

Petra Koljnrekaj

Faculty of Humanities and Social Sciences, Zagreb University

pkoljnre@m.ffzg.hr

ORCID: 0009-0003-0644-661X

Linguistic Purism and Creativity in Polish and Croatian: The "Word of the Year" Phenomenon and the Linguistic Struggle Against Anglicisms

This paper explores contemporary trends in the lexical development of the Croatian and Polish languages through comparative analysis, with a particular focus on strategies of resistance to the dominance of Anglicisms. The paper examines models of language policy and linguistic purism in Poland and Croatia, while the central part of the work presents the "Word of the Year" phenomenon in both countries. In Croatia, this refers to the competition for coining new Croatian words and the Dr. Ivan Šreter Award, while in Poland, the focus is on the increasingly popular "Młodzieżowe Słowo Roku" (Youth Word of the Year) contest, organized by the prominent Polish publishing house Wydawnictwo Naukowe PWN. The aim of the Polish contest is to showcase the language of the younger population as influenced by social media and global trends, while in Croatia the focus is on creating new Croatian words and replacing Anglicisms. The paper demonstrates how these competitions offer resistance to the introduction of Anglicisms into Polish and Croatian, while analyzing the role of the media, educational, and other institutions in promoting linguistic purism. Finally, it compares the similarities and differences between Polish and Croatian language policies and emphasizes inevitable language mixing because of globalization.

Keywords: linguistic purism, anglicisms, Polish, Croatian