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## Criteria for the Use of Exonyms

- For **understanding exonyms** it is necessary to stress that they have emerged due to a **natural demand**:
  - Frequently used names of other languages which are **difficult to pronounce** should be **adapted to once own language**
    - Names easy to pronounce are **easier to be memorized**
      - promote topographical knowledge (the density of the mental map)
    - Names easy to pronounce are **more frequently used**
      - there is **no hesitation** to use them
      - this promotes **topographical preciseness** of communication
  - This demand exists with **all categories of names**, e.g. with names of **international enterprises and brands** or in **tourism**, and it would in many fields be unwise to resist it:
    - Shell: in Italy Monteshell
    - Spar: in Italy Despar
    - Suchard (exonym confined to pronunciation)
    - Nestlé
    - Uffici in Florence: “Offices” on Italian travel guides for an anglophone audience
- It is a **misconception that exonyms are just the expression of imperialistic attitudes**. This is only true for **some periods of history** and for **some political situations**.
- What we should do, is to find an **uncramped, open approach** towards exonyms. It is impossible and also to the disadvantage of the UN to **oppose in the long run to a natural demand in communication**
- There are, however, **kinds of use of geographical names**, in which exonyms are **less important** or in which they should even completely be avoided:
  - What I would like to do is to **present criteria in this respect**
- What is also important with the use of exonyms is **to be politically sensible**. I will also touch this problem briefly.
- It should anyway be **our goal to promote communication**
  - Communication is neither to be impeded
    - by **rigid and inflexible principles** (like 1 name for 1 object)
    - nor by the **arousing of political animosities**.

My question is: Which are the criteria affecting the use of exonyms?

**(1) Object-related criteria:** the object itself is relevant, not the name

- Importance of the object
  - the larger and the more important the object is, the more frequently the name is used
  - Frequently used names are very likely to be adapted to the receiver language
  - Objects across language boundaries make in oral and written communication the use of exonyms imperative (Danube, Alps)
- Nature or culture object
  - A culture object (city, settlement, country) is much more related to a certain culture (and language) than a nature object,
    - which does not respect country and language boundaries
    - and is very often composed of a specific and generic term, which asks for translation
  - With nature objects also classifications vary:
    - “Western Carpathians” in Romania and outside Romania
- Spatial distance between object and receiver community
  - the longer the distance the smaller the number of exonyms
  - **In Austria**
    - the exonyms of **even small places in the border regions** of Slovenia, Hungary, Slovakia and the Czech Republic are well-known by the local population on the Austrian side of the border
    - this is not the case with exonyms in Poland (which are well known in Germany)
  - **An Austrian school atlas** is to render also the exonyms of small places in our neighbourhood, but not in Poland
- Time-layer of the object
  - One has to differentiate between objects currently existing and historical objects, inexistent today
  - Current objects have always an endonym
  - Historical objects
    - e.g. **historical states and provinces** like Roman Empire, Byzantine Empire, Ottoman Empire, Habsburg Empire, Galicia (crownland of the Habsburg Empire), Tauria (Crimea + coastlands at the Sea of Azow)
    - e.g. also **ancient sites and exgravations**

- Partly they have no current endonym (historical endonyms at the maximum: Imperium Romanum, Osmanli imperatorlugu)
- Partly the current endonym is irrelevant and not associated with the historical object: village Hissarlik for ancient Troy
- Much more appropriate: to use the exonym, which in many cases corresponds to the historical endonym (Herculaneum etc.)

**(2) Endonym-related criteria:** the word, its structure and script are relevant

- Linguistic structure of the endonym
  - A **compositum including a generic term** is more likely to be used as an exonym, since the generic term asks for translation
  - and the **specific term** will in many cases have to be adapted (e.g. from the adjective to the substantive form)
- Script of the endonym
  - An endonym **transliterated or transcribed** will not be recognized by the member of the donor community as an endonym anymore (also it may still be classified as an endonym)
  - Therefore: **Scruples to introduce an exonym** are not as strong

**(3) Criteria referring to the relation donor-receiver community**

- Linguistic relation donor/receiver language (includes the 2<sup>nd</sup> criterion)
  - The more **the meaning and the structure of the endonym is transparent** for the speaker of the receiver language and the easier it is for him **to pronounce it correctly**, the weaker the need for an exonym
- Cultural (other than linguistic) relation donor/receiver community
  - The closer cultural (and socio-economic) relations in past and present between donor and receiver community, the more exonyms exist and the wider they are in use
- Prestige, communication value of the donor language
  - People always are inclined
    - to participate in the prestige of a language
    - to demonstrate their language skills
  - Therefore: Endonyms of
    - a global language (like English)
    - an official language in some fields of communication (like French in post services)

- of other languages with a high cultural and historical prestige in the receiver community (like Italian, Spanish in German speaking countries; Hungarian in the Pannonian Basin) will hardly be replaced.

#### **(4) Medium-related criteria**

- Means of communication used (the two extremes)
  - Cartographic publications:
    - a technical medium for a rather limited and educated auditory
    - Symbols (and not only names) determine the location extension of an object
    - Pronunciation is not a problem with map interpretation
    - Exonyms are not so important in maps
    - However: Some maps (atlases) have to correspond to textbooks – might be a motive for using exonyms
  - Oral speech:
    - Pronunciation is of utmost importance
      - “Will I be able to pronounce the endonym correctly or should I rather choose the safe way of using the exonym?”
    - Adjective forms and declinations of endonyms sound strange (not in English, since there is no difference, but e.g. in German)
    - When an exonym is widely in use: the use of the endonym may convey the impression of demonstrating how well-educated one is (Budapest, Lisboa)
    - Very much depends on the communicative situation:
      - personal relation to the partner
      - intention of communication
- Actual conditions of medium use
  - Is it to be used mainly outside the donor language region?
    - e.g. publications with an educational purpose (school books, school atlases)
  - or inside the donor language region
    - e.g. publications with the purpose of orientation:
      - road maps
      - large-scale topographic maps
      - navigation systems

#### **(5) Criteria related to the level of communication**

- Official or inofficial character of communication
  - Scientific (technical) versus popular
  - Public speech versus bilateral communication
- Atmosphere of communication

- If I address a good friend I will not be afraid of being blamed for a wrong pronunciation
- In an official hearing or examination I will try to avoid uncertainties
- As a rule: In a situation, where somebody wants to be
  - especially polite
  - wants to win somebody for his interests
  - wants to prevent arousing bad feelings
  - is not sure about the personal attitude of his counterpart he/she will avoid using exonyms

#### **(6) Audience-related criteria**

- Linguistic scope of the audience
  - Multilingual or monolingual
  - relevant only with non-verbal forms of communication (e.g. cartographic)
  - in **written and oral communication** always one specific language is used (e.g. now: I communicate with you in English, although you are a multilingual auditory)
  - back to **cartographic communication**: as soon as a map addresses members of more than one language community it has to avoid exonyms