it was renamed to *Sokolská Street* (referring to the “Sokol sports union”). Today’s Horná Street was renamed to *Bethlen Gábor utca* after the Anti-Habsburgs Revolt leader. During this period, today’s Skutecký Street was renamed to *Deák Ferencz utca* after the Hungarian politician who played a role in the Austro-Hungarian Compromise of 1867 and helped improve the Hungarian position in the monarchy. The newly built *Křížna Street* (*Cross Street*) was translated into Hungarian as *Kereszt utca*. Other streets were dedicated to a variety of figures: Lazovná Street was renamed to *Károly Péter utca* after a wealthy Banská Bystrica citizen and mine owner from the 14th century; Horná Strieborná Street was renamed to *Heitzmann András utca* after the first identified Banská Bystrica mayor, Count Ondrej Heinczmann; today’s Bakoss Street was renamed to *Morgenthaler utca* after Filip Morgenthaler, a Novohrad captain and owner of a house in the Square (later known as *Beniczky House*). Nová Street was renamed to *Glabits József utca* after the Banská Bystrica mayor of 1822–1848. By renaming the streets in the city centre after important figures from the Hungarian history who played major roles in improving of the Hungarian position within the monarchy, the Hungarian Government declared

⁵ For more information, see Serényi Béla in the list of references.

its political power. Paradoxically, some of them fought against the Habsburg Dynasty that actually ruled Hungary as well. The ideological pressure that took the form of street naming and renaming was also reflected in the way the names were rewritten (see German names such as Peter Karl, Ondrej Heinczmann, and Filip Morgenthaler, or Jozef Glabič, who was possibly Slovak or had Southern Slavic origin) to give the impression that their bearers were Hungarian.

4.3. The period between 1918 and 1939

The year 1918 was a milestone with a major impact on the linguistic landscape (particularly the top-down signs). World War I ended and the First Czechoslovak Republic was established on the ruins of the Austro-Hungarian Empire. First, a few important agreements preceding the establishment of the First Czechoslovak Republic require attention. Two separate nations, Slovaks and Czechs decided to create a joint state based on the Cleveland Agreement of 22 October 1915, which guaranteed that Slovak will be used as one of the two official state languages. The following Pittsburgh Agreement signed on 30 May 1918 guaranteed that Slovak will be used in offices, schools, and public life. The legislation affecting street names was elaborated. The Ministry for the Administration of Slovakia issued Act No. 3285 of 24 July 1919, which legally specified how streets, squares, and businesses can be named (see Odaloš 2000: 281–282). The Act had two parts comprising instructions and bans, which defined the restriction measures. e.g. the names of streets, squares, and parks could not bear the names of the Habsburg family members, royal family members from enemy states, names of figures with hostile attitude to the Czechoslovak nation, or refer to events that humiliated the Czechoslovak nation. Act No. 266 “On the names of towns, cities and streets, street signs and house numbering” of 14 April 1920 specified how streets could be named at the time (Odaloš 2000: 282).

The main square was renamed to *Masarykovo námestie* (*Masaryk Square*) to honour the first president of the First Czechoslovak Republic – Tomáš Garrigue Masaryk. The upper part of the square was designated as a separate square and named *Horné námestie* (*Upper Square*) and the Horná and Dolná Streets received their current names. Skutecký Street was called *Súdobná ulica* (*súd* means *court* and courts are still located there today). Serényi Street (previously renamed to *Sokolská Street*, probably in 1913) was again renamed to *Národná Street* (*National Street*) in 1918 to honour the Czechoslovak identity forming the basis of the new state. Kapitúlská Street was named according to the Bishop’s cathedral located at the entrance to the square. The original urbanonym *Lazobná Street* (the correct name was used from 1525 to 1589) was de-semantised over centuries and the original motivation inspired by city bath house and barbers was

forgotten. Remotivation occurred⁶ and the street name transformed to Lazovná Street. Today's Bakoss Street returned to the original motivation inspired by the presence of a church and parish and was renamed to *Farská Street (Parish Street)* while Horná Strieborná, Dolná Strieborná, Kapitulská, Národná, Krížna, and Nová Streets received their current names.

4.4. The period between 1939 and 1945

The following milestone that ideologically affected the Banská Bystrica urbanonymy was the period from 1939 to 1945 when the Fascist Slovak State was established following Adolf Hitler's wishes. Despite declaring independence, the Slovak State was controlled by Germany. The ideological pressure generated by clerical Fascists was reflected in urbanonym transformation. The first Czechoslovak President Tomáš Garrigue Masaryk became persona non grata and *Masaryk Square* was renamed to *Hlinkovo námestie (Hlinka Square)* after the (already deceased) leader of the most powerful political party Andrej Hlinka. His name was related to the cult of personality adopted as the state ideology and doctrine of the Slovak State. Another major change was renaming *Súdobná Street* (today's Skutecký Street) to *Adolf Hitler Street*. Although today's Skutecký Street does not have a central position in comparison to the Slovak National Uprising Square or Horná and Dolná Streets, it is an important street where courts and the prison representing the judiciary and executive power of the state reside and is thus exposed to ideologically motivated naming and renaming. Due to its special position, it was repeatedly renamed to express the subordinate relationship of the state: first to Germany and A. Hitler, and later, after liberation and establishment of the Communist regime, to the Soviet Union and J. V. Stalin. During the observed period, today's J. Cikker Street was built and named *Štefánik Street* to honour M. R. Štefánik, a major Slovak figure who contributed to the First Czechoslovak Republic. Another newly created street was named *Kuzmány Street* after the deputy president of *Matica Slovenská* (major national and cultural institution) and poet Karol Kuzmány; it retains its name to the current day. The Fascist regime also honoured the Slovak poet, playwright, politician, and Evangelical priest M. Rázus who fought for Slovak autonomy. Under his leadership, the Slovak National Party closely cooperated with the Hlinka Slovak People's Party, which was in power at the time. In 1939, Lazovná Street was renamed to *ulica M. Rázusa*⁷

⁶ *Laz* translates as *remote rural settlement* and remotivation probably referred to agricultural soil prepared for cultivation by removing trees or a meadow, since the street led away from the city centre.

⁷ The original orthography is hereby retained, i.e. the appellative part is written without the initial capital letter. Current orthography requiring initial capital letter in urbanonyms, e.g. *Ulica M. Rázusa*, has been in force after the Slovak Orthography Rules were updated on 1 September 1991.

(*M. Rázus Street*). Other streets in the observed area (Horná Strieborná, Dolná Strieborná, Kapitulská, Národná, Krížna, Nová, Farská, Horná, Dolná Streets and Horné Square) retained their names. The ideological pressure of the state became evident only when the central square and Súdobná Street were renamed to express the relationship to Germany and Adolf Hitler, and when Lazovná Street was renamed to honour M. Rázus and his fight for autonomy.⁸

4.5. The period between 1945 and 1953

The next milestone came after WWII ended and the pre-war Czechoslovak Republic was re-established. In 1945–1953 period, the urbanonyms returned to their pre-war form echoing democratic principles. This was reflected in the fact that despite the Communist putsch of 1948 and introduction of the totalitarian regime, the name of the central square – *Masaryk Square* – was retained. It can be related to the fact that Tomáš Garrigue Masaryk's son Jan Masaryk was the Minister of Foreign Affairs in the post-war government (until his assassination).

4.6. The period between 1953 and 1961

The totalitarian Communist power and subordinate relationship to the Soviet Union was manifested only later in 1953. The central square was renamed to *námestie Národného povstania (National Uprising Square)* referring to the Slovak National Uprising whose headquarters were in Banská Bystrica. *Horné námestie (Upper Square)* was renamed to *námestie Červenej armády (Red Army Square)* and *Dolná Street (Lower Street)* to *Malinovského ulica (Malinovsky Street)* after the Soviet Marshall R. J. Malinovsky who led the 2nd Ukrainian Front and liberated a large part of Czechoslovakia. In Banská Bystrica, the triumph over A. Hitler was symbolically completed by renaming his street to *J. V. Stalin Street* (today's Skutecký Street). Due to ideological reasons, Horná Street was renamed to *ulica V. Širokého (V. Široký Street)*⁹ after the then Prime Minister of the Czechoslovak Government (1953–1963) who represented the centralist dogmatic wing in Slovak politics in the 1950s. The Communist ideological pressure, its irreconcilability with the Church, and efforts to present symbols of Communist power were all reflected in the fact that Kapitulská Street was renamed to *ulica B. Polevého (B. Polevoi Street)* after the Soviet journalist and writer; Lazovná Street was renamed to *Gorkého ulica (Gorky Street)* after the Russian writer and revolutionary, and Národná Street turned into *ulica Februárového víťazstva*

⁸ The cult of personality and iconisation could also be observed during his pompous burial in 1938; it was in line with the contemporary ideological framework adopted by the Clerical Fascist state power.

⁹ The street was named after a living person (who died later, in 1971) who helped built the cult of personality of K. Gottwald.

(*February Triumph Street*), referring to the putsch completed on 25 February 1948 upon which the Communist totalitarianism ensued. The ideology of bourgeois nationalism was thwarted by renaming the streets in the Banská Bystrica city centre – after 1953, *Štefánik Street* was renamed to *Nejedlý Street*¹⁰ and *Kuzmány Street* to *Jilemnický Street*.¹¹ Both figures (Z. Nejedlý and P. Jilemnický) acted in line with the ideology of suppressing Slovak bourgeois nationalism. Slovak figures were removed from the urbanonyms and replaced by Czech ones; both of the aforementioned men were avid supporters of the Soviet Union and Communism. *Parish Street* was renamed to Bakoss Street after the Evangelical priest Ján Bakoss who was tortured and murdered by the Gestapo. Horná Strieborná Street was renamed to *ulica Kataríny Kalužay*¹² (*Katarína Kalužay Street*) while the other streets (Křížna, Nová, Dolná Strieborná Street) retained their names during the period.

4.7. The period between 1961 and 1989

When Stalin died, the cult of personality was terminated in the Soviet Union and Czechoslovakia followed suit after K. Gottwald's death, but the strict totalitarian regime characterised by kangaroo trials was not lifted immediately. The thaw only came in 1961 and was reflected in further changes to the urbanonyms. *J. V. Stalin Street* was renamed to *ulica Obrancov mieru* (*Defenders of Peace Street*), *V. Široký Street* was renamed back to *Horná. B. Polevoi Street* was renamed to *Moyzes Street* to honour the Catholic bishop and president of *Matica Slovenská*, Štefan Moyses. In 1961, the central square was renamed to its current form – *Námestie SNP* (*Slovak National Uprising Square*). The aforementioned changes in urbanonyms reflect how Bolshevisation enforced by the Communist Party in the 1950s, which turned the country into a strict totalitarian regime, moderately loosened over time. However, the linguistic landscape continued to emphasize the major role of the Communist Party in the society, celebrated the Soviet Union and manifested loyalty to it. As can be seen, the streets bearing the names of the Red Army, Marshall Malinovsky, or February Triumph retained their names even after the political thaw. The retreat from strong proletarian internationalism

¹⁰ Zdeněk Nejedlý (1878–1962) was a Czech historian, musicologist, politician, president of the Czechoslovak Academy of Sciences and active member of the Central Committee of the Communist Party of Czechoslovakia who promoted friendly relationships with the Soviet Union.

¹¹ Peter Jilemnický (1901–1949) was a Slovak writer of Czech origin and representative of Socialist Realism.

¹² Katarína Kalužayová was a member of the Communist Party of Czechoslovakia and Banská Bystrica regional bureau. The author would like to thank dr. V. Sklenka for providing the minutes pertaining to her repeated arrests (she protested against rising prices and poverty). On 1 April 1938, she voted for rental of Kráľová studňa estates related to construction of a tourist chalet, which indicates that she was also a member of the city council.

as the ideology opposed to bourgeois nationalism can be seen in the fact that *Gorky Street* was renamed back to Lazovná Street, which can also be interpreted as a certain comeback of the traditional motivation factors in the process of urbanonym formation. *Katarína Kalužay* street was also renamed back to Horná Strieborná Street and *Jilemnický Street* to Kuzmány Street. Krížna, Bakoss, Nová, and Dolná Strieborná streets retained their names. The ideological battle against Slovak bourgeois nationalism involved creating a selective history and supporting the narrative that Czechoslovakia actually emerged at the end of WWII and its first president was, in fact, K. Gottwald. General M. R. Štefánik became a taboo figure. Therefore, during this period, the street bearing his name from 1939 to 1953 continued to be called after Z. Nejedlý.

4.8. The period after 1990

Until the events of 1989, Central European countries served as Soviet satellites. However, this turning point led to the end of the Communist totalitarianism and democratisation of life. It was also reflected in the way streets and squares were renamed across the whole country (see Odaloš 1994; 1996). The ideologically important street named first after Hitler, then after Stalin and later after “peace defenders”, was renamed to Dominik Skutecký Street in 1990; he was a renowned painter who lived in Banská Bystrica from 1889. The street leading away from the central square along the Chapter church (Slovak: *kapitula*) was renamed back to Kapitulská Street. The upper square was renamed to Š. Moyzes Square to honour the bishop.¹³ Horná and Dolná streets retained the names motivated by their location reflecting the contemporary tendency in urbanonym formation, i.e., removing ideology. *February Triumph Street* (*ulica Februárového víťazstva*) was renamed back to “National Street” (Odaloš 1996: 83). *Nejedlý Street* was renamed to J. Cikker Street to honour the renowned Slovak musical composer and teacher who was born in Banská Bystrica. The following streets retained the names from the preceding period: Lazovná, Horná Strieborná, Dolná Strieborná, Bakoss, Krížna and Kuzmány. *Nová Street* ceased to exist in the meantime.

A new element of the linguistic landscape in honorific street names is the inclusion of the first and last name of the person after whom the street is named, the years in which the person lived, and a brief note on who they were (see Figs. 2, 3, 4). This information is aimed at city visitors as well as locals to help them realise the importance of these personalities. It would be desirable to include the

¹³ At the beginning of 1990, *Red Army Square* was renamed to *námestie Baníckeho povstania* (*Miners' Revolt Square*) and half a year later, it turned into *námestie Štefana Moyzesa* (*Štefan Moyzes Square*). Later, Slovak orthographic rules changed and its form changed to *Námestie Š. Moyses*. The new rule required the appellative to be written with capital initial letter if it is placed before a proper name, e.g. *ulica Jána Cikkera* > *Ulica Jána Cikkera*.

encyclopaedic information in a foreign language as well (probably English) to facilitate communication with foreign tourists.



Figure 2. New dedication-type street sign (J. Cikker)



Figure 3. New dedication-type street sign (K. Kuzmány)

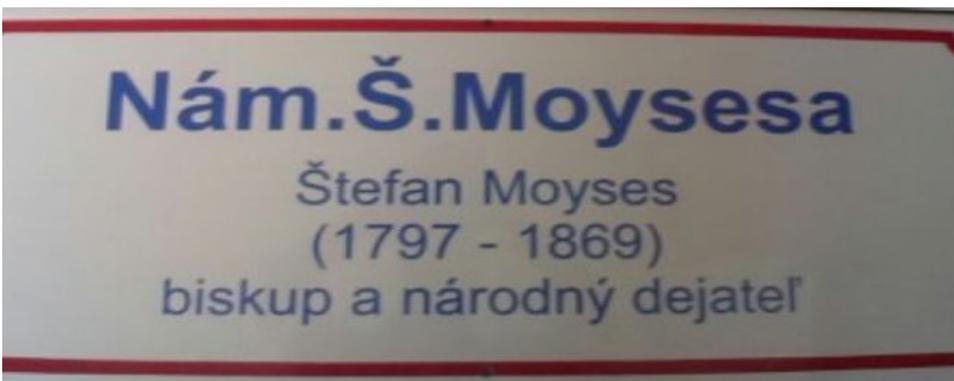


Figure 4. New dedication-type street sign (Š. Moyses)

1525–1526	1589	1896–1918	1918–1939	1939–1945
Ring	Ring	Béla Király tér	Masarykovo námestie	Hlinkovo námestie
dy Kirchen			Horné námestie	Horné námestie
Untere (Spital) gasse	Untere gasse	Kossuth Lajos utca	Dolná ulica	Dolná ulica
		Deák Ferenz utca	Súdobná ulica	ulica Adolfa Hitlera
Obere gasse	Obere gasse	Bethlen Gábor utca	Horná ulica	Horná ulica
Bader gasse	Bader gasse	Károly Péter utca	Lazovná ulica	ulica M. Rázusa
Silber gasse, Vicus Mallei	Obere Silber gasse	Heitzmann András utca	Horná Strieborná	Horná Strieborná
Granner gasse, Grangassen auf der Wag	Granner gasse	Wesselényi Ferencz utca	Kapitulská ulica	Kapitulská ulica
		Gr. Serényi utca, od 1913 Sokolská ulica	Národná ulica	Národná ulica
		Keresst utca	Krížna ulica	Krížna ulica
	Pfarrhof gasse	Morgenthaler utca	Farská ulica	Farská ulica
Neue gasse	Neue gasse	Glabits József utca	Nová ulica	Nová ulica
	Untere Silbergasse		Dolná Strieborná	Dolná Strieborná
				Kuzmányho ulica
				Štefánikova ulica

1945–1953	1953–1961	1961–1989	1990 – August 1990	August 1990–2019
Masarykovo námestie	námestie Národného povstania	námestie SNP	Námestie SNP	Námestie SNP
Horné námestie	námestie Červenej armády	námestie Červenej armády	Námestie banického povstania	Moysesovo námestie
Dolná ulica	Malinovského ulica	Malinovského ulica	Dolná ulica	Dolná ulica
Súdobná ulica	ulica J. V. Stalina	ulica Obrancov mieru	Skuteckého ulica	Skuteckého ulica
Horná ulica	ulica V. Širokého	Horná ulica	Horná ulica	Horná ulica
Lazovná ulica	Gorkého ulica	Lazovná ulica	Lazovná ulica	Lazovná ulica
Horná Strieborná	ulica Kataríny Kalužay	Horná Strieborná	Horná Strieborná	Horná Strieborná
Kapitulská ulica	ulica B. Polevého	Moyzesova ulica	Kapitulská ulica	Kapitulská ulica
Národná ulica	ulica Februárového víťazstva	ulica Februárového víťazstva	Národná ulica	Národná ulica
Krížna ulica	Krížna ulica	Krížna ulica	Krížna ulica	Krížna ulica
Farská ulica	Bakossova ulica	Bakossova ulica	Bakossova ulica	Bakossova ulica
Nová ulica	Nová ulica	Nová ulica zanikla výstavbou Pamätníka SNP		
Dolná Strieborná	Dolná Strieborná	Dolná Strieborná	Dolná Strieborná	Dolná Strieborná
Kuzmányho ulica	Jilemnického ulica	Kuzmányho ulica	Kuzmányho ulica	Kuzmányho ulica
Štefánikova ulica	Nejedlého ulica	Nejedlého ulica	ulica J. Cikkera	Ulica J. Cikkera

Table 1. Diachronic transformation of the analysed urbanonyms

5. Conclusion

Banská Bystrica began developing after the German settlers arrived. It was granted town rights and other advantages by the Hungarian king Béla IV. Mining activities and technological progress facilitated the development of trade and the town itself. The influx of new citizens required building new houses and streets. Streets and alleys were gradually added to the main square. This study focused on thirteen streets and two squares in the Banská Bystrica City centre. Diachronic changes to their names were analysed in the context of historical events to observe the ideological pressure generated by the respective state power (top-down). The analysis showed that the oldest names reflected the dominant position of the German minority who mostly controlled the town administration and chose street names. These names mostly drew origin from German appellatives or were motivated by street location, direction, or the kind of shops or services located there. The first ideological pressure on the Banská Bystrica urbanonymy can be traced back to the Austro-Hungarian Empire, i.e. the second half of the 19th century, which was reflected in naming streets after (mostly) Hungarian personalities. The collapse of the Austro-Hungarian Empire and the establishment of the First Czechoslovak Republic in 1918 marked a turning point. Significant ideological pressure could also be seen during the period of the Slovak State (WWII) and especially after the Communist putsch when personality cult was introduced and the dogmatic wing of the Czechoslovak Communist Party claimed power. During this period, the subordination of the country to the Soviet Union was reflected in renaming the streets after Soviet figures and Communist representatives. After the revolutionary changes of 1989, the top-down ideological pressure on urbanonyms significantly receded. Some honorific urbanonyms have been retained to this day and refer to the cultural and historical figures directly related to Banská Bystrica.

Diachronic transformation of the analysed urbanonyms can be seen in the table attached.

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Promjene u jezičnome krajoliku pod utjecajem ideologije – primjer urbanonima Banske Bistrice

Sažetak

U ovome se radu analizira utjecaj ideologije na jezični krajolik Banske Bistrice, posebice kada je riječ o dijakronijskome razvoju urbanonima u široj gradskoj jezgri od povijesnih vremena do devedesetih godina 20. stoljeća. Istraživanje obuhvaća razdoblje u kojemu se izmijenilo više političkih režima, koji su s pozicije moći utjecali na promjenu imena ulica i trgova. Pokazalo se da je ideoloških pritisaka bilo za vrijeme Austro-Ugarske Monarhije, nakon uspostave Prve Čehoslovačke Republike 1918. godine, tijekom neovisne Slovačke Republike u vrijeme Drugoga svjetskog rata, nakon komunističkoga puča 1948. godine i razdoblja totalitarne vladavine, koje je trajalo do 1989. godine, pa čak i nakon demokratskih promjena.

Keywords: linguistic landscape, ideology, urbanonymy, Banská Bystrica

Ključne riječi: jezični krajolik, ideologija, urbanonimija, Banska Bistrica

