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Language Management: Terminological processes

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Preface

The reader is presented with the abstract booklet for the 9th International Language Management Symposium (9th ILMS). The central theme of the conference, the relationship between language management and terminological processes, is of paramount importance in today's globalized and technologically fast-paced world. The symposium aims to provide a forum for research within the framework of Language Management Theory (LMT), particularly regarding how contemporary speech communities handle terminological challenges at both micro and macro levels.

Our research group (the Hungarian Usage and Language Consulting Research Group) within the ELTE Research Centre for Linguistics became closely associated with LMT through the Central European practices of institutional language consulting. In this region, including countries such as Czechia, Slovenia, and Hungary, there is a long-standing tradition of language cultivation and expert advice, which continues to face significant social demand. The LMT framework is excellently suited for describing these processes, as it bridges the gap between individual language problems (simple management) and institutional responses or regulations (organized management). The language consulting service acts as an “interface” where the reflections of everyday speakers meet scientifically grounded language management.

We selected terminological processes as the main theme because they represent a priority research profile of our institution. This focus is closely linked to the HAS Science for the Hungarian Language National Program (2023–2027), specifically the Hungarian Terminology Strategy sub-program (MTA TMNP 2023–1/2023). Our Terminology Research Group, established in 2021, aims to create a national terminological database and unify Hungarian terminology. Experience from language consulting shows that specialized and terminological questions, such as the creation of new terms, or choosing between competing term variants, arise from the real communicative needs of speakers.

Through the organization of this symposium, our primary goal is to increase the visibility of Hungarian language management and language policy research in the international scientific community and to actively participate in the global LMT network. We aim to demonstrate how Hungarian linguistic characteristics and “bottom-up” reflections contribute to the development of terminology and linguistic modernization. The symposium provides an opportunity for Hungarian experts and international researchers to engage in dialogue regarding the theoretical and methodological developments of LMT, as well as the current challenges of specialized orthography, translation strategies, and multilingual content creation.

We hope that this abstract booklet and the symposium presentations offer inspiring ideas for all participants and further deepen the relationship between language management and the science of terminology.

Plenary abstracts

Whose knowledge counts? From participation to epistemic authority. Deaf epistemologies in critical language policy and language management

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Participation has become one of the most powerful and least clearly defined normative keywords in contemporary language policy and planning. Yet participation alone does not settle the question on which every intervention ultimately stands or falls: whose knowledge counts, who is entitled to define a language problem, validate the knowledge produced about it, govern the data, and determine what counts as success. This paper therefore proposes an integrative and participatory reading that moves beyond the Tollefsonian tradition of critical language policy (Tollefson 1991), bringing into dialogue the perspectives of engaged language policy and practices (Davis 2014; Davis & Phyak 2017), participatory sociolinguistics (Bodó et al. 2022), linguistic citizenship (Stroud 2018), relational accountability (Leonard 2026), and the CARE principles of community data governance (Carroll et al. 2020).

Within this framework, Language Management Theory offers a precise account of how linguistic phenomena are noted, evaluated, and acted upon, and of the relation between simple and organised management (Nekvapil & Sherman 2015; Nekvapil 2016). Lanstyák's broader model of language problem management adds explicit attention to problem analysis, goal setting, strategy formation, and differentiated roles in the management process (Lanstyák 2014). For the present argument, their relevance lies less in the management process itself than in the questions they raise: whose perceptions count, who has the authority to define and act upon a language problem, and whose interests shape what comes to count as an acceptable outcome.

The paper's claims are grounded in a reflexive re-reading of the JelEsély (SIGNificant Chance, 2013–2016) and NyelvEsély (Languag-E-Chance, 2016–2021) projects, understood here as situated laboratories of collaborative knowledge production. Both grew out of a longer history of collaboration between researchers at the Research Institute for Linguistics and members of the Deaf community.

This work contributed to the development of the 2009 Hungarian Sign Language Act, and the projects were conceived in part to provide the research base for its implementation (Bartha & Hattyár 2025). Across nine sites in seven Hungarian regions, and with the involvement of Deaf fieldworkers, JelEsély produced a sociolinguistic corpus of more than 600 hours, a foundational grammatical description of Hungarian Sign Language, and the first digital Hungarian Sign Language dictionary searchable by sign parameters and reflecting regional variation. NyelvEsély carried this work forward through visually accessible assessment tools, the development of bimodal bilingual education, a multimodal learner's dictionary for diverse groups of visually oriented children, and extensive terminology development linked to educational resources and science communication in sign language (Bartha & Hattyár 2025). The decisive innovation of the two projects lay not only in the resources they produced but in the uneven yet substantive realignment of epistemic relations. Deaf participants moved from informants to research partners. Deaf expertise became constitutive of research validity, and access itself increasingly became a condition of scientific legitimacy (Bartha et al. 2018; Bartha & Hattyár 2025).

Participation thus becomes a matter of epistemic authority. It also exposes tensions between the strategic representation of Hungarian Sign Language as a unified language and the regional, multimodal repertoires through which it is lived and used. A further tension lies between the ideal of open science and community control over approximately 1,750 hours of sign language video data, only part of which has been annotated. The resulting corpus is not merely an archive but a potential infrastructure of classification, normalisation, and value production. Contemporary sign language AI research shows why this matters: choices about data and models can readily harden into technological standards and classificatory regimes (Desai et al. 2024). Developed for Indigenous data governance, the CARE

principles (Collective Benefit, Authority to Control, Responsibility, and Ethics) provide a useful critical point of reference here, while recent Deaf research foregrounds related concerns about access, privacy, trust, and participation (Carroll et al. 2020; Krawczyk et al. 2026). The afterlives of data therefore require relational and political accountability (Carroll et al. 2020; Leonard 2026).

The underrepresentation of Deaf Global South researchers shows that participation cannot be separated from labour rights, access to academic infrastructure, or the capacity to shape the research agenda (Hou & Ali 2024). Critical engagement with Southern perspectives is therefore not a matter of geographical relocation. It can instead make internal centres, peripheries, and extractive flows of knowledge visible within European Deaf communities without positing historical equivalence between European Deaf experiences and those shaped by postcolonial or Deaf Global South contexts (Léglise et al. 2022).

The aim of this presentation is not to secure a place for Deaf-centred sign language research within an otherwise untouched language policy canon, but to show that the canon itself remains incomplete for as long as the hearing speaker, the bounded and named language, textual data, and academic ownership continue to function as unmarked defaults. Deaf epistemologies should therefore be understood not simply as an object of inclusion but as a site of theory building from which to examine how modality, embodiment, and unequal distributions of authority organise what becomes visible as a language problem and what becomes actionable as language policy (De Clerck 2010; Canagarajah 2023; Fagan Robinson 2024; Al-Alawi 2024). The broader field must therefore rethink the distribution of knowledge, authority, and responsibility. It is not enough to ask how a language problem is managed. We must also ask whose knowledge counts, who is entitled to name, decide, and act, and who remains accountable for the consequences.

Keywords: Deaf community, language policy, sign language research, CARE principles, participatory sociolinguistics

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Language management and terminology. Intersections between theory and practice

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The aim of the presentation is to compare approaches to language planning, focusing specifically on the theory and practice of language management and terminology, and their key principles and perspectives. The field of language planning has emerged in various ways and for various reasons, and even today, it is associated with a variety of movements and addressed by different branches of linguistics. The various approaches to language planning are based on different historical traditions and methodologies.

Language planning involves deliberate, institutional interventions in a community's language use or the language's structure. The goal of language planning is to resolve linguistic conflicts, increase the effectiveness of communication, and save and revitalize endangered languages. Tolcsvai Nagy (2005) interpreted language planning as an intervention in both the language and the linguistic value system of a language community. He emphasized that language planning always involves status and corpus planning and highlighted the interdependence of language and community. Neustupný (1974) identified four phases in the process of language planning – selection, stability, expansion, and differentiation – emphasizing that these phases may occur sequentially or simultaneously. Language planning activities can be directed toward the language itself or the community that speaks it.

Language management has emerged as a more accepting approach to managing language than the critical, prescriptive perspective of language cultivation (Jernudd & Neustupný 1987). Solving language problems is one of the key principles behind all activities that manage language, and it is up to everyday speakers, not linguists or other experts, to decide what constitutes a language problem (Lanstyák 2014). Language Management Theory is a comprehensive theoretical framework for identifying, analyzing, and addressing linguistic and communicative problems. According to Lanstyák (2019), it can integrate a wide variety of 'language-shaping' efforts, and essentially any problem-solving effort involving language management intention in the broader sense – including language planning, language cultivation, and terminology development – should be considered within the framework of Language Management Theory.

Terminology planning deals with the status and corpus planning of specialized languages. Activities related to terminology are primarily present in corpus planning and appear in all four phases of the language planning process (Neustupný 1974). The selection, stability, expansion, and differentiation of specialized vocabulary belong to specific professional and scientific fields on the one hand, and to the fields of specialized lexicography and terminology within linguistics on the other hand. Within the realm of terminology, prescriptive regulatory activity is predominantly associated with two areas: terminology standardization (Sermann 2021) and the development and stabilization of scientific nomenclatures (Bölcskei & Fóris 2026). Descriptive terminology work is primarily associated with terminology research and management, whether domain- or text-oriented.

Terminology issues arise in professional communication and in communication between experts and laypeople. In the latter case, people often turn to language consulting services for guidance. According to Ludányi (2026), terminological issues can be viewed as examples of user reflection on LSP (Language for Specific Purposes) from the perspectives of language consulting and language management, where linguistic, conceptual, and communicative dimensions intersect. Thus, terminology provides an ideal setting to observe how language users perceive, evaluate, and address linguistic issues at the intersection of LSP and LGP (Language for General Purposes). Language consulting primarily involves simple, micro-level language management, while terminology planning involves organized, macro-level language management.

Keywords: language planning, language management, terminology planning, LSP, LGP

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Top-down or bottom-up? A critical perspective on the transformation of the terminography industry of South Africa

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This presentation addresses the transformation, dynamics and inherent structural limitations of an exclusively top-down, state-driven approach to terminology management in South Africa. Since the formal institutionalisation of the field in 1950, and even more so within the post-1994 democratic dispensation, terminology development has been characterised by central state intervention and macro-level regulation. Whereas the apartheid government leveraged state bureaus and the Coordinating Technical Language Council (COTERM) to bring Afrikaans ideologically and functionally on par with English, the current constitutional dispensation demands an even more complex state mandate: the equitable status elevation and development of twelve official languages, including South African Sign Language (SASL) since 2023.

Historically, the approach to terminology development and management has been primarily legislative and bureaucratic in nature. Instruments such as the *National Language Policy Framework (2003)* and the *Use of Official Languages Act (2012)* compel national departments to establish language units and develop technical terminology to unlock multilingual public service delivery. In addition, several supplementary language laws contribute to the further bureaucratisation of language matters.

The presentation argues that this largely state-driven model reveals severe functional bottlenecks. The formal institutional architecture – spanning from the Terminology Coordination Section (TCS) within the National Language Service to Pan-South African Language Board's National Language Bodies (NLBs) – suffers from chronic siloed operations. This results in a lack of methodological uniformity, a critical shortage of trained human capacity and an inability to operate the National Term Bank (NTB) sustainably and accessibly. Consequently, large-scale duplication of projects occurs between universities, provincial language units, and national bodies.

Even recent initiatives, such as the draft National Terminology Policy (2024) and the *||nkwa (Cikwa) Declaration (2026)*, remain trapped within this same centralist policy logic that attempts to enforce solutions from above. The core paradox of this approach is the yawning gap between official, bureaucratic standardisation and the actual needs and practices of language users at the grassroots level. While the state attempts to regulate status and equity at a macro level, actual implementation fails in high-function spheres due to the ongoing hegemony of English.

In conclusion, the presentation advocates for an urgent paradigm shift. The traditional, state-driven language planning model must be balanced with a dynamic, bottom-up approach. This requires that language-community-oriented terminography no longer be viewed as a marginal phenomenon, but rather as the point of departure for documenting living and indigenous knowledge systems. Through the strategic utilisation of modern digital infrastructure and platforms such as the South African Centre for Digital Language Resources (SADiLaR), the *African Wordnet* and advanced Terminology Management Systems (TMS), term extraction can occur organically and democratically from living corpora. Only when the top-down legislative framework is effectively synchronised with bottom-up community practices can terminology be successfully transformed into a functional national infrastructure that effectively prepares languages for integration into modern education and artificial intelligence (AI) ecosystems.

Keywords: top-down language intervention, state-driven terminology work, terminology policy, language bureaucracy, bottom-up terminography, South African official languages

Terms

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My introductory speech will attempt to capture in the broadest manner people's use of the expression 'term'. Language management describes behaviors towards language. One aspect of that management is behavior towards vocabulary, one kind of which, under special circumstances, is rigorous terminologizing. Others are inventorying and listing, the most rudimentary a mere noting of a word and labelling it a term.

The paper will give an overview of these other kinds of vocabulary management. The rigorous approach to term management will also be described in some detail.

I know well my limitations of experience with only a few language/speech communities and expressing myself in English.

Keywords: term management, language management, behaviors towards language, vocabulary management, terminologizing

Session Abstracts

The representation of *akar* ('want') as a scalar auxiliary verb in The Comprehensive Dictionary of Hungarian

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For the Hungarian language several research was made to approach the issue of auxiliary verbs. The functional cognitive approach draws attention to the scalar nature of auxiliary verbs (Bajzát 2020) as developed through the process of grammaticalization (Ladányi 2017), and categorises individual instances as members of auxiliary verb category based on prototype principle (cf. Bajzát 2020, 2022; Bajzát–Indig 2024). As first step of an organised language management process (Jernudd–Neustupný 1987, Nekvapil 2016), we are noting the problem that this scalar nature complicates dictionary writing based on the traditional and structuralist approach, as can be observed in the case of The Comprehensive Dictionary of Hungarian (Nsz.).

Nsz. as a corpus-based explanatory dictionary, applies the usage-based approach of cognitive linguistics (cf. Langacker 1987, Bybee 2013). However, in its grammatical approach it follows The Hungarian Grammar (Keszler ed. 2020), thus only listing sentence-forming and word-forming auxiliary verbs (cf. Keszler ed. 2000) in its interpretation, while not dealing with transitional verbs apostrophised as auxiliary verbs. In terms of language management, the evaluation leads us to recognising the problem that the already published entry for *akar* ('want') does not sufficiently reflect on the ongoing scalar shift of the verb.

In our current research, applying the functional-cognitive approach and focusing on scalarity, we examine the semantic structure of *akar* ('want') + infinitive form and give new possibilities for their entry representation. As an adjustment design, we attempt to write an alternative article of the verb *akar*. Using the MNSZ2 corpus, we conduct a preliminary sample study to assess the semantic network of the *akar* ('want') + infinitive distinguishing auxiliary and non-auxiliary meanings. Based on these findings, we develop a new meaning structure of the entry using the subcorpora of Nsz. (eg. The Hungarian Historical Corpus, dictionary slips). We present an alternative entry for *akar* ('want') that aligns with the principles of Nsz.'s dictionary editing. The aim of this study is to expand and develop the current usage-based dictionary writing methodology with the on-going and evolving cognitive linguistic research.

Keywords: auxiliary verbs, functional cognitive approach, usage-based dictionary writing, grammaticalization, corpus-based dictionary writing

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Hungarian students' management of English varieties

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Within the framework of Language Management Theory, the current study aims to investigate the role of English varieties in a context where learners of English are continuously exposed to multiple varieties. Based on semi-structured interviews with Hungarian teacher trainees of English (n=27), the research attempts to understand how they notice, evaluate, and actively manage their English variety choices.

Preliminary analysis of the interview data indicates that all stages of language management are present in participants' accounts. First, at the level of noticing, trainees demonstrate awareness of variation and their own usage, as illustrated by comments such as *"I consciously try [to use] the British [variety] because I like it better."* Second, evaluation is present in their attitudes and judgments toward different varieties, for example, *"British is mostly used for official things, and the American is more like an everyday variety,"* or *"The [American] pronunciation is easier that's why I usually choose it."* Third, adjustment design emerges as learners form preferences or intentions, as in *"Many times I believed what the others said, namely, that one of the versions is incorrect, but I looked it up and realized that both of them are correct. So I use whichever I'm in the mood for."* Finally, implementation is reflected in reported or observed behavior, for instance, *"I would like to sound British and avoid American. I think it's rather slang and at university I would like to be professional and I wouldn't want to appear as someone who has learnt English from TikTok."*

Results of previous studies reveal inconsistencies between Hungarian English as a foreign language learners' intentions and their actual English variety use. While they express a preference for British English or American English, task-based observations suggest a more complex picture. In other words, in non-naturally occurring contexts such as reading word lists, naming objects, and providing descriptions, students tend to use American spelling and vocabulary, while in dictation tasks they favor the British spelling. What is more, in translation tasks from Hungarian to English, they frequently mix varieties, with no participant consistently adhering to a single standard. Similarly, the analysis of the current data also highlights these inconsistencies that appear in a form of tension between the simple (individual) and organized levels of language management. That is, personal decisions, preferences, and exposure to some varieties are often contradicted by institutional norms that school/university policies, textbooks and teachers/instructors represent. That is, while students report that they *"[...] would like to sound British and avoid American"* or vice versa, they are also frequently required to be familiar with both versions, for example, *"[...] when it [the subject matter] was connected to American literature or American history, then if I remember correctly, there were teachers who said that we should use the American spelling or the American date, and because of this we had to change it [British spelling and British date], but there were lots of teachers who said that we should choose one and stick to it."*

Keywords: English varieties, higher education, Hungarian teacher trainees, simple management, organized management

Terminological design and language management in census questionnaires. A comparative study of Czechia and European contexts

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Against the backdrop of increasing global mobility and linguistic diversity, population censuses have become key tools for collecting language data and shaping language policy. This paper takes the Czech Republic as a core case and, from a comparative European perspective, examines the design and operationalization of language-related terms in census questionnaires. Drawing on Language Management Theory, it analyzes how concepts such as “mother tongue” and “language used at home” are defined across countries and translated into survey practices through questionnaire structure, response formats, and classification mechanisms.

Methodologically, the study combines literature review, case study, and qualitative comparative analysis of census questionnaires in the Czech Republic, Germany, and Hungary. The findings reveal distinct orientations: an identity-based approach in the Czech Republic, a usage-oriented approach in Germany, and a multidimensional approach in Hungary. Differences in response formats and category design further affect multilingual representation and data comparability.

The study argues that censuses not only collect data but also construct language categories and identities. By linking terminological analysis with questionnaire design, it extends language management research to the micro level and provides a comparative framework for understanding language governance. It also highlights the need for more comparable and reflexive census design in multilingual contexts.

Keywords: population census; language management; terminology; multilingualism; questionnaire design

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The terminology of neurodiversity through the lens of Language Management Theory

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In recent years, a significant paradigm shift has occurred in the scientific and social discourse on neurodiversity (den Houting 2019; Pellicano & den Houting 2022). In the human and social sciences, a strong social demand has become unavoidable: general terminological principles (such as accuracy or logical consistency) are insufficient on their own; language use must be ethical, equitable, and inclusive, taking into account the preferences of the neurodivergent community (Bury et al. 2026; Dwyer et al. 2024). This bottom-up social change – aiming at the empowerment, acceptance, and self-determination of these individuals – and its linguistic consequences can be effectively captured and systematically analyzed within the framework of Language Management Theory (Jernudd & Neustupný 2012; Nekvapil & Sherman 2015).

The poster emphasizes that the terminological transition in the field of neurodiversity is not seamless. International studies highlight that word choice is closely linked to the values of the neurodiversity movement and the resistance to a medicalized, pathologizing framework (Botha et al. 2021; Grant et al. 2025). This terminological tension is a clear instance of sociocultural management (Neustupný & Nekvapil 2003), where the historically embedded, deficit-based medical model (which views neurological differences as *disorders* or *symptoms* to be overcome) clashes with the identity-first narrative that celebrates diversity as a natural human value.

Consequently, hybrid terms have emerged in both professional and public discourse, displaying elements of different underlying perspectives (Bury et al. 2026). International research – such as studies examining the terminology used by teachers – also points to this tension, where traditional medical terms (e.g., *levels*, *disorder*) and new concepts from the neurodiversity movement (e.g., *atypical*) are often simultaneously present in pedagogical practice (Viana & Manrique 2023).

Building on this theoretical background, the poster presents the results of a questionnaire-based empirical study. The target group of the investigation consists of general and special education teachers who were asked to elaborate on their interpretation of, and the conceptual content behind, various neurodiversity-related terms. Since educators are key agents of inclusive education in the educational system, the research explores how they interpret these often-competing concepts, specifically tapping into their *evaluation phase* of the management process. The analysis of the questionnaire reveals to what extent the medicalized, deficit-focused approach still dominates the respondents' concept formation, and how much they have integrated the strength-based approaches preferred by the neurodivergent community.

Applying the theoretical framework of Language Management Theory enables the recognition that the transformation of neurodiversity terminology is a cyclical process; it can only succeed if the public education and special education sectors consciously register, evaluate, and integrate the linguistic and terminological needs of neurodivergent communities.

Keywords: neurodiversity, terminological transition, word choice, hybrid terms, language management

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Evolving terminology of the crypto economy. Language management from amateur lexicography to financial legislation

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The explosive growth of the crypto economy and blockchain technology has generated a complex vocabulary, causing communication and regulatory challenges across societal, economic, and legislative levels. This research examines this multidimensional terminological problem through the lens of Language Management Theory (Jernudd & Neustupný, 1987). The study highlights the complexity of the field's language situation, spanning from the micro-level (simple) language management of everyday speakers to the macro-level (organized) concept formation and regulatory efforts of the financial sector (Kimura & Fairbrother, 2020).

Drawing on a qualitative analysis of the public inquiry database of the ELTE Research Centre for Linguistics (Ludányi & Domonkosi, 2023), alongside glossaries and policy documents, our results reveal how lay users act as “naive linguists” (Kudashina & Smirnova, 2021). To navigate immediately internationalized, abstract English terms, they employ pre-interaction management (Nekvapil & Sherman, 2009), using spontaneous amateur lexicography and inaccurate conceptual metaphors (Belkina & Yatsenko, 2025). Furthermore, integrating these hybrid expressions into national language norms poses significant orthographic and morphological challenges, issues frequently raised in advisory inquiries. Due to conceptual opacity and a lack of regulation, language advisors struggle to develop suitable adjustment designs. Yet, institutional language consulting ideally serves as a crucial bridge between simple and organized language management (Beneš et al., 2018; Ludányi & Domonkosi, 2023).

At the macro level, the traditional financial sector's regulatory aspirations are frequently undermined by the crypto space's jargon, which often conceals marketing-driven, biased concept formation and deceptive constructs (Bindseil, Coste, & Pantelopoulos, 2025). Sector-specific terms deliberately obscure their relationship to traditional finance: a smart contract is legally neither a contract nor independently intelligent; a *stablecoin* frequently masks unbacked assets; and the suffix *coin* falsely implies physical bearer properties. Similarly, the *DeFi* (decentralized finance) label creates an illusion of decentralization, obscuring highly centralized elements (Aramonte, Huang, & Schrimpf, 2021; cited in Bindseil, Coste, & Pantelopoulos, 2025). These terminological distortions actively hinder transparent communication and objective economic evaluation.

Ultimately, the terminological confusion surrounding the crypto space constitutes both a language planning and a global financial-legal crisis. Establishing effective regulation and adequate language use requires close interdisciplinary cooperation: institutionally channeling micro-level reflections from language consulting while applying critical macro-level management to scientifically revise misleading terms.

Keywords: crypto economy, blockchain technology, language management, micro-level management, macro-level management

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Domain loss and efforts to elaborate terminological systems. The case of selected Germanic languages

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The paper addresses the problem of elaborating the terminology in the lexicon of selected Germanic languages. Due to the rapid development of terminological systems in many languages for special purposes in contemporary English and due to the extensive borrowing of English terms into German as well as other Germanic languages, numerous scholars argue that these languages are gradually losing the lexical resources necessary to refer to increasingly specialized concepts and to meet the corresponding communication needs. Computer science, along with other fields of science and technology, has provided some of the most visible examples of such processes since at least the late 20th century (cf. Ammon 2003, Haberland 2005, or Stickel 2010). Borrowing and adapting English lexical items represent a relatively simple and efficient strategy for designating new entities. However, such processes are often criticized for contributing to the degradation or marginalization of languages other than English. Consequently, alternative strategies of terminological elaboration and lexical innovation have also been developed in an effort to preserve and strengthen the expressive capacity of the respective languages (see Liégeois & Bernaerts 2025 for a recent example).

The paper uses the framework developed by Kloss (1978) and Haarmann (2004), which makes it possible to describe the degree of language elaboration (*Ausbau*) by means of a nine-level scale. This model combines three levels of communication – folk prose, advanced prose, and research prose, corresponding respectively to primary education, secondary education, and university-level discourse – with three thematic domains: everyday life, social and culture-related topics, and science and technology. The social and culture-related topics, as well as the science and technology communicated at the university level, are of particular relevance to this paper.

Selected discourse segments relating to this sociolinguistic issue will be analyzed within the framework of Language Management Theory (Fairbrother, Nekvapil & Sloboda). The analysis is guided by the following research questions: Who expects a given language to cover all domains of communication? Who perceives deviations from this expectation, and for what reasons? Who evaluates such deviations negatively, and on the basis of which arguments? Who assumes responsibility for addressing the perceived problem? What types of lexical or terminological adjustments are proposed in order to supplement missing elements of the lexicon? Finally, to what extent are these measures successfully implemented?

Drawing on cases from selected Germanic languages, this paper seeks to identify some examples of patterns in language management discourse concerning domain loss and terminological elaboration.

Keywords: language elaboration, German language, Germanic languages, terminology, language management

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Gulf of Mexico, Gulf of America, Gulf of America (Gulf of Mexico) or Gulf of Mexico/Gulf of America?

The management of terminology in the midst of geopolitical and ideological shifts

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On the first day of his second inauguration, President Donald Trump of the U.S.A. issued an executive order entitled ‘Restoring Names that Honor American Greatness’, which included directing U.S. federal agencies to use the term ‘Gulf of America’ in place of the Gulf of Mexico, the term that had been commonly used for centuries to describe the oceanic basin bordering the southeastern coast of the US and the east coast of Mexico. From a language management (Jernudd & Neustupný, 1987; Kimura & Fairbrother, 2020; Nekvapil, 2009) perspective, the introduction of this new geographical term is both the result of a language management process and also the object of language management, considering the ubiquitous noting, evaluation, adjustment planning and implementation occurring publicly in response to executive order, both domestically and internationally. This paper will examine these various processes and demonstrate how different adjustment strategies have been implemented by various agents, in order to either (partially) align with, or resist the new policy.

The data for this study comes from newspaper reports published before and after the executive order was issued, bills submitted to state legislatures, and the reactions of international governments, news media, and the technology industry. I analysed the data using Language Management Theory to first ascertain the management processes leading up to the implementation of the executive order to change the name of the gulf, and then to examine how the executive order was managed by different agents.

The results of my analysis reveal that rather than being introduced to remove a language problem in the usual sense, the executive order was implemented as the result of a management process aiming to forward a particular ideological stance, namely the right to ‘honor American greatness’, in line with the Make America Great Again (MAGA) movement endorsed by the US Republican Party. My analysis further shows that after its introduction, state legislatures, international governments, news media outlets and technology companies implemented various adjustment strategies to either contest, align, or partially align, with the executive order. I argue that even without any explicit expression of noting and evaluation, the chosen form of adjustment implementation can reflect the political position of the agents involved in the management process. In this way, the language management process can be seen to be not only a means to try to solve and remove language problems from discourse (Neustupný, 1994) but as a means to either align with certain political ideologies, or as a way to resist politically motivated language policies in these times of geopolitical upheaval.

Keywords: terminology management, geographical terminology, language management, adjustment strategies, politically motivated language policies,

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From policy to practice. Public language use and digraphia in Serbia's linguistic landscape

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Language management efforts tend to increase in multilingual societies facing diverse challenges in dealing with issues related to language use. According to Language Management Theory, it is the individual language user that reports upon the language problem, thereby adopting a characteristically bottom-up approach which entails the resolution of a linguistic dilemma presented by an everyday speaker (Jernudd–Neustupný 1987). Reflecting upon the arguments of Lanstyák regarding Language Management Theory that “it is utterly impossible to prescribe clear-cut ‘solutions’ for most of the complex language problems” (Lanstyák 2014: 326), therefore, he argues for what he terms as Problem Management Theory, which “should be capable of handling language problems affecting groups of people and organizational structures of various sizes” (Lanstyák 2014: 328).

Research into the linguistic landscape (Backhaus 2005, Shohamy & Gorter 2008, Ben–Rafael et al. 2006), one of the recently expanding and dynamic fields of applied linguistics, argues that public spaces offer a unique insight into societal multilingualism as they manifest how official language policies play out in reality. The written display of languages in a society, as well as their usage in public spaces demonstrate how government policies operate in practice (Gorter 2007). Accordingly, the presence (or absence) of a language can influence its status (or its status perception) in the community. In modern societies, it is governmental bodies that have a decisive role in influencing the power relations of languages by regulating which languages are officially recognized and whether their public usage is supported. Official written signs are government-issued, mandated and regulated in public spaces (Said 2010), therefore they reflect the authorities' linguistic priorities in their language policy forming (or maintaining) practices.

The aim of the present research is to show – based on the analysis and critical evaluation of state legislative documents on various levels of legislation (constitution, ratified international treaties, laws provincial and local legislation) – how obligations, restrictions or opportunities the Republic of Serbia establishes regarding the public use of languages. Special attention has been paid to the phenomenon of the state's digraphic feature, i.e. the daily presence of Cyrillic and Latin alphabets.

According to the Constitution of the Republic of Serbia, the Serbian language and the Cyrillic script are in official use throughout the entire territory of the country. However, other languages and scripts (such as the Latin script) may also be granted official status if specific requirements are met prescribed by the law on the legislative level of municipalities. The Republic of Serbia holds a unique position in Europe as a country where synchronous digraphia – the functional, simultaneous use of two scripts (Cyrillic and Latin) – is part of daily life. Latin script is in official use for minority languages and, while not “official” for the Serbian language itself, its use is recognized and permitted by law. The Cyrillic script has become politically and ideologically charged (Albury-Garcés 2024) – while Cyrillic tends to be associated with national identity and traditionalism, Latin script can be interpreted as a form of greater openness toward non-Serbs, cosmopolitanism and the West.

Keywords: linguistic landscape, societal multilingualism, language policy forming practices, Serbian language, Cyrillic alphabet

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Language management and corpora-based analysis

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The modern epoch brings blows of challenges into various spheres of life. The world languages change under the influence of the ongoing globalizing processes. Digital transformation and new technological advancements change the contours of language management via opening new perspectives. It is notable that the issue of language management or “behavior toward language” (Fairbrother, L., Nekvapil, J., Sloboda, M., 2018) has been intensively addressed during the last decades. There have been different adaptations of its processual model. However, “the basic language management process involves the following key stages: 1. A deviation is noted from a norm or expectation; 2. The noted deviation is evaluated (negatively, neutrally or positively); 3. An adjustment plan is designed; 4. The adjustment plan is implemented (Meifang, Z., 2022).

The present paper deals with the increasing number of Anglicisms and rapid emergence of new words i.e. neology boom (Kerimbekov, T., Yessenova, K., Baltabaeva, Z., 2025) that drastically effects and changes lingual landscapes. Moreover, it discusses the problematics of verbal realization of the newly-emerged concepts and presents the innovative strategies of the effective language management process of legalese – “a juridical style of a speech, which is characterized with non-standard phrases and structures” (Bondarenko, 2016). The paper proposes the usage of specialized comparable-parallel corpora for providing authentic, data-driven insights into some European (French and German) languages, as well as for ensuring better definition and interpretation of newly-emerged terms/Anglicism. The description of all the proposed stages of language management process (noting the deviation; assessment of the deviation; design and implementation of the adjustment plan) shows the productiveness of corpora for revealing juridical-semantic differences and problematics of verbal realization of concepts. The methodology of research is corpora-based analysis, while the empirical data are presented by authentic French, German and English juridical texts. The paper will appeal to researchers interested in legal discourse analysis and language management.

Keywords: globalizing, digital transformation, language management, Anglicisms, newly-emerged terms

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Name management in modern-day Hungary. Challenges in the orthography of first names

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The aim of the presentation is to introduce the name management (see Bauko 2024) of first name use in Hungary applying the theoretic frame of Language Management (see Jernudd – Neustupný 1987, Beneš et al. 2018) and the role of the Name Committee and the Names Working Group of ELTE Research Centre for Linguistics. The presentation focuses on the various orthographic dilemmas arising in Hungarian first names, mainly concerning names of foreign origin. The paper presents various name management strategies which help resolve these dilemmas.

To reinforce the cultural significance of the Hungarian first name stock, several legal regulations govern the use of first names (Act I of 2010, Section 44). Among other principles, registrable first names are included in an official list, which has been continuously expanding since the 1980s (Cf. Raátz 2023); one may only have two first names, and only those corresponding to one's sex (i.e., unisex names are not permitted). Moreover, first names must comply with the modern spelling rules following the Hungarian pronunciation. A name management process such as this is almost unparalleled both in European and in worldwide practice.

New names are added to the official list by an administrative process, an application is to be submitted to the Ministry Of Public Administration And Spatial Development. Then, the Names Working Group and the Name Committee of ELTE Research Centre for Linguistics prepare expert opinions on the requested first names, based on principles defined by the current legislation and linguistic criteria. These opinions directly assist the Minister of Culture and Innovation's decision on the registrability of these first names. In this process, *simple name management* (including the people's act of namegiving, choosing, and sometimes, creating a name) meets *organized name management*, in which institutions and professionals participate (Lanstyák 2015, Bauko 2024).

The registration of foreign names with Hungarian spelling raises several name management issues. Applicants often request names with foreign spellings, usually with the intention of helping their children succeed abroad. This naming motivation is currently a leading reason behind many European countries' namegiving (Cf. Petkova 2023, Vlahova-Angelova 2023, Balode 2023). Based on our observations, however, most applicants are not familiar with the Hungarian spelling and phonetic rules, so the names they apply for are rejected from the outset.

Determining the Hungarian spelling of foreign first names based on their pronunciation can also cause dilemmas, as some names are common in several naming cultures and can therefore have multiple pronunciations (e.g., in the case of English and French, or Arabic dialects). Paradoxically, many names of foreign origin stand out from traditional Hungarian first names precisely because of their "Hungarian" spelling (e.g., *Brian* > *Brájen*, *Mary* > *Méri*). In addition, certain phonemes are represented by long letter combinations in Hungarian spelling, which sometimes result in impractical spellings (e.g., *Dzsindzser* ~ *Ginger*). Moreover, the official list of first names already contains numerous orthographic variants (e.g., *Miriam*, *Miriám*, *Mirjam*, *Mirijam*), which present issues in everyday administration.

Keywords: name management, first names, simple name management, organized name management, Hungarian namegiving practices

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Terminological processes in national census language questions. A cross-national comparative analysis

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National population censuses constitute one of the most consequential sites of macro-level language management in that the terminological choices embedded in census questionnaires directly determine how linguistic diversity is officially recognized, enumerated, and governed (Kertzer & Arel 2002). Yet the terminology employed across national census instruments to elicit language data remains remarkably inconsistent. This paper examines terminological processes in census language questions as a case of macro-level language management, drawing on a comparative dataset of language-related items from censuses conducted in over 70 countries across Asia, Africa, Europe, and the Americas from the 1990s to the 2010s.

The analysis reveals substantial variation in how national statistical agencies delineate and name the concepts they seek to measure. Key terms – including *mother tongue*, *home language*, *habitual language*, *first language*, and *language of literacy* – are employed inconsistently both across and within national contexts, with divergence at the level of both labeling and underlying concept. “Mother tongue,” for instance, refers in some instruments to the language of early childhood socialization, and in others to ethnic or ancestral identity (Arel 2002); “home language” ranges from the individual’s primary spoken variety to the statistically dominant language of the household. Such terminological ambiguity is compounded by variation in question format (open vs. closed), age restrictions, treatment of multilingual repertoires, and the number of languages respondents are permitted to report.

Within the framework of Language Management Theory (Nekvapil 2006; Spolsky 2009), this paper treats these cross-national patterns as evidence of ongoing, largely unsynchronized terminological management processes at the macro level. While international bodies such as the United Nations Statistics Division (2017) have issued recommendations on census language items, uptake and adaptation of these guidelines varies considerably, pointing to the interplay of institutional authority, language ideology, and national policy context in shaping terminological outcomes. Regional patterns are discernible – “home language” formulations predominate in anglophone and many post-colonial contexts, while “mother tongue” linked to ethnic identity remains prevalent in post-Soviet European states – yet these convergences appear to reflect parallel responses to shared sociolinguistic conditions rather than coordinated terminological management.

The paper argues that the census represents an underexplored institutional arena within Language Management Theory where the core terminological processes of concept delineation, definition, and agreement-reaching remain incomplete and contested (Jernudd & Neustupý 1987), with direct consequences for the political visibility of linguistic minorities and the feasibility of cross-national language policy comparison (Ricento 2006).

Keywords: national population censuses, macro-level language management, census language questions, terminological ambiguity, terminological management

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On the ramifications of the gradual decrease of androcentrism in Finnish. Some gender-related terminological considerations

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This paper examines, within the Language Management Theory framework, the gradual decrease of textual inequality between men and women in references to persons with special reference to translation-induced language change as this situation is reflected in a large Finnish-language corpus of just under 600 million words.

The corpus used consists of news texts by the Finnish Newscasting Corporation YLE from 1992 through 2018 and is thus probably a good representation of a very general type of standard modern non-fiction Finnish.

The hypothesis here is that androcentrism, i.e. the “perception of people as male and male as people” (Engelberg 2002: 128) might no longer be as strong in Finnish as it used to be because Finnish has been under notable linguistic and cultural influence especially from English e.g. via translation.

While the data examined seem to indicate that some changes have indeed taken place, the overall picture has not changed all that much over the last decades.

From a language management point of view this is significant in that we still have a long way to go before we reach a situation where various references to people in various professional capacities, especially in terminologically significant contexts, are at least gender-neutral if not unbiased. Yet we are proceeding in the right direction: the Finnish daily *Aamulehti*, for example, has been using gender-neutral job titles since 2019, and in February 2026 the Wellbeing Services County of Pirkanmaa in Finland also decided to start using gender-neutral job titles.

A further push in this direction is the *Directive (EU) 2023/970 on strengthening the principle of equal pay for equal work or work of equal value between men and women through pay transparency and enforcement mechanisms*, which will take effect on 7 June 2026. However, as will be evident from the corpus data analysed, a lot remains to be done before the problem created by the resistance to making such a change in favour of gender-neutrality in general has been tackled.

The presentation argues that such reluctance to language change is explainable especially by reference to three cognitive and/or psychological properties of human beings: (1) a change may be perceived as a threat (cf. e.g. Mortensen 2024) and is therefore often resisted more or less automatically; (2) human cognition is not an isolated function but is connected especially with emotions (Baars and Gage 2010: 431) and is often therefore of great emotional rather than of purely intellectual or informational significance to language users; and (3) resorting to existing types of reference is frequently an intuitive mode of action and not necessarily the result of conscious consideration (Remmers et al. 2024).

Keywords: gender-related terminological considerations, textual inequality, gender-neutrality, Finnish language, language management

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Analysis of the linguistic landscape in Slovakia, Ukraine, Romania, Serbia, Croatia, Slovenia, and Austria from a legislative perspective, with special emphasis on the inscription of names for inhabited places

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The presentation discusses the linguistic landscape analysis of Hungarian language use across borders, narrowing it down to the public appearance of habitation names in Hungarian communities in Slovakia, Ukraine, Romania, Serbia, Croatia, Slovenia, and Austria. Habitation names, signs, topographical signs, and settlement names are particularly sensitive elements of the linguistic landscape, as their informative and symbolic functions are both significant. They help with spatial orientation, administrative identification, and access to public services, and they also indicate the extent to which a language community's historical presence, place-bound nature, and legitimate use of space are publicly recognized.

The study reviews the regulations on language, as we can see in Slovakia, Romania, and Croatia, where minority language use is often linked to population thresholds. In Slovenia, the constitution also grants official language status in areas inhabited by Italian and Hungarian national communities. In Serbia, the official use of a minority language extends to the indication of settlement names and other toponyms. In Austria, Hungarian and Croatian topographic inscriptions in Burgenland appear in a separate legal and historical framework. In Ukraine, minority language rights and the use of place names have been particularly controversial and changing in recent years in a regulatory environment. The Venice Commission has specifically emphasized in relation to Ukraine that clear criteria are needed for the use of place names and topographical signs in minority languages.

From the perspective of “határtalanítás,” or “erasing borders,” and borderless Hungarian language theory (Lanstyák 1998), the examination of place names shows that the Hungarian language functions as a coherent Carpathian Basin linguistic space (Csernicskó, Péntek & Szabómihály 2010) despite political state borders, while its public appearance is shaped by different legal, institutional, and language policy conditions and circumstances in each country (Kontra 2022).

The presentation connects the analysis of habitation names to the framework of language management theory. The Language Management Theory process model – perception, evaluation, modification plan, and implementation – can be well applied to the analysis of the public presence of Hungarian habitation names: a community perceives the absence, marginalization, or legal uncertainty of the Hungarian name, evaluates this as an identity, communication, or legal problem, and then initiates civil, municipal, or institutional interventions. In this context, the Transcarpathian Language Accessibility Project (Language APL) is a good example of how maintaining multilingualism is not always a spontaneous, tradition-based process but may require conscious language management (Péntek 2012).

The presentation also reviews linguistic landscape research conducted so far in the Carpathian Basin (Kolláth 2006; Szabómihály 2007; Vukov Raffai 2013; Szoták 2017; Lehocki-Samardzic & Delatović 2022; Biró 2022; Hires-László, Tóth-Orosz & Máté 2023), with a particular focus on urban comparisons, the visual language use of Hungarian settlements across the border, and school linguistic landscapes. It argues that the examination of Hungarian place names simultaneously makes visible the shared spatiality of the Hungarian language and the country-specific legal, political, and institutional conditions that shape the public presence of the Hungarian language across borders.

Keywords: linguistic landscape, Hungarian language, habitation names, minority language rights, Hungarian as a minority language

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Answering terminology-related inquiries. A comparative analysis of Czech and Hungarian practices in institutional language consulting

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Academic institutions provide language consulting services in several European countries (Ludányi 2026). These services represent institutional language consulting, a specific type of language management practices that links micro-level and macro-level processes (Nekvapil 2009, Beneš et al. 2018, Ludányi & Domonkosi 2023).

This presentation aims to contribute to the comparative research of language consulting practices (Uhlířová & Tomov 2008, Mžourková 2024, Jakab & Ludányi *forthc.*), while emphasizing the necessity of pragmatic approaches in the analysis of these professional activities. Consequently, it addresses two areas that remain underrepresented within the scientific research of language consulting practices (Ludányi 2026).

The presentation introduces an empirical study comparing Czech and Hungarian language consulting practices. The theoretical framework adopts a functional approach, integrating Language Management Theory (Jernudd & Neustupný 1987, Kimura & Fairbrother 2020) with Move Analysis (Lu 2024).

In alignment with the core theme of the conference, the research focuses on the management of terminological inquiries, an area that presents comparable challenges for both Czech and Hungarian consultants. The central research question explores the identifiable similarities and differences in the management of terminological issues within these two languages.

The research material comprises 50 consulting responses (25 Czech and 25 Hungarian). The Czech data are sourced from the Language Inquiry Database, which archives written versions of telephone inquiries handled by the Language Consulting Centre of the Czech Language Institute of the Czech Academy of Sciences (Dufek et al. 2022). The Hungarian data consist of email responses from the database of the Language Consulting Service at the ELTE Research Centre for Linguistics (Ludányi & Domonkosi 2023). The selection criteria for the Czech material required the inclusion of the Czech equivalents of the word *term* in either the inquiry or the response. For the Hungarian data, emails explicitly categorized under “terms, terminology” (Ludányi 2025) were selected. Given the pilot nature of the study, responses were broadly classified as “terminological issues” without further sub-categorization. Thus, the material encompasses various linguistic problems, ranging from orthographic issues (e.g., incomplete codification) to other types of linguistic problems (e.g., issues of term creation or adequacy) (cf. Ludányi 2025, *forthc.*).

The material is analyzed using a data-driven, primarily qualitative approach. This method facilitates the identification of functional units (moves) within the responses, such as “advice”, “usage description”, or “limitation”, enabling a detailed structural analysis of the responses.

The anticipated results are expected to reveal similarities and differences between Czech and Hungarian practices. These findings contribute to identifying both universal and language-specific characteristics of language consulting, thereby advancing cross-cultural analysis in the field. Furthermore, the methodological framework developed herein may serve as an effective tool for future comparative research.

Keywords: language consulting, comparative analysis, move analysis, Hungarian language, Czech language

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Language management in practice – *Bulletin No. 1.* and the activity of the Udmurt Committee of Terminology and Orthography

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The aim of the research is to analyse the activity of the Udmurt Committee of Terminology and Orthography, especially their publication titled *Bulletin No. 1.* [1-тй бичет. Бюллетень № 1.] (Krasilnikov 1998), that contains a chart of 426 lexical items suggested by the Committee for broadening the vocabulary of the Udmurt language. As published almost 30 years ago, the issue might seem outdated, however the passing of time since then certainly has given enough opportunity for the items to disseminate, thus making them suitable for examination.

According to the last census (Rosstat 2022), there are approximately 255 000 Udmurt speakers and while having an official status in the Udmurt Republic within the Russian federation, the language is considered *Definitely Endangered* by UNESCO (Moseley 2010). Due to prolonged contact with Russian, it has had a considerable impact on almost all levels, most noticeably on the lexicon. At the same time, there are numerous entities ranging from individuals to established organisations that having evaluated the results of the Russian influence as deviation, attempted some sort of language planning or management in the last century (Domokos 1975; Kaiser 2025a; 2025b; Malykh et al. n.d.; Salánki 2002), the most established being the Committee of Terminology and Orthography.

The Committee was founded by the Presidium of the State Council and the Government of the Udmurt Republic, making it belong more to the macro level on the scale of actors, that carries out organised management. With set aims and agenda rooting in the principle of having equal rights to language use, they do not only deal with corpus planning, but also intend to raise the status of the Udmurt language amongst speakers.

The examined publication came to be as an additional result of the translation of the new Constitution of the Udmurt Republic in 1995, created after the fall of the Soviet Union. It contains the Committee's programme and objectives, also a list of terms concerning law and legislation, economy, public life, religion and everyday phenomena. It is briefly analysed by Salánki (2002) regarding semantics, parts of speech and word formation.

Though the research I attempt to fit the project into the framework of language management as defined by Jernudd and Neustupný (1987) and also provide corpus-based quantitative feedback – as the last step, suggested by Kimura (2014) – on the success of the activity, utilising the database of the *National corpus of the Udmurt language*. If the items from the *Bulletin No. 1.* are not present (or only to a very limited extent) in the corpus before 1998, but appear afterwards, they could be attributed to the successful activity of the Committee. As per current results, there are 35 items that were not present before 1998, but later emerged more than once and at more than one author. Additional 27 items are found only once after 1998, and 29 occur sparsely before 1998, but their frequency is considerably higher after.

Keywords: Udmurt language, vocabulary, language planning, corpus planning, language management

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Terminological issues in Language Management Theory – with special focus on the post-implementation phase

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This paper deals with the use of terms in Language Management Theory itself and argues that researchers should be and are guided by the terminological set they apply. Language Management Theory has developed a complex set of terms which together constitute the framework of the theory. This framework is supposed to enable a deeper and comprehensive analysis than without using it. There are, however, at least two types of issues to be raised.

On the one hand, there are presentations and publications that reiterate at the beginning a certain set of phrases, which could be called the “Language Management Theory-mantra”, without really utilizing them in the research design and the following analysis. Thus, the analytical potential of Language Management Theory is not exhausted. This applies also to the management process model which lies in the heart of the theory. This tendency raises the question of congruence of the theory and its application.

On the other hand, the framework which should deepen the analysis can also work as a constraint to the research and analysis. In this paper, I will focus on the process model to discuss this issue. It is generally accepted that the management process is cyclical. However, the initial (or traditional) process model is linear. This discrepancy between the premise and the model leads to at least two practical problems.

The first is compatibility with other, similar or more general frameworks of language policy and management, which include a post-implementation stage. The classical Language Management Theory-process model cannot be easily applied to policy analysis, for which a post-implementation stage is crucial. This seriously limits the applicability of the framework. Arguing that a new process can start by noting the change or non-change after implementation is beside the point, as starting a new process by noting is something different than completing a policy process with an evaluation of the policy itself. A policy process is understood incomplete without evaluation after implementation. If a post-implementation stage is superfluous, why do (almost all) the other models include it as an integral part of the model?

The second is that the analysis using the classical Language Management Theory process model quite often stops at the implementation and the cyclical evolution is rarely considered. Given the continuous nature of linguistic and other social phenomena, the theoretical lack of incentive to attempt investigation on the reflective stage after implementation limits the explanatory power of the analysis and constitutes a cognitive bias of the framework. This paper conducts a meta-analysis of papers listed in the Language Management Theory bibliography (<http://languagemanagement.ff.cuni.cz/bibliography>) to show a correlation between the process model used and the awareness of the phase after implementation. Research that uses the initial model more often than not ends at implementation, while research that starts with a process model including a post-implementation stage (Kimura & Fairbrother 2020) go further in the analysis. This demonstrates that, instead of being redundant or superfluous, a post-implementation phase of review/reflection/feedback is not the same as the “noting” that initiates the management process. Reflection of the management process deserves separate attention as it can create new expectations, which influence the emergence of a new cycle: what is noted and how it will be evaluated. It is thus something different than just verifying whether and to what extent the original deviation from the expectation/norm has been removed. The analysis confirms the claim that an explicit inclusion of this stage in the model will enrich the framework by establishing a link to related or more general theories and by enabling a deeper analysis of phenomena Language Management Theory was set to investigate.

Keywords: Language Management Theory, terminological issues, LMT process model, policy process, cyclical process

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Language management process in “Easy Japanese” practices among local Japanese residents

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This study explores language management processes in “Yasashii Nihongo” (Easy Japanese) practices among local Japanese residents in Japan. As Japan experiences population decline and rapid aging (Cabinet Office, 2022), the number of foreign residents has continued to increase (Immigration Services Agency, 2025). In this context, Yasashii Nihongo has attracted attention as a common language facilitating communication between native and non-native speakers of Japanese (Iori, 2015). Previous studies have discussed the practical effectiveness and educational significance of Yasashii Nihongo in multicultural community settings. However, less attention has been paid to how local residents learn, practice, and manage communication through Yasashii Nihongo in actual interactional contexts.

Drawing on Language Management Theory, this study explores how language management processes emerge in Yasashii Nihongo practices among local residents and which experiential and interactional factors shape them. Language Management Theory conceptualizes communication management as a process involving noting, evaluation, adjustment, implementation, and feedback (Kimura, 2014; Nekvapil & Sherman, 2015). This framework enables an analysis of how participants recognize communicative problems and continuously modify their language use through interaction.

The study focuses on two selected cases from a community-based Japanese-language support activity in Miyagi Prefecture, Japan. The data consist of participant observation and semi-structured interviews with local volunteers who participated in a Yasashii Nihongo training session and subsequently engaged in ongoing interaction with non-native speakers in a local Japanese-language classroom. A qualitative case analysis was conducted based on the stages of language management.

The case analyses revealed different trajectories of language management processes. One participant became increasingly aware that expressions commonly used among native speakers were not always easily understood by non-native speakers and gradually developed a more reflective approach to selecting expressions that would be most comprehensible to interlocutors. While initially experiencing difficulties such as silence and the time required for adjustment, the participant gradually acquired practical strategies regarding vocabulary choice and speaking speed through continued interaction. These experiences also led the participant to connect Yasashii Nihongo practices with broader issues of mutual understanding and conflict prevention within the local community.

Another participant did not regard Yasashii Nihongo as a readily applicable communication technique. Instead, the participant experienced communication management as an ongoing process in which noting, evaluation, and adjustment were continuously revised in response to interactional difficulties and feedback from non-native speakers. In this process, the participant reconsidered assumptions about interlocutors’ linguistic competence and viewed linguistic support not only as assistance for individuals but also as a practice contributing to the adjustment of relationships within the local community.

The findings demonstrate that language management processes were shaped not only through individual reflection but also through repeated interactional experiences within community practices. The study suggests that Yasashii Nihongo should be understood not merely as a fixed set of simplified linguistic forms but rather as an ongoing, interactionally negotiated language management process. By examining how communication management emerges and transforms in community-based interaction, this study contributes to the theoretical understanding of Yasashii Nihongo practices and multilingual communication from the perspective of Language Management Theory.

Keywords: Easy Japanese, practical effectiveness, educational significance, multicultural community settings, language management process

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Managing meaning across modalities. Audio description and language management

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Audio description (AD) is a service that provides verbal access to visual information for blind and visually impaired people (cf. Fryer 2016; Matamala & Orero 2016; Taylor & Perego 2022). By selecting, interpreting, and verbalizing elements of complex visual scenes – either in real time or through scripted narration – audio describers transfer meaning from the visual to the auditory modality. These practices take place across a wide range of settings, from highly institutionalized contexts such as television broadcasting, cinemas, theaters, museums, and schools to informal interactions within families or among friends. AD is therefore a socially situated process of meaning-making, shaped by organizational frameworks, cultural norms, and expectations attributed to the target group.

Conceptualized as a set of practices oriented toward cross-modal meaning transfer, AD poses a challenge to the Language Management Framework (Nekvapil 2016; Fairbrother & Kimura 2020). Decisions about what to describe and how to describe it emerge from complex and often distributed management processes. In the case of AD for the screen (film, television), these processes begin with the institutional preselection of audiovisual works considered suitable for AD and conclude with the selection of the suitable voice for the AD recording. During the critical middle phase, audio describers select visual elements to be verbalized and search for apt words and phrases for the AD script. They must also account for a heterogeneous audience, including congenitally blind users, people who lost sight later in life, and legally blind or partially sighted users. Achieving congruence among the relevance systems of authors, describers, institutions, and users is therefore inherently problematic and, as such, serves as the impetus for many management processes carried out before, during, and after the actual creation of the AD (cf. the concepts of pre-interaction and post-interaction management in Nekvapil & Sherman 2009).

Based on qualitative research into screen AD practices, this presentation analyzes how meaning is managed across successive stages of the production process, both at the level of organized and simple management. We demonstrate that the preselection of audiovisual works depends on different categorizations: media institutions rely primarily on legal and regulatory criteria, audio describers adopt a practical perspective focused on describability, and end users articulate preferences grounded in personal experience. In the main part of our presentation, we analyze how these orientations are managed during script preparation and subsequent phases of production. Based on video and audio recordings of the collaborative script development, we examine how the participating audio describers cooperate in interpreting the film and selecting relevant visual elements for AD, while jointly evaluating and discussing alternative descriptions. In doing so, they address several key issues: (i) the limited time available for AD between film dialogues, (ii) the precise timing of the narration in relation to other sounds in the film, (iii) the differing affordances of visual and verbal modalities, (iv) the requirement to verbalize only the most relevant visual information, without patronizing end users by providing obvious information that can be easily inferred.

Keywords: audio description, management of meaning, simple management, organized management, collaborative script development

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Technical orthographic challenges of institutional Hungarian language consulting. A language management perspective

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As Ludányi (2023) summarizes, orthographic codification is a component of organized language management (Nekvapil 2012; Lanstyák 2019) and language planning, while the regulation of technical orthographies constitutes a terminology planning task (cf. Guidelines). Hungarian orthography has held academic status since the publication of the first official rules in 1832. Today, responsibility for the state of orthography lies with the Standing Committee on the Hungarian Language of the Hungarian Academy of Sciences. The committee's members include linguists, delegates from other academic departments, and permanent invitees who facilitate communication with non-academic sectors (Mártonfi 2011).

Since academic regulation primarily codifies standard language orthography, the demand for specialized orthographies emerged simultaneously with the very first set of rules. Certain layers of scientific vocabulary require orthographic conventions that cannot be resolved solely based on general rules or the examples provided in standard academic dictionaries (Ludányi 2023).

The scientific and technical revolution following World War II significantly increased orthographic challenges related to specialized languages (Fábián 1993). The regulation of technical orthography is a quintessential bottom-up language management process (Nekvapil & Sherman 2015): it is typically initiated when practitioners within a specific field express a professional need for it (Fábián 1993). This process necessitates close cooperation between the professional community and linguists (Grétsy 2002, Zimányi 2003). Such collaborations have led to the publication of several technical orthography manuals over the last forty years (Mártonfi 2018; see also the bibliography in Laczkó & Mártonfi 2025), with others currently in preparation (Sólyom, Mártonfi & Laczkó forthc.) or in the planning stages (Hargitai et al. 2010).

Nevertheless, many scientific fields remain uncovered by spelling guidelines, and even existing ones may not provide clear guidance on certain issues. Consequently, the Language Consulting Service of the ELTE Research Centre for Linguistics (Ludányi & Domonkosi 2023) frequently receives inquiries regarding such technical orthographic problems.

In this presentation, I will illustrate the scientific fields from which these inquiries originate and the types of problems they raise (e.g., compounding and word separation, the prefix "nem" [non-], acronyms and abbreviations, numeral-based formations, capitalization). Furthermore, I will demonstrate the strategies applied (Ludányi 2025) to address these questions within the theoretical framework of Language Management Theory (Jernudd & Neustupný 1987, Kimura & Fairbrother 2020).

Keywords: orthographic codification, organized language management, Hungarian orthography, academic regulation, technical orthography

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Serbian neologisms on the Internet and social media in the context of Language Management Theory

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The paper examines neologisms from the register of internet and social media recorded in the Dictionary of New Words in Serbian (DNW), with the aim of analyzing their morphological and orthographic adaptation in contemporary Serbian. With the growing prevalence of social media, vocabulary from this register is increasingly entering everyday communication. In this process, newly introduced words that have not yet been fully adapted to Serbian tend to undergo spontaneous, and often inconsistent, forms of adjustment (Lazić Konjik 2024; Prčić 2019). Accordingly, particular attention is devoted to the concept of language management, understood here as the relationship between speakers' spontaneous linguistic practices and the institutional standardization of new lexical items (Jernudd & Neustupný 1987; Neustupný 1992; Nekvapil 2006).

Language management theory distinguishes between micro- and macro-levels of regulation. In this study, macromanagement is approached through the lexicographic selection and description of social media neologisms in the DNW, while micromanagement is reconstructed on the basis of the forms and variation of these units as illustrated in the dictionary, as well as through evidence of their adaptation in broader language use. This includes an analysis of the Serbian Web Corpus PDRS 1.0, which contains texts from public discourse produced in 2023.

The study proceeds from the assumption that the micro-level will be characterized by considerable variation, including hybrid forms, fluctuations in transcription, and competition between native and borrowed solutions. By contrast, the macro-level is expected to show a tendency toward standardization and the selection of preferred forms. It is further hypothesized that a degree of mismatch exists between spontaneous language use and normative recommendations.

Preliminary findings indicate the dominance of specific word-formation patterns, notably verbal derivatives formed by combining a foreign base with a native suffix (e.g. *tvitovati*, *trolovati*, *haštagovati*), as well as the development of derivational families based on a shared root (*tvitovati*, *tvitovanje*, *tviteraš*). At the level of phonetic adaptation, doublets are attested (*haštag* / *hešteg*, *haštagovati* / *heštagovati*), while orthographic variation frequently concerns the use of compounds versus separate forms (e.g. *internet trol* / *internet-trol*, *video selfi* / *videoselfi*) and capitalization (*Insta* / *insta*). The data also reveal the presence of calqued equivalents of foreign terms (e.g. *praćenje*, *pratilac*, *pratilački* < *follow*, *follower*, *following*).

The results confirm the assumption of significant variation and instability in transcriptional and orthographic practices at the level of micromanagement, as well as the hypothesis of partial inconsistency with macromanagement as reflected in the dictionary. Specifically, the DNW occasionally privileges one form over competing variants; for instance, it rejects the original spelling *TweetUp* in favor of the adapted form *tvitap*, although both forms are attested in actual usage. Overall, the findings point to a dynamic and complex interaction between spontaneous linguistic practice and institutional norms in the integration of social media neologisms into contemporary Serbian.

Keywords: Serbian language, language management, neologisms, word formation, transcription, orthographic adaptation, Dictionary of New Words

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Internationalisation in the context of multilingualism.

A study on language management in teaching practices at LMU Munich

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The increasing mobility of students and academic staff, ongoing global interconnectedness, and the worldwide exchange of information have led to an unprecedented level of internationalisation in the higher education sector. It not only affects the composition of the student body and academic personnel and the study programmes offered – given “the inclusion of an international, intercultural, and/or global dimension into the curriculum and teaching learning process” (Knight 2004: 6) – but also the overall educational experience (Liddicoat 2004; Kälkvis & Hult 2016), including the language(s) of instruction used. This raises the question of how universities manage the use of different languages in teaching, given the multilingual backgrounds of their students and staff. Consequently, research interest in language management within the university context has grown steadily, with one central focus being the language of instruction – particularly English-Medium Instruction (EMI) (e.g., Doiz & Lasagabaster 2020; Jinghui 2023; Jenkins & Mauranen 2019; Orduna-Nocito & Sánchez-García 2022).

While some universities promote multilingualism at the policy level (YUFE 2024), research has shown that internationalisation at universities does not necessarily coincide with genuine multilingualism. Rather, it is often reduced to a form of functional bilingualism – namely the national language and English – while other languages receive little consideration (Liddicoat 2016: 235), including in teaching contexts. Thus, although there is still limited empirical evidence regarding how EMI affects content learning at the university level (Saarinen 2012), many universities have expanded their range of English-taught courses and modules as part of their internationalisation strategies.

Against this backdrop, the question arises whether languages other than English and the national language(s) play a role in internationalised university settings as languages of instruction that enable students and staff to draw on their own linguistic resources. Furthermore, how do students perceive the different languages in which they are taught and the (increasing) use of EMI?

To address these questions, a questionnaire-based study was conducted with students from all faculties at Ludwig-Maximilians-Universität Munich (LMU). The university was selected due to the researcher’s access, its international reputation, and its offer of (Master’s) degree programmes and modules in English.¹ In addition, LMU does not have an official language policy. The only information available regarding language requirements concerns international students, who must demonstrate at least B2 proficiency either in German and/or English, depending on their chosen programme. Other languages are not mentioned.²

The proposed paper therefore presents the results of this questionnaire-based study (currently under analysis) with the aim of gaining clearer insight into the languages used in teaching practice at LMU as well as students’ perceptions. In doing so, it seeks to contribute to a better understanding of language management with regard to the language of instruction at internationalised universities, as exemplified by the case of LMU.

Keywords: internationalisation, multilingualism, educational practices, higher education, English-Medium Instruction

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“I am looking for the Hungarian equivalent...” – Mapping terminological problems through the lens of a language consulting service

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The study explores the bottom-up mechanisms of terminology management by analyzing how individual and collective language users identify and conceptualize terminological gaps in everyday and professional communication. The research is situated within the framework of Language Management Theory (Jernudd & Neustupný, 1987; Nekvapil, 2009), focusing on the interface between simple management, in which language problems are first noted and evaluated by the speakers, and organized management (Kimura & Fairbrother, 2020).

The analysis is based on a qualitative investigation of 45 anonymized email correspondences retrieved from the 12,000-thread corpus (2011–2025) of the Language Consulting Service at the ELTE Research Centre for Linguistics (Ludányi & Domonkosi, 2023). This database serves as a unique linguistic observatory (Uhlířová, 1997), as the inquiries provide empirical evidence of the noting and evaluation phases of the management cycle which are otherwise difficult to trace directly (Beneš et al., 2018). The selection process focused on non-orthographic inquiries specifically coded under the category of terminology. Following rigorous data cleaning to exclude spelling-related issues, the initial dataset of 79 correspondences was reduced to a final sample of 45 question-answer pairs, which were processed in a structured database containing full interaction texts and metadata.

The results identify six major types of terminological management: adequacy, new term, linguistic concept, variant, meaning, and replacement. The analysis reveals that most inquiries concern the evaluation of existing terms or the search for new ones, demonstrating users’ active involvement in the management process. While the majority of cases originate from individual reflection, the study also highlights how these user-initiated problems can trigger expert input through collaboration with the institution’s Terminology Research Group (Fóris, 2022: 115–119; Lipp & Prószéky, 2025). The Language Consulting Service thus functions as a systematic fact-finding tool within the Research Centre’s broader organized management activities, which encompass national terminology coordination.

By examining these micro-level processes, the paper demonstrates how institutional language consulting acts as a mediator between spontaneous linguistic reflection and professional adjustment design. Beyond the empirical findings, the study contributes to a deeper understanding of how Language Management Theory can be applied to terminology by linking bottom-up observations with organized institutional processes.

Keywords: terminology management, simple management, organized management, institutional language consulting, Hungarian practices

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Languages co-officialization policy in Brazil. German language as a case study

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When Brazil is discussed in relation to language, it is still commonly portrayed as a predominantly monolingual country defined by Portuguese as its sole official language. This perception continues to circulate widely, particularly through educational systems and media representations both within and beyond Brazil. In reality, however, Brazil is marked by considerable linguistic diversity: more than 300 languages are currently spoken across the country, including numerous Indigenous languages as well as immigrant languages such as German, Italian or Japanese (Morello 2015).

Since the adoption of the Brazilian Constitution in 1988, governmental policies addressing linguistic diversity have enabled the co-officialization of languages at the municipal level. Furthermore, the *Inventário Nacional da Diversidade Linguística (INDL)* [National Inventory of Linguistic Diversity], established as a federal language policy instrument in 2010, documents the heritage languages of various linguistic communities in Brazil, including German-Brazilian communities (Cavalcanti/Maher 2018).

While the situation of German in Brazil has been explored from several perspectives – predominantly dialectological, but also educational or general language-political ones (Altenhofen 1996, 2000; Kaufmann 2024; Riehl 2018, 2026) – the processual aspects of the continued implementation of co-officialization policies remain lacking, as do the descriptions and analyses of the role of specific actors involved in these processes.

By applying the Language Management Theory (Nekvapil 2016), the paper seeks to describe and analyze these processes in order to contribute to clarification and analysis of the status of German as a minority language in Southern Brazil.

The starting point of co-officialization processes in Brazil is the municipality of São Gabriel da Cachoeira in the Brazilian Amazon, where the Indigenous languages Nheengatu, Tukano, and Baniwa were granted co-official status alongside Portuguese in 2002. As the first instance of municipal co-officialization in Brazil, this case became an important model for later initiatives involving immigrant languages, including German varieties spoken in municipalities of Southern Brazil.

Drawing on legislative documents, policy materials, and primary data provided by IPOL – *Instituto de Investigação e Desenvolvimento em Política Linguística* [Institute for Research and Development in Language Policy], the paper analyzes how co-officialization policies are negotiated, implemented, and interpreted by different social actors at the local level. As a principal actor in the field of Brazilian language policy, IPOL – based in Florianópolis (Santa Catarina) – administers a register of co-officialized languages and an online database of municipal co-officialization laws across Brazil, including the full texts of the legal acts issued by local authorities.

The paper argues that the co-officialization of languages has significantly influenced contemporary Brazilian language policy and has reshaped local approaches to multilingualism, identity, and linguistic rights, thereby creating an important framework for the recognition of immigrant languages such as German.

Keywords: linguistic diversity, language policy, co-officialization, governmental policies, German language

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Pre-interaction management of time zone differences

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Proponents of Language Management Theory often emphasize that it does not deal solely with language in the narrow sense, but also with communicative and sociocultural phenomena and their interrelationships. Building on Hymes's S-P-E-A-K-I-N-G model, one of the components of communication, as conceived by Neustupný, is time. However, researchers subscribing to Language Management Theory have so far paid only marginal attention to the significance and management of temporal phenomena in communication (see Neustupný & Nekvapil 2003, p. 321). In this paper, I aim to contribute to this neglected area of language management studies by focusing on time zone management. I will deal with videoconferences taking place in multinational companies operating across different time zones and demonstrate that time zone management is an integral part of videoconferencing. I will devote special attention to the role of differing power positions of the involved parties (in the headquarters or various company branches) in this kind of management. Finally, I aim to show that the researched phenomena can be appropriately captured using the concept of pre-interaction management (Nekvapil & Sherman 2009).

Keywords: pre-interaction management, time zone management, videoconferences, multinational companies, management of temporal phenomena

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Before it goes public.

Language management practices in contemporary Hungarian media

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This presentation examines editorial language practices in contemporary Hungarian media within the framework of language management theory (Nekvapil 2009; Nekvapil & Sherman 2015). The study investigates the institutional and informal practices through which Hungarian media organizations monitor, evaluate and shape the linguistic quality of content before publication or broadcast across print journalism, online media, social media platforms, as well as television and radio news programmes.

The research is based on qualitative interviews conducted with journalists, copy editors, proofreaders, news editors, news anchors and other editorial staff members working for ten major Hungarian media outlets. The project is partly made possible by the researcher's more than twenty years of experience teaching communication and media studies students, many of whom now work as journalists and editorial professionals at leading Hungarian media organizations. The study covers different segments of the Hungarian media landscape, ranging from public affairs and quality media to tabloid journalism. Particular attention is devoted to the editorial models currently operating in Hungarian media, the professional competencies associated with linguistic control, the most frequently recurring linguistic problems identified during the editorial process, and the orthographic, linguistic and stylistic resources used in editorial decision-making.

The presentation interprets editorial correction and linguistic monitoring practices as forms of institutional language management. The processes of noticing, evaluating and correcting linguistic problems can be described through the classical categories of language management theory; at the same time, the accelerated digital publishing environment, the convergence of media platforms, online news competition and the growing importance of social media communication have significantly transformed traditional proofreading and copy-editing practices (Cotter 2010). The study therefore also explores how editorial language practices have changed over recent decades, how they differ across media types and organizational cultures, and how different language ideologies, normative assumptions and professional expectations shape editorial decisions in contemporary newsrooms (Bell 1991; Bednarek & Caple 2017; Cameron 1995).

At a broader level, the study examines how linguistic norms are negotiated, maintained and implemented within contemporary Hungarian media before texts and media content reach the public sphere.

Keywords: editorial language practices, contemporary Hungarian media, shaping linguistic quality, editorial correction, linguistic monitoring

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Terms of terminology revisited. Is specialised vocabulary in English, Estonian, Finnish and Swedish appropriate?

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It may seem surprising, but usage of specialised vocabulary designating concepts has not been quite consistent and coherent in different languages. This raises a need to consider how LSP management at large and terminological work specifically could become more purposeful, in order to achieve exact professional communication. About a decade ago I analysed how main terms of terminology were used and perceived in Estonian (Nemvalts 2014, 2016), English and some other languages (Nemvalts 2016, 2018).

All terminological work – planning, management, harmonisation and standardisation – should be methodologically grounded on concept-based approach and on the necessity to manage any system of concepts in a way where each concept is defined as precisely as possible. Ideally, standards should be the most reliable sources of exact concept definitions and proper terms, assessed according to the appropriateness criteria. Hence, the purpose should be to strive towards clarity of the concept system of any domain, including unequivocal terms to designate every concept, resulting in a term system which is as unambiguous as possible.

However, many scholars have drawn attention to ambiguous use of the term *terminology*. Estonian terminologist Rein Kull (2000: 142) has notified that ET *terminoloogia*, EN *terminology*, DE *Terminologie*, FR *terminologie*, RU *терминология* have been used also referring to 'specialized language'. Uno Mereste (2000 (1969)) has stated that this term may designate four different concepts. Teresa Cabré Castellví (1999: 32) has noted: "The word *terminology* refers to at least three different concepts:

- a. The principles and conceptual bases that govern the study of terms
- b. The guidelines used in terminographic work
- c. The set of terms of a particular special subject

The first concept refers to the whole field, the second, to its methodology, and the third to the sets of terms on a specific topic."

Having analysed the standard EVS-ISO 1087-1:2002, which consists of the official English text of the International Standard ISO 1087-1:2000 "Terminology work – Vocabulary – Part 1: Theory and application" and an identical Estonian translation, it appeared that not all used terms follow the appropriateness criteria. E.g., the terms *terminology 1* (3.5.1) and *terminology 2* (3.5.2) are used. It is not possible to use this kind of numeric notation in any text, which implicates that the term *terminology* remains polysemic in many instances and will continue to convey ambiguity for readers and listeners. Often these different meanings of *terminology* occur in the same text by the same author. While in certain occasions the probable precise meaning of this term is perceptible due to the context, in other instances it is not always quite clear which concept exactly is meant.

Confusion may arise even of the reason pointed by Anita Nuopponen (2014: 9) "The concept relation typology presented in ISO standards is restricted to a few core relation types, and their definitions and treatment are not quite unambiguous or consistent."

Some researchers seem to justify ambiguity produced by polysemic usage of terms by equalising the impact of polysemy with that of synonymy: "The effort to eliminate polysemy and synonymy in terminology, in order to achieve univocity and unambiguous communication, has been shown to interfere with the way natural languages function and develop." (Temmerman, Van Campenhoudt 2014: 3) Purposeful restricted synonymy should never be eliminated. Though polysemy is a normal phenomenon in a natural language and there is no need to avoid polysemic use of any word in general language, it should be preferably done concerning terms of a specialised language.

Therefore, I have suggested the univocal terminological system:

	EVS-ISO 1087-1:2002	Proposed (Nemvalts 2007, 2011, 2016, 2018)
EN 3.5.1	terminology 1 set of designations (3.4.1) belonging to one special language (3.1.3)	<i>termstock</i> ~ <i>terms (of)</i> ~ <i>special vocabulary</i> set of designators (3.4.1) belonging to one special language (3.1.3)
ET 3.5.1	terminoloogia 1 oskussõnavara ühte oskuskeelde (3.1.3) kuuluvate tähiste (3.4.1) hulk	<i>terminivara</i> ~ <i>oskussõnavara</i> ühte oskuskeelde (3.1.3) kuuluvate tähiste (3.4.1) hulk
EN 3.5.2	terminology 2 terminology science science studying the structure, formation, development, usage and management of terminologies (3.5.1) in various subject fields (3.1.2)	<i>terminology</i> science studying the structure, formation, development, usage and management of termstock (3.5.1) in any subject field (3.1.2)
ET 3.5.2	terminoloogia 2 oskussõnaõpetus teadus, mis uurib mitmesuguste valdkondade (3.1.2) terminoloogia (3.5.1) ülesehitust, kujunemist, arengut, kasutamist ja korraldust	<i>terminoloogia</i> ~ <i>terminiteadus</i> (<i>terminiõpetus</i> ~ <i>oskussõnaõpetus</i>) teadus, mis uurib mitmesuguste valdkondade (3.1.2) terminivara (3.5.1) ülesehitust, kujunemist, arengut, kasutamist ja korraldust

As suggested, all other related terms need to be adjusted accordingly, e.g. *terminology work* □ *term(inological) work* and *terminology planning* □ *term(stock) planning*. Tautological terms like EN *terminology science*, DE *Terminologielehre*, ET *terminoloogiategadus* should be disclaimed as well.

In the foreword of the new edition (ISO 1087:2019), published by the International Organization for Standardization, the authors have stated: “The main changes compared to the previous edition are as follows:

- most of the terminological entries have been reviewed to reflect the current state of the art;
- some terminological entries from the former ISO 1087-2:2000 (withdrawn) have been incorporated.”

The aim of this paper is to study how the new standard has coped with the challenges of presenting unambiguous and consistent concept system, designated by appropriate univocal terms, comparing the English original and its translations into Estonian (EVS-ISO 1087:2025), Finnish (SFS-ISO 1087:2023) and Swedish (SS-ISO 1087:2019). What are the similarities and differences in two Indo-European Germanic languages and two Finno-Ugric Finnic languages?

Keywords: LSP management, *terminology* as a term, Estonian language, Finnish language, Swedish language

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Theorising language policy evaluation.

A case for combining the Theory of Language Policy and Policy Analysis

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Theorising language policy has long been a contested endeavour. As far back as 2006, Ricento observed that the field lacked an overarching theory of language policy and planning, attributing this to the complexity of language issues in society. While Spolsky's (2003) Theory of Language Policy (ToLP) has since offered a principled framework, scholars such as Albury (2016) have noted that it does not claim to be all-encompassing, nor does it account for the full range of interpretive and agency perspectives that multi-layered approaches to language policy explore. At the same time, policy-oriented research on language has rarely engaged systematically with theories of policy analysis drawn from the broader social sciences. I argue that neither framework alone is sufficient for studying language policy in complex, multilingual institutional contexts, and that a dual-theoretical approach offers a more productive analytical foundation.

Spolsky's (2003) ToLP and Policy Analysis (PA) is presented and motivated for as a dual theoretical framework, drawing on Cele (2021) and Wildavsky (2007). The ToLP, with its tripartite division of language policy into language practices, beliefs and ideologies, and explicit management activities, provides the language-specific analytical structure. PA provides the policy-specific analytical structure. Following Cele (2021), PA is used as a theoretical framework that generates evaluative questions around four dimensions: agenda-setting, policy formulation, implementation, and evaluation. These questions make it possible to assess whether a language policy is consistent with its governing framework, whether it is practically implementable, and whether it conforms to accepted public policy norms and standards. Wildavsky's (2007) argument that Policy Analysis cannot be limited to field norms but must be responsive to the circumstances of its use further justifies its application as a flexible theoretical tool rather than a fixed evaluative instrument.

I argue that the ToLP and PA are not merely compatible but mutually reinforcing: where the ToLP illuminates what a language policy says about language and community, PA illuminates whether that policy can and does function effectively as policy. This complementarity is illustrated with reference to a study of institutional language policies in South Africa's public higher education sector, conducted in the context of their Language Policy Framework for Public Higher Education Institutions (2020).

Keywords: Theory of Language Policy, Policy Analysis, Language Policy Framework, institutional language policies, higher education

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***Neutral names* as a terminological problem in Czech linguistics. A multidimensional language management perspective**

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Research has identified terminology as one of the areas producing language problems that make users seek assistance from language professionals including linguists (Ludányi & Domonkosi 2023). However, socioterminology literature (Delavigne & Gaudin 2022) suggests that terminology-related language problems are considerably complicated and often defy easy removal from discourse (cf. Neustupný 1994). This paper argues that this is at least partially due to the multidimensionality of language management (cf. Neustupný & Nekvapil 2003) induced by terminology-related language problems.

To explore the multidimensionality, the paper analyses an instance of an ongoing language management developed by Czech linguists around the term *neutral names* (*neutrální jména*). For several decades, the term *neutral names* has been in use as a label for a subset of given names that can be officially registered to members of both legal sexes. As early as the 1970s (cf. Hynie 1974), Czech sexologists were using the term in clinical practice including suggestions that patients with gender incongruence might avoid misgendering by adopting a *neutral name*. In 2000, the term *neutral names* entered language policy through the codification of the legal sex change process. Yet users of Czech were observed to draw a strong connection between the grammatical gender forms and individuals' gender category membership (Vondráček 2024). This includes widely shared understanding that first names identify individuals as either men or women, and that the repertoire of names is split into two subsets of gender-specific male names and female names. Currently, linguists are split on the term (cf. Valdová 2022, Dvořáková & Štěpán 2025) and those who contest it cite the link between grammatical gender and gender category membership as grounds for deeming *neutrality* of a name impossible.

The analysis drew on data gathered within an ethnographic study of language management related to the transgender community in the Czech Republic. All the data is publicly accessible or was shared in direct connection with the study. The present paper is based on a subset of data documenting language management in linguistic discourse from the 1970s to the 2020s (academic papers, books, conference presentations, public speeches, expert opinions, etc.) and ethnographic interviews with several linguists who took part in the management. Both types of data were analyzed employing methods of ethnographic discourse analysis.

The analysis reveals that the multidimensionality of terminology-related language management is observable in multiple normative systems that actors make relevant in their LM practices. It points to several recurring discursive practices developed to manage the term *neutral names* – these on one hand include practices such as defining and exemplification, on the other hand practices of hedging, distancing and overt contestation. It identifies these practices as a form of organized management that is simultaneously underpinned by linguistic norms in the narrow sense – Czech grammatical norms and disciplinary norms of nomenclature – and norms linguistic in a wider sense, including norms of just legislation and human rights protection.

Keywords: neutral names, multidimensional language management, language policy, gender, terminology-related language problems

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From terminology management to textual integration. Developing a writing assistance tool for terminology implantation

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In this presentation, we will discuss the development of a text validator – a writing assistance system created as part of the project “Platform for the identification of alterations to Chilean heritage assets” (ID22110052). This project arose from a need for terminology standardization identified by Chile's National Center for Conservation and Restoration (CNCR), a leading authority in the field of national heritage. The CNCR's proposal is to make available to institutions working in this area and other interested parties in the community, both nationally and regionally, a database that reflects the concepts used in the field through standardized terminology, agreed upon by specialists, that reflects the uses of Spanish in the Chilean variety and that also allows for interaction between the different users of this resource.

Given that one of the most difficult stages to achieve is the implementation of this standardized terminology in the daily use of its beneficiaries, the project considered – in addition to the development of a terminology database (TDB), where all standardization decisions made by consensus among terminologists and experts are recorded – the creation of a text validator, a computer-assisted writing system designed to support the implantation of this standardized terminology.

The text validator is an interactive, online word processing module that allows users to access the terminology stored in the TDB through recommendations for use while writing working documents. The validator provides users with a space to type or copy and paste the text to be evaluated, and searches for matches between the words written and those contained in the TDB, highlighting in red all terms marked as rejected variants, in green the accepted variants, and in blue the preferred terms. The author can then decide whether to replace the variant with a preferred term or to keep it, in the case of accepted variants. Depending on the length of the text entered, the validator can deliver the result in real time, as well as generate a Word file with the result of the validation process.

The text validator is of particular importance within the project, as it seeks to contribute, from an applied perspective, both to recent studies in the field of terminology implantation – an aspect that has received less attention, probably due to the difficulty of the process (Cabré, 2010, Montané, 2015, Da Cunha, Montané, and Hysa, 2017) and to the development of data-based language technology applications (Heinisch, 2023).

We will also present an ongoing research project (ALExIA), derived from this system, which relates to the incorporation of AI into the process of terminology standardization and validation. Considering that terminology is a dynamic field of study and that the rapid technological innovation faced by different areas of expertise motivates the constant generation of new terms, having a system based on cutting-edge tools is essential.

Keywords: text validator, terminology standardization, terminology database, terminology implantation, AI

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On terminology related problems of non-dominant Hungarian speech communities based on a database of language problems

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The issue of language problems has considerable attention within Language Management Theory. There is a significant amount of literature on the subject, but I am not aware of any research examining the language problems of a special speech community in a variety of areas of life in an international context. An international project running from 2017 to 2020 attempted to fill this gap by mapping the language problems of the indigenous Hungarian speech communities in Hungary's neighbouring countries, namely in Austria, Croatia, Romania, Serbia, Slovakia, Slovenia and Ukraine. The aim of the project was on the one hand to document the language problems of the non-dominant Hungarian-speaking communities in seven different countries according to uniform criteria, and on the other hand, to create a database that makes the collected problems easily searchable and, in the long term, provides a comprehensive overview of the linguistic problems of non-dominant Hungarian-speaking communities.

In my paper, I will introduce the database and illustrate its application with the focus on a specific research question. In accordance with the main topic of the conference, I will seek to answer the question of what kind of terminological problems do the Hungarian-speaking communities have in countries neighbouring Hungary, based on documented cases. I will revise all processed terminological language problems from the database, evaluate them, and formulate general conclusions.

In the paper, I will also discuss three methodological issues related to the collection of linguistic problems. (1) What speakers and researchers consider to be a linguistic problem depends on their ideological stance. Different linguistic ideological starting points lead to different perceptions of linguistic problems. (2) The researcher plays an active role in documenting linguistic problems. If everyday speakers do not articulate something as a problem, it does not mean that it is not a problem. The researcher's overview helps to identify the language problem in a more general level. (3) The number of problems processed is not conclusive. The problem situation and circumstances determine how often a particular linguistic problem surfaces. In some cases, the presence of a linguistic problem is merely a consequence or symptom of the problem situation, and the number of the documented problems depends mainly on the researcher's capacity.

Keywords: language problems, non-dominant Hungarian speech communities, terminological problems, collection of linguistic problems, methodological issues

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Collaboration between experts and terminologists in meteorological terminology management

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Effective terminology management requires close cooperation between subject specialists and terminologists (Fóris & Bölcskei 2019) in order to ensure both the reliability of data and compliance with terminological principles. An important characteristic of a national terminology database is that its target audience is highly diverse; it must provide information for both the general public and domain specialists (Fóris et al. 2024). Consequently, an approach is required that can integrate content of public interest with professional terminology while simultaneously ensuring comprehensibility and scientific reliability.

The background of the project is provided by the opportunity to participate in the *Hungarian Terminology Strategy Subprogram* (TMNP2023-1/2023) within the framework of the Hungarian Academy of Sciences' *Science for the Hungarian Language National Program*, which started in 2023 and will conclude in 2027, at the present-day Institute of Lexicology of the ELTE NYTK Hungarian Research Centre for Linguistics. The initiation of the sub-program necessitated an assessment of the demand for terminological systematization, which typically occurs through two primary channels: bottom-up initiatives from practitioners or top-down mandates from ministerial or academic institutions. This approach aligns with the Language Management Theory developed in the 1980s (Jernudd & Neustupný 1987), whose introduction into Hungarian linguistics is associated with the work of Lanstyák (2018) and Szabó Mihály (2007), while Ludányi and colleagues (Ludányi 2026, Ludányi et al. 2022) discuss its connections to the Hungarian Language Consulting Service.

The presentation focuses on the collaboration between meteorologists and terminologists. It introduces the workflow of the introductory workshops, the structure of the domain-specific guidelines, as well as the practical issues encountered during the terminology work. The domain-specific editorial guidelines specify the data categories and the principles of definition writing, complemented by an error typology; they also describe the specific subdomains, and presents other special considerations, such as orthographic issues. Discussing and formulating the content of the domain-specific guidelines was part of the collaborative work. To prepare them, the characteristics and needs of the domain were mapped with domain experts (see Tamás & Sermann, in press). In the presentation, examples will be drawn from several meteorological subdomains, including agrometeorology, forecasting, climatology, atmospheric optics, satellite meteorology, international organizations, and instrumental observations. Particular attention will be devoted to issues such as orthographic standardization, definition writing, categorization of related concepts (e.g. hierarchical relations and synonyms), and technical problems related to software implementation and database visualization.

Keywords: terminology management, national terminology database, meteorological terminology, terminology standardization, terminology work

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Professional editors as language managers. Decision-making, ideologies and perceived norm authority

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Editors are a specific type of language professionals who act as language managers on a daily basis – they receive texts and are expected to correct them in accordance with a set of expectations, both explicit and implicit (cf. Burrough-Boenisch 2013, Van de Poel 2003). The perceived importance of editors in this role varies among national cultures and languages. The position of editors and editing has been examined in relation to their influence on national language norms (Micutaitė & Jakaitė-Bulbukienė 2022, Jakaitė-Bulbukienė & Micutaitė 2023), their role in standardization (Koreinik et al 2025), and their work in relation to non-native speakers of a language, above all English (Law Favo 2024). And although language editing has been examined as a form of language planning (Burrough-Boenisch (2006), language editors have only been extensively considered from the language management perspective by Kaplan & Baldauf (2005), also from the native speaker-non-native speaker perspective.

This contribution thus aims to use the LM framework in more depth to examine the work and perspectives of editors who specialize in the Czech language. Based on language biography interviews with individuals employed as professional language editors, we will examine the following: 1) how these editors describe their own sociolinguistic profiles, 2) how they relate these profiles to their professional competence as editors and to their decision-making processes in cases of doubt, 3) how they make relevant various norm authorities in talking about their work, including different ideological positions, and thus how they reflect management conducted by other actors. We will also devote attention to their reflection of the management they conduct in combination with artificial intelligence tools.

Keywords: professional editors, standardization, language editing, language management, AI-tools

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Lexical innovation in times of crisis. Neologisms and anglobalisms in the Serbian COVID-19 Lexicon

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The COVID-19 pandemic triggered an intensive reorganization of lexical systems, primarily through the determinologization of medical terminology (the transition of terms from the “lexical periphery” into media, public, and everyday discourse), semantic extensions of existing units, the creation of new words, and borrowing. Drawing on Thorne’s triad (the medicalization of public language, accelerated neologization, and institutional slang), this paper analyses the COVID-19 lexicon in Serbian, viewing it as a lexical continuum in which the boundaries between neoterms, terms, and general vocabulary are dynamic.

The corpus is threefold, consisting of one manual and two electronic corpora. Two general delimitation criteria are applied: thematic (texts related to COVID-19) and temporal (texts not older than November 2019). The material includes both media discourse and social media discourse. The analysis is multi-aspectual and encompasses registers of use, as well as semantic, word-formation, etymological, and stylistic features.

The study first identifies structurally new words and then semantic neologisms; lexical units are classified into the following semantic fields: HUMAN BEING, DISEASE, SOCIAL PROCESSES/STATES, POLITICS, SOCIAL LIFE, EDUCATION, EMOTIONS, and ART. The results show that the most productive field is HUMAN BEING, with well-developed subgroups for naming infected/isolated individuals and actors appearing in texts about vaccination. In addition to assimilating terminological units, social media discourse strongly stimulates expressive neologization (satire, derogation, humor), confirming the close interrelation between linguistic, cultural, and social changes during a period of crisis.

Particular attention is paid to anglobalisms as the dominant layer of new vocabulary, ranging from global neologisms (e.g., *covidiot*) to hybrid compounds and blends (*lockdown*, *infodemic*, *fake news*, and numerous *corona-/covid-* compounds). The analysis concludes that the key factors determining the distribution and persistence of this vocabulary are derivational potential, the development of polysemy, and the degree of adaptation of borrowings.

Keywords: COVID-19, determinologization, medical terminology, neologisms, anglobalisms

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Metaphors and metonymies in the basic terms of quality-related EU regulations

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The talk analyses the semantic characteristics of the basic terms in four English-language EU regulations and in one directive, within a functional cognitive linguistic framework. The aim of the semantic analysis is to reveal the metaphorical and metonymic features in the terminology of the analysed quality-related texts. The analysis focuses on the technical texts' subchapters entitled "Definitions", which clarify the fundamental concepts and processes of the regulations and the directive. In this way, these subchapters play a key role in the text of the provisions, and the semantics of the terms used in them can influence the interpretation and understanding of the rest of the text.

The reason for analysing these technical texts is that, from the viewpoint of language management and semantics, it is important and useful to study the language use in texts related to quality, production, manufacturing, distribution, and sales processes from a linguistic approach. The technical terms appearing in the definitions will be analysed according to their subjects: medical devices (biology), appliances burning gaseous fuels (physics), cableway installations (transportation), radio equipment (communication), and personal protective equipment (health protection). In previous research, the author analysed the terms in the Hungarian versions of these technical texts, and metaphorical and metonymic relationships in the Hungarian terms were explored (Sólyom 2020: 133–162). Based on these results and using the same analytical method, the talk concentrates on the semantic structure of the technical terms in the English documents. In this way, the results not only provide an overview of meaning extension (Tolcsvai Nagy 2017: 255) in the English version of the texts, but they compare it with the relevant results of previous studies on the Hungarian corpora.

The methodological framework of the analysis is provided by functional cognitive linguistics. Metaphors and metonymies are identified through close reading, in the case of the metaphorical expressions using the MIP (metaphor identification procedure) method by the PRAGGLEJAZ GROUP (2007). The metaphorical and metonymic expressions are analysed within the framework of the "classical" cognitive metaphor and metonymy theory. Since the publication of Lakoff and Johnson's book *Metaphors We Live By* (1980), and from Kövecses's works we have known that 1) metaphor is a property of concepts, and not of words; (2) the function of metaphor is to better understand certain concepts, and not just some artistic or aesthetic purpose; (3) metaphor is often not based on similarity; (4) metaphor is used effortlessly in everyday life by ordinary people, not just by special talented people; and (5) metaphor, far from being a superfluous though pleasing linguistic ornament, is an inevitable process of human thought and reasoning (Kövecses 2010: x).

The hypothesis of the presentation is that, similar to Hungarian definitions, prototypical metaphorical and metonymic source domains such as TRAVEL, BUILDING, or CONTAINER (cf. Kövecses–Benczes 2010: 72, 79–80, 87) appear in the English-language texts of the corpus. To examine this, the analysis also adopts semantic and contrastive linguistic perspectives. This can lead to results that highlight the actual challenges of language management.

Keywords: EU regulations, metaphorical and metonymic features, quality-related texts, functional cognitive linguistics, language management

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Terminology work realised within the Language Management Theory framework

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Terminology work can be integrated into the theoretical context of Language Management Theory, originally developed in the 80s by Jernudd and Neustupný (1987). As a comprehensive model, it is capable of addressing a wide range of language cultivation efforts, and is highly applicable also to terminology work, which—following the establishment of the Terminology Research Group at the Institute of Lexicology, ELTE Research Centre for Linguistics—can now be implemented within a conscious, theoretically grounded institutional framework.

The activities of the Terminology Research Group can be divided into two primary branches. The first branch is intended to support the linguistic mission of the Hungarian Academy of Sciences (MTA), formulated already at the founding of Academy, through the *Science for the Hungarian Language National Program* (2023–2027), which aims to ensure that the Hungarian language maintains its prestigious role in the digital space through continuous and deliberate development (Prószéky & Tamás, in press). This objective is being realized as part of the national program within the Hungarian Terminology Strategy Subprogram (TMNP2023-1/2023) including the creation of a national terminology database. The second branch involves cooperation with the researchers and consultants of the well-established Hungarian Language Consulting Service at the ELTE Research Centre for Linguistics.

Data from the Language Consulting Service indicate that most inquiries regarding Languages for Specific Purposes (LSP) pertain to either specialized orthography or terminological issues (Ludányi 2025). The Language Consulting Service treats these cases within a systematic action plan (Ludányi et al. 2022). This practical, data-driven communicative demand aligns with the objectives of the *Hungarian Terminology Subprogram*, which involved numerous organizations from various fields (including as pilot efforts education, forestry, meteorology, law, psycho- and neurolinguistics, and geographical names) and Hungarian, foreign language terms, and region-specific variants.

A common characteristic of the initial professional communities involved was the experience of conceptual ambiguities, translation difficulties, and inconsistent terminology usage in practice. Although previous resources were available in certain fields, their updating has become necessary. While some specialized languages possess orthographic guidelines or dictionaries, numerous terminology-related questions arise in practice. The researchers of the Language Consulting Service refer the targeted needs of the general public to the Terminology Research Group. Conversely, terminologists consult the staff of the Language Consulting Service when linguistic questions arise from—or are detected by—subject-matter experts during domain-oriented work for the national database.

The Terminology Research Group adopts a descriptive, communication-oriented approach (Fóris 2025) to provide terminological consultancy for a heterogeneous target audience (Fóris et al. 2025) both within and beyond the borders (cf. Lanstyák, 2018). The identified problems involve various forms of different terms and the mapping of conceptual characteristics, while also necessitating alignment with the practices of professional communities and the integration of subject-matter expertise. Ludányi (2025) typologized these issues based on practical experience (e.g. variants of terms, meanings of terms, adequacy of existing terms, and the coinage of terms for new concepts). This presentation aims to demonstrate the activities of the Terminology Research Group, the cases encountered, and the strategies applied in both branches.

Keywords: terminology, Terminology Research Group, Hungarian Terminology Strategy Subprogram, Hungarian terminology database, terminological consultancy

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From borrowing to standardization: Orthographic and orthoepic adaptation of (semi-)compounds in Serbian neological dictionaries

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Adapting new loanwords to Serbian orthographic and orthoepic standards presents significant challenges due to discrepancies between the prescribed linguistic norm and actual usage. This paper examines the orthographic and accentual strategies employed for semi-compounds and compounds as documented in contemporary neological dictionaries. The analysis encompasses *Do you speak anglosrpski? Rečnik novijih anglicizama* (A Dictionary of Recent Anglicisms, 3rd edition, 2018), the *Serbian Dictionary of Recent Anglicisms* (2021), and three volumes of the *Dictionary of New Words in the Serbian Language* (2022, 2023, 2024). The primary aims are to catalog these solutions, compare them with normative manuals (monolingual dictionaries and the current *Orthography of the Serbian Language* by Matica Srpska), and identify inconsistencies to inform future editions of neological dictionaries.

Among their various roles, neolexicographers are expected to provide consistent solutions for the application of particularly problematic orthographic rules to (semi-)compounds – specifically, whether to use solid, spaced, or hyphenated spellings (e.g., *akva-aerobik* or *akvaaerobik* for EN 'aqua aerobic'; *bindžvočer* or *bindž vočer* for EN 'binge-watcher'). As most of these words are borrowed from English, additional challenges arise regarding phonological adaptation and, consequently, transcription (e.g., *burnaut* versus *brnaut* for EN 'burnout'; *sabskrajber* and *subskrajber* versus *sapskrajber* for EN 'subscriber').

These dictionaries employ various methods to record accentual patterns: some follow normative rules (*Jutjûb*, *Jûtûb*), others list accents that deviate from the standard norm (*Jutjûb*, *Jutûb*), and some indicate stressed syllables without explicit accent marks (*jutjUb*, *jutUb*). Notable issues include the occurrence of falling accents on non-initial syllables (*ôlstâr* and *ôlstâr*), words exhibiting double accents (*bêkstêjdz*, *brêjnstôrming*, *čêkîn*), and the presence of accentual doublets with either quantitative (*bodišêjmer* and *bodišejmer*, *disklêjmer* and *disklèjmer*, *plêjstêjšn* or *plêjstėjšn*) or qualitative differences (*âutput* and *autput*, *lòkàut* and *lökaut*).

Keywords: neolexicography, accents, orthography, norm, Serbian language

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Croatian and international linguistic terminology in the teaching of Croatian as a second language

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The question of whether linguistic terminology should be used in the teaching of second languages, specifically which terminology should be used, and when and to what extent, is of great importance for all language instructors. The terminology of any discipline is established through the standardization of terms within a conceptual system. Standardization always presupposes a conscious selection and falls within the domain of language regulation (Shohamy 2006: 63). When applied to the Croatian language, the standardization of Croatian specialized terminology must satisfy two primary requirements: (a) it must be aligned with the latest developments in the field, and (b) it must conform to the Croatian standard language. Terms are most commonly formed in two ways: (a) by borrowing and adapting a word from a foreign language, or (b) by creating a new Croatian word, i.e., a neologism. Consequently, in Croatian linguistics, both a Croatian and a foreign term are often used for the same concept. Terminology experts argue that the existence of multiple synonymous terms is undesirable, as a single term should be selected – namely, the one that best satisfies terminological principles (Hudeček and Mihaljević 2023: 60).

In order to standardize Croatian specialized terminology, the terminological database *Struna* (an acronym for *Strukovno nazivlje*, ‘specialized terminology’) has been developed, and the section of this database that deals with linguistic terminology is called *Jena*. The terms in the *Jena* database are processed according to nine key terminological principles: (1) preference is given to Croatian terms over foreign ones; (2) preference is given to terms of Latin and Greek origin over those from modern languages (except Croatian); (3) preference is given to more widespread and user-accepted terms; (4) preference is given to terms consistent with the system and norms of the Croatian standard language; (5) preference is given to shorter terms; (6) preference is given to terms that more readily allow for word formation; (7) preference is given to terms that are unambiguous within a given terminological system; (8) preference is given to terms that correspond to the concept they denote and reflect their place within the conceptual system; and (9) terms should not be changed without valid reason (Hudeček and Mihaljević 2023: 61).

The terminology used in textbooks for Croatian as a second language has been selected in accordance with these terminological principles; however, the attitudes of the users of these textbooks – namely, learners of Croatian as a second language – have not been taken into consideration. These attitudes may differ from terminological principles, for example, from the principle that preference should be given to Croatian rather than foreign terms. For this reason, a study was conducted, the results of which will be presented in this paper. The study is a quantitative piece of research of attitudes toward Croatian and international linguistic terminology used in the teaching of Croatian as a second language. It was carried out at *Croaticum – the Centre for Croatian as a Second and Foreign Language* at the Faculty of Humanities and Social Sciences in Zagreb during the 2025/2026 academic year. The participants (N = 120) were learners enrolled in Croaticum’s Croatian as a second language program, with language proficiency levels ranging from A2 to C1 according to the CEFR. The results of the study will reveal participants’ preferences and attitudes and may, in the future, inform the selection of linguistic terminology used in teaching, textbooks, and manuals for Croatian as a second language.

Keywords: international linguistic terminology, second language teaching, standardization, Croatian specialized terminology, Croatian as a second language

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Harmonisation of country-specific higher education terminology in the Ukrainian–Hungarian context

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With the support of the Hungarian Terminology Strategy Subprogramme (TMNP2023-1/2023) of the Hungarian Academy of Sciences, a four-year research project was launched in December 2023. The aim of the project is to align the educational terminology of Hungary and the seven countries of the Carpathian Basin inhabited by Hungarian minorities – Austria, Croatia, Romania, Serbia, Slovakia, Slovenia, and Ukraine – and to develop new term candidates to designate missing conceptual categories (see Váradi et al. 2026).

The theoretical framework of the study is based on Language Management Theory (see Nekvapil & Sherman 2015), which allows terminological harmonisation to be interpreted as a form of organised language management. From this perspective, terminological discrepancies are not merely lexical or translation problems, but language-related issues that are noticed, evaluated, and managed by speakers, institutions, and expert communities. This approach is especially relevant in bilingual minority contexts, where Hungarian communities outside Hungary operate within educational systems that differ from Hungary's in their institutional structures, legal frameworks, and terminology.

The terms included in the educational terminology database were classified into three categories: full equivalence, partial equivalence, and lack of equivalence (cf. Dančo Jakab 2025). Full equivalence refers to cases where the conceptual content of the Hungarian and Ukrainian terms largely corresponds. Partial equivalence denotes functionally or semantically similar terms that differ in institutional, legal, or contextual scope. Lack of equivalence indicates cases where no corresponding term exists in the other educational system. Within the framework of Language Management Theory, identifying functional equivalents and developing new term candidates can be understood as management strategies aimed at reducing terminological ambiguity and supporting cross-border professional communication.

In the first year of database construction, the project focused on public education, while in the second year it examined higher education terminology in nine languages: Hungarian, Croatian, German, Romanian, Serbian, Slovak, Slovene, Ukrainian, and English. The study shows that the most significant Hungarian–Ukrainian differences in higher education terminology occur in seven areas: academic staff positions, academic degrees and titles, grading systems, educational levels, education governance bodies, admission and language examinations, and the organisation of the educational process.

Several important differences were identified. For example, while Hungarian distinguishes between college and university associate professors, Ukrainian uses one term, *доцент* 'associate professor'. Ukrainian higher education also retains the Soviet-influenced degree *доктор наук* 'Doctor of Sciences', whereas in Hungary this has been replaced by the title "Doctor of the Hungarian Academy of Sciences". Further differences concern grading systems, the absence of long-cycle programmes in Ukraine, the more complex Ukrainian admission system, the lack of a unified state foreign language examination system, and organisational features such as "contract students", student-group curators, and thesis writing extending over several academic years.

As a result of the harmonisation process, functional equivalents were documented in 75 cases, while in 163 cases no Ukrainian equivalent of the Hungarian term was found. The study demonstrates that harmonising higher education terminology is not only a terminographic task, but also a form of organised language management that facilitates multilingual institutional and professional communication.

Keywords: higher education, educational terminology, Carpathian Basin, terminological harmonisation, organized language management

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From enquiry to codification. Interactions of simple and organised language management in the revision of the Slovenian Normative Guide

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This contribution examines the relationship between simple and organised language management in the context of the recent revision of the normative guide for the Slovenian standard language (cf. Dobrovoljc 2022). Drawing on Language Management Theory (LMT), the study investigates how both user-initiated and prompted language/codification problematisations – the former primarily expressed through language consulting enquiries and user feedback, the latter through public debate – interact with institutional processes of norm codification.

Within Language Management Theory, simple management refers to individual acts of noting, evaluation, adjustment design and implementation, whereas organised management denotes institutionalised, coordinated norm-setting activities (Jernudd & Neustupný 1987). The distinction between simple and organised language management is well established, and the Slovenian case offers an opportunity to examine their relationship empirically, particularly the mechanisms through which simple management feeds into organised norm revision (cf. Ludányi & Domonkosi 2023).

The analysis focuses on three interconnected domains: (1) language consulting enquiries submitted to the national Language Consulting Service (cf. Vranjek Ošlak 2023), (2) user feedback on published consulting responses, and (3) user reactions expressed in the prompted public debate on the revised normative guide. Consulting enquiries are treated as instances of simple management in which language users articulate perceived deviations or uncertainties and request expert response and/or adjustment design. At the same time, the systematic archiving of such enquiries together with corresponding responses potentially transforms dispersed individual acts into an aggregated resource for organised management. User feedback on consulting responses and commentaries expressed in prompted public debate are further instances of simple management that simultaneously serve as an evaluation of the preceding institutional adjustment design and codified solutions.

Empirically, this contribution traces selected recurrent linguistic issues (cf. Lengar Verovnik 2024) from their emergence in consulting enquiries through their treatment in expert responses and, where applicable, their reformulation in the revised normative guide. The analysis is based on a corpus of consulting data from the period preceding the revision, selected draft versions of the guide, and publicly available metadiscursive material accompanying the revision process. Rather than assuming a direct bottom-up influence, the study examines the conditions under which user-initiated and prompted noting becomes institutionally recognised and incorporated into organised norm-setting processes.

The findings suggest that the interaction between simple and organised management is neither linear nor automatic. Only a subset of recurrently noted linguistic issues enters institutional deliberation, and incorporation in the revised normative guide depends on several factors such as frequency and perceived systemic relevance. The contribution argues that the revision process can be understood as a structured framework in which aggregated simple management is selectively used in organised management processes and then incorporated into codification.

By modelling this framework, the study contributes to ongoing discussions within LMT about the relationship between micro-level language problematisation and institutional norm production. It proposes a more explicitly processual account of how simple management may develop into organised management within specific institutional conditions. The Slovenian case provides a focused empirical

contribution to the theorisation of interplay mechanisms between language users and norm-setting institutions.

Keywords: simple language management, organized language management, codification, micro-level language problematisation, institutional norm production

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Principled design, discursive distance. A terminological reform in Croatian phonology

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Croatian phonological literature is characterized by a proliferation of competing terms for basic concepts, arising from borrowing and the coining of multiple native equivalents. A striking illustration is the concept of 'semivowel' alone, for which Jelaska and Novak (2006) documented thirty-one different names. Although a national terminology database exists (Struna, managed by the Institute of Croatian Language), phonological nomenclature has not been systematically addressed, leaving terminological decisions largely to individual authors.

This paper examines the most ambitious effort to tackle this fragmentation, the terminological project of Zrinka Jelaska, as presented in Jelaska (2004) and Jelaska and Novak (2006). Jelaska and Novak formulate eight explicit principles for terminological selection, proposing coinages for concepts not yet named in native vocabulary, such as *dotačnik* for tap or *kliznik* for glide, but also replacements for well-entrenched terms, such as *otvornik* for *samoglasnik* (vowel) and *zatvornik* for *suglasnik* (consonant). The proposal elicited one documented response – Ivas's review (2004) – without sparking broader scholarly debate.

To evaluate the proposal, reception is traced across school grammars (Silić & Pranjković, 2005; Hudeček & Mihaljević, 2023), a university textbook of general phonology (Kapović, 2023), the national curriculum for Croatian language (2019), and a sample of university syllabi. The findings reveal selective adoption: terms filling a genuine gap gain traction (*zvonačnik* for sonorant and *šumnik* for obstruent), while replacements for stable terms do not (*otvornik* for vowel and *zatvornik* for consonant). In some cases, the onomasiological and word-formation choices behind the proposed terms also prove problematic, as with *jedrenik* for velar. Some terms developed polysemy: *zatvornik* denotes consonants in Jelaska (2004) but plosives in Kapović (2023), deepening the very ambiguity the reform sought to resolve.

Jelaska's reform represents a clear instance of simple management: an individual actor identifies a problem, evaluates it against explicit principles, and designs a systematic solution. However, the noting on which the reform rests reflects one scholar's vision of what a systematic native terminology ought to look like rather than inadequacies actually experienced by practitioners. While terminological variation is widely noted, the proposed replacements for stable terms are not perceived as addressing a genuine communicative need, and even where such a need exists, the onomasiological and word-formation choices behind the proposed terms are not always felt to be optimal.

It is precisely this gap between principled design and practitioners' experience that Language Management Theory foregrounds. Jernudd (1994) argues that the fate of individual terms depends less on their internal systematicity than on whether they resolve inadequacies actually noted in discourse. Hübschmannová and Neustupný (2004) reach the same conclusion: working from inventories and abstract principles rather than from discourse processes limits the reach of any reform. The absence of organised management has no doubt compounded this outcome, yet the more fundamental obstacle lies in the reform's distance from the discourse in which terminological problems are actually experienced and solutions organically take shape. Ultimately, rigour of design is no substitute for solutions grounded in discourse – with or without organised management to carry them forward.

Keywords: phonological nomenclature, Croatian language, simple management, terminological variation, terminological reform

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Platformized Language Management and Differentiated Integration among Chinese-Speaking Diasporas in Czechia

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This study employs Language Management Theory (LMT) to examine how Chinese-speaking diasporas in Czechia navigate survival and integration across macro-level institutions, meso-level diaspora associations, and micro-level practices. Drawing on two years of ethnographic and virtual ethnographic fieldwork, the study shows that language management is distributed across interconnected institutional, organizational, and digital environments. Macro-level institutions and diaspora associations mediate the circulation and adaptation of informational, cultural, and practical resources, while platforms such as WeChat, LINE, and Facebook provide distinct but overlapping environments for communicative coordination. Mainland Chinese and Taiwanese participants display differentiated patterns of platform use and social participation, reflecting differences in occupational contexts, mobility orientations, and community networks. While survival involves shared practices of everyday adaptation, integration follows more diverse trajectories shaped by participants' social and institutional positioning. The study extends LMT by highlighting how language management is increasingly distributed across institutional and platform-mediated environments.

Keywords: Chinese diasporas, digital platforms, language management, social integration, multicultural and multilingual

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Decisions of Latvian Language Expert Commission as a source of Language Management policy in Latvia

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There are several institutions in Latvia that oversee language policy and make decisions regarding language issues concerning the Latvian language: The Latvian Language Agency provides consultations on grammar, vocabulary, orthography, The Terminology Commission develops unified, coordinated, and harmonized terminology, and The State Language Centre monitors compliance with language laws and translates documents of the European Union and NATO into Latvian (Skadiņa et al. 2012; Zilgalve 2025). The State Language Centre includes The Latvian Language Expert Commission (LLEC) that is authorised to make decisions regarding spelling and other matters pertaining to language use. It examines whether the norms set out in laws and regulations comply with the rules of the Latvian language, codifies norms of the literary language, provides opinions on various language issues (see vvc.gov.lv).

The aim of the present research is to demonstrate the range of language-related issues published on the website of the State Language Centre since 2008, including those that appear in the Official Publisher of the Republic of Latvia – such as the official list “On the names of countries and territories of the world in Latvian” – as well as issues reviewed in response to pressure from individuals, society, or specific institutions, for example the change in the spelling of the green tea powder matcha from *matča* (2021) to *mača* (2024).

Anyone can submit an issue to be discussed at the monthly meetings of the LLEC, and the decisions of LLEC are published on the website of the State Language Centre. However, these publications are not widely recognized due to several reasons:

- opacity – decisions on specific language issues cannot be found via search engines; the publications are in PDF (sometimes *Word*) format, arranged by year, and there is no search function;

- brevity – typically, only the decision itself and the number of the meeting minutes are provided, without any explanation of the reasoning behind the decision, e.g.:

“November 13, 2024 (Minutes of the meeting No. 9)

On the question of the correspondence of the English adjective *semipro* in Latvian, experts supported the use of the adjective forms *pusprofesionāls* and *semiprofesionāls*”;

- irregularity – only the most important decisions are published; they appear several times per year rather than after every meeting; PDF files are often removed or replaced; and in some cases an entire year’s decisions may be missing – for example, no decisions from 2025 are available as of May 2026.

These observations underscore the importance of systematically analyzing and improving the accessibility of language policy decisions in Latvia, which is the focus of the present paper.

Keywords: language policy, Latvian language, language-related issues, accessibility, harmonized terminology

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Educational terminology across Romanian and Hungarian. Challenges in a Carpathian Basin Terminology Project

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Within the field of terminology there are three major approaches, although there is a certain degree of overlap between them: 1) the traditional linguistic approach, which acknowledges the need for standardisation; 2) the translation-oriented approach; 3) the language policy approach that prioritizes support for national minorities (Soglia 2002: 14, quoted by Tamás 2023: 57).

Due to this latter approach terminology management and terminology policy have become necessary, both playing an important role in minority language planning, and specifically in the planning of minority specialised language. Terminology planning within language planning is of outstanding importance for the Hungarian minority living in Romania (Transylvania), given that the divergent development of the language [*nyelvi szétfejlődés*] following the Treaty of Trianon rendered it necessary to re-unify the terminology used in various fields. In scholarly literature this process is commonly referred to as debordering [*határtalanítás*] (Lanstyák 2008: 124).

One of the most relevant terminology is the one belonging to the field of education, therefore it has become particularly important to ensure that every educational term used in Hungary has a corresponding term in the official language of each region outside Hungary's borders where people of Hungarian nationality live, and that the country-specific terms used in these regions – which are in different languages – also have Hungarian equivalents. Those engaged in terminology work are, in fact, not only shaping language usage but also shaping the language itself; according to Tolcsvai Nagy, terminology is an area of language – and consequently of linguistics – in which continuous and deliberate human intervention takes place. In Tolcsvai's words terminology is 'the conscious shaping of a language's terms in specific fields and thus from a linguistic perspective, terminology is both description and creation.' (Tolcsvai Nagy 2023: 24)

The terminology database that is the subject of this research was created to address this need, which is important from both a practical and a language planning perspective.

Launched in 2024, the terminological database subproject of the Termini Hungarian Language Research Network aims to promote the standardization of educational terminology used in Hungarian-speaking communities in countries neighbouring Hungary. The initiative is supported by the Hungarian Academy of Sciences and operates as part of the Hungarian Terminology Strategy sub-programme under the coordination of the ELTE Research Centre for Linguistics. The aim of the project is to develop a structured database that systematically collects and classifies Hungarian educational terms, having regard in the same time to the specific features of Hungarian language varieties spoken outside Hungary. In addition, the scope of the database is to compile a multilingual educational terminology database encompassing nine languages: Hungarian, Croatian, German, Romanian, Serbian, Slovak, Slovenian, Ukrainian, and English.

As Fóris–Bölcskei state the database has two main purposes: to reduce ambiguity in professional communication in the field of education and to support Hungarian minority communities in exercising their linguistic rights provided by legislation. (Fóris – Bölcskei 2023: 77)

As members of the Romanian research team, we are regularly confronted with challenges stemming from structural and conceptual differences between national educational systems. A number of Hungarian educational terms lack direct Romanian equivalents, either because the corresponding

institution, structure, or procedure does not exist in the Romanian system, or because it operates in a substantially different form. This presentation aims to highlight the translation, interpretation, and definition challenges encountered during the development of a complex terminology database, which was created as part of a Carpathian Basin terminology project. The presentation primarily aims to illustrate the difficulties of terminological alignment by focusing on the differences in educational systems between Hungary and Romania, as well as the country-specific nature of education laws and thus of educational terms. It also addresses the challenges of classifying terms into equivalence types (given and defined by the project administrators) and intends to present, through examples, the terminological incongruities that arise due to regional specificity and are sometimes irreconcilable. This paper also presents the strategies employed by our research group to address these challenges. Particular attention is devoted to Hungarian higher education terminology collected in 2025, which serves as the empirical basis for the analysis.

Keywords: educational terminology, terminology management, terminology policy, Romanian language, Hungarian language

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