

List of criteria

(1) Audience-related criteria

Exonym use is favoured, if the **audience** is

- **monolingual and speaking the exonym language**
- **addressed in an unofficial or informal way**

(2) Medium-related criteria

Exonym use is favoured

- **in the context of spoken words or in texts composed of complete sentences compared to more technical means of communication**
- **with means of communication used exclusively outside the area of the endonym language**

(3) Feature-related criteria

Exonym use is favoured, if the **geographical feature** to be marked

- **is important**
- **extends across language boundaries**
- **belongs to the nature sphere**
- **has longer historical continuity**
- **is exclusively historical and does not correspond to a current feature**
- **has close and traditional relations to the community of the exonym language**
- **is located in close distance to the community of the exonym language**
- **is named by the exonym, when a publication in the exonym language appears in the country of the endonym language**

(4) Language-related criteria

Exonym use is favoured, if

- **the endonym is composed of a specific and a semantically transparent generic word**
- **the endonym is difficult to be pronounced by speakers of the exonym language**
- **the endonym language is not a frequent secondary, educational or trade language with speakers of the exonym language**