

Language policy, planning and management in the Udmurt language – Two case studies

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In this research I analyse the corpus planning projects and actions that were taken in order to shape and broaden the lexicon of the Udmurt language in light of the general language planning processes. Throughout two case studies, namely two of Kuzebai Gerd's (1898-1937) works and the *Come up with a new word* [Малпа выль кыл] competition, I explore how they can be fitted into the theoretical background of LPP and LM. Another aim of this study is to provide a retrospective evaluation of the aforementioned cases using quantitative methods.

The base questions are – as stated by Gazzola et al. – “*how policy choices are made, how they originate and unfold, and then what measures ought to be adopted in order to reach what goals, through which means, and what lessons are learned for further developments*” (2024: 2). In this sense, I will examine the organisers and founders of the above stated language planning actions, followed by the methods of spreading the neologisms amongst the speakers, as well as cross-checking the suggested neologisms in corpuses (Arkhangelskiy 2018; Arkhangelskiy – Medvedeva 2014; Bezenova 2019) to see, whether they can be found outside of their original context.

To classify the cases, both are examples of *bottom-up* language policy (Lanstyák 2023) as their initiators and executors are mainly community-based organisations or individuals. Starting from the 1920's, parts of Kuzebai Gerd's work can be evaluated as individual activity, especially two of his publications, *About the Suomi (Finnish) and the Udmurt language* [Суоми (финн) кыл сярысь но удмурт кыл сярысь] from 1926 and *New Udmurt words* [Виль удмурт кыл'ёс] from 1928, where he published altogether 284 items, suggesting that these neologisms should be used instead of excessive loaning from Russian. At the same time Gerd reached out to the speaker community asking to decide whether his creations are suitable, moreover to get the people involved in recommending new words (Gerd 1928: 19).

Gerd did not only have an effect on his contemporaries, but inspired an online competition as well in 2013, almost a century after his time. The competition *Come up with a new word* [Малпа выль кыл] was founded by the *MUSH* [МУШ] group, the *Udmurtlik* [Удмуртлык] association and the youth group *Shundi* [Шунды]. They aimed to involve the average language user in the process of creating new words in order to generate Udmurt translations for potential loans. On one hand, linguists and journalists, on the other, ordinary speakers decided on the suitability of

the creations. As a result, they proposed Udmurt variants for 45 loanwords of which a list is available online at the site of the *MUSH* [МУШ] group. By examining these projects, we can gain a better understanding of LPP and LM implemented in specific cases, and of the mechanisms that play a role in the spread of neologisms.

Literature

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