

## СОЦИОЛИНГВИСТИЧКА АНАЛИЗА ЈЕЗИКА ШТАМПЕ У ЈАПАНСКОМ ЈЕЗИКУ

## SOCIOLINGUISTIC ANALYSIS OF PRESS LANGUAGE IN JAPANESE



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In this monograph was presented a sociolinguistic analysis of Japanese terminology from the corpus of printed periodicals available in the prolonged stagnation period (2000–2010). This time frame has been chosen due to the specific social and economic circumstances which caused changes in the attitude to life of the younger generations, and thus, indirectly, in the use of language. The term *prolonged stagnation*, which has been used in this monograph, refers to the economic stagnation of Japan, and it is used for encircled historical entreties which can be differentiated in relation to the periods of fast growth and recession. In a ten-year-period, which preceded the period treated in the study, Japanese economy had been marked by economic stagnation, and therefore came the proposed syntagm in the corpus' analysis. The given period would also be interesting for sociolinguistic analysis because of the socioeconomic changes which happened during that time, and which were analyzed in this work because they significantly influenced the whole cultural milieu in Japan and thus the language usage as well.

Therefore, in this monograph the corpus from the daily press was analyzed, that is,

from periodicals, by which the author means publications that are released regularly, of ten in equal intervals. The research included newspapers, magazines and journals. Journals were scientific or professional magazines which were primarily published quarterly. In this monograph are taken into consideration publications that were not published regularly, which included books, anthologies, encyclopedias, dictionaries etc.

The author has chosen daily periodicals, because they were abundant in texts and offered much information. Therefore, parts which contain specific register of the Japanese language have been analyzed in the monograph, in their linguistic and cultural aspects. Due to that, parts of newspaper articles from Japanese newspapers *Asahi Shinbun*, *Yomiuri Shinbun*, *Mainichi Shinbun*, *Nikkei Shinbun*, *Sankei Shinbun*, *Tokyo Shinbun*, *Chunichi Shinbun*, *Shuukan Economist*, *Shuukan Toyo Keizai*, *Shuukan Josei*, *Yomiuri Weekly*, *Chuuou Weekly*, *Chuuou Koou-ron*, *Ronza*, *Animeeju*, *Animedia*, and *Ax* were analyzed from June, 2000 until June, 2010. The author deals with the analysis of not only linguistic (phonological, morphological, syntactic, and semantic), but

also cultural aspects of their usage. The register which we have aimed at includes the fields of culture, fashion, sport and politics, that is, those elements of non-linguistic reality, which are, in the context of the above mentioned social changes, the most interesting for sociolinguistic analysis. In this monograph, the influence of language on the society and the influence of that society on language were studied. The author carried out her analysis of newspaper articles from the above mentioned Japanese newspapers through work on the chosen corpus in the given period, and on several levels (lexicological, syntactic, semantic, sociolinguistic and cultural) in order to prove laws which appear in their use and to make conclusions about their use conditioned by specific cultural circumstances, which were characteristic for the Japanese society in the period 2000–2010. The author uses basic postulates of pragmatics, sociolinguistics, lexicology with lexicography and theories of conceptual metaphors.

In sociolinguistic sense, it has been emphasized in the monograph that basic theoretical constructs of contemporary sociolinguistics are valid in Japanese cultural framework as well, which has been illustrated with numerous examples from Japanese press. This illustration offers clear insight into mutual interdependence and permanent ties between language usage and social factors, such as language determinism, which enabled the presentation of the analysis of language relativism, speech event and speech act, usage of honorifics, relationship between language and etiquette, language and gender, language and ethnicity, language and politics etc.

In the analysis of metaphors used in the corpus, with the presented examples, the author showed that some of the postulates of cognitive linguistics are valid in the Japanese language (embodiment, dependence of abstract concepts from the perception of spatial relationships and power relationships, metaphor classification according to source and target domains, the subject of the relationship between universal and cultural in metaphor building, especially in sports vocabulary).

From the lexicological standpoint, the aim of the study was accomplished with the analysis of specific lexical units, which are used in the register of sport, fashion, culture and politics, first of all, in newspaper articles, and due to that the author found out why certain forms, often unusual and archaic, are used in these contexts, such as *shuukyuu* (old term for football), which, otherwise, do not exist outside written communication.

In the monograph, the similarity with the Serbian language was noticed on the syntactic level, especially in simplifying the sentence structure which is used for writing newspaper articles in Japan, in different domains of extra-linguistic reality – sport, economy, politics, culture, fashion. Special attention was paid to the combination of specific orthography, loanwords, different alphabet (Japanese and Chinese characters), as well as to the obvious shortening of syntactic structure (ellipsis), which points to some other characteristics of press language. On the semantic level, the analysis of articles in Japanese periodicals from the given time was carried out in this study, which reveals frequent presence of poetic figures. It has been emphasized that among them special place belongs to metaphors. The problem of conceptual metaphor attracts researchers' attention in the west, first of all, in the so called school of cognitive linguistics.

The author supports metaphor classification in the Japanese language, which was offered by Kovesces who divided them into source and target domains: source domains – health and disease, animals, plants, buildings and constructions, machines and tools, games (especially sport), money and business transactions, food preparation, heat and coldness, light and darkness, physical forces (gravitation, magnetism etc.) and movements; target domains are emotions, wishes, moral, thoughts, nationality, politics, economy, interpersonal relations, communication, time, life and death. Examples for each of these sources and target domains in the Japanese language were quoted in the monograph by using texts from the corpus. Appropriate translation equivalents for each of the collected metaphors were noted

in the study. It was proved that some of the examined cases in the Serbian and Japanese language have the same or similar liability basis, which confirms the thesis about the existence of metaphor universals. On the other hand, examples, which point to differences between some cultural metaphors, were analyzed. In this study a comparative analysis of examples from three genetically, really and typologically really different languages was used (Serbian, English and Japanese), which can point to universality of conceptual metaphor in applied cognitive linguistics.

In sociolinguistic sense, answers about the two-way influence of language on society and society on language are given in the monograph. The author showed in which way language material from these supplements influences the perception of the terms from the chosen registers (sport, fashion, economy, politics, and culture) in native speakers of the Japanese language. Also, it was explained in which way the perception of these domains present in Japanese cultural-historical milieu influences the need of using appropriate, frequently unusual expressions in articles in press. Attention was paid to the influence of archaisms and neologisms, which are abundant in the Japanese language, especially in sports terminology.

The theory of term or conceptual metaphor is also important for the analysis of the corpus. Japanese expressions are frequently abundant in metaphors; so understanding them depends on understanding the metaphorical structure. It is emphasized that conceptual metaphor has a double character. On one hand, it is syntagmatic ability to connect conceptual domains, which is repeatedly evolved in every conceptual situation. This standpoint is interesting for psycholinguists. On the other hand, constant usage of some of these metaphors in historical time leads to the appearance of “rooting”, where, after some time, it is not noticed that some term was metaphorical. The author pointed to the relation between “root” and “new” metaphors in the monograph.

After wider sociolinguistic approach, much attention was given to more specific semantic

analysis of a larger number of examples from our corpus. First of all, the author was interested in the phenomenon of terms’ metaphorization, both in the specific context of sports terminology and its wider usage in periodicals. In this monograph it was showed, as it was expected, that metaphor building is an equally significant cognitive process in Japanese, as well as in other languages, and therefore, copying from “concrete” (original) to “abstract” (target) domain takes place according to clearly defined rules. First of all, spatial relations, then perception of force relations and, finally, embodiment are significant mechanisms which lie behind metaphor creation in Japanese. It is emphasized that most metaphors, at least part of its force, pull out from specific cultural context, which is fast and easy to understand only for the Japanese. The author stresses the fact that from the linguistic and social point of view, linguistic and extra-linguistic factors are hard to differentiate in the analysis of lexis. Research which preceded the monograph confirmed that language cannot be understood if it is pulled out of the cultural context. This book gives contribution to studying certain specifics of Japanese culture and tradition which reflected on the linguistic questions, and, therefore, on the problem of terminology in newspaper articles. The author showed the influence of texts available in periodicals in the last ten years on education and making the Japanese people literate, as well as on understanding the Japanese culture in the world.

Based on the obtained results, the author proposes that there should be a synergistic study of lexical, grammatical, semantic, and cultural (sociolinguistic, pragmatic etc.) connections and relations, since it is only in the interaction of all these analyses that the real, intended meanings of terms and constructions used can be interpreted. This is very important both practically, in order to help learners master this remote language more easily, and theoretically, as a suggestion for a future closer cooperation between formal and functional schools in linguistics.

У монографији је представљена социолингвистичка анализа јапанских термина из корпуса штампане периодике доступне у периоду продужене стагнације (2000–2010). Овај временски оквир изабран је због специфичних социоекономских околности које су изазвале промене у животним ставовима млађих генерација а, самим тим, индиректно, и у употреби језика. У раду се у социолингвистичком смислу показује како базични теоријски конструкти савремене социолингвистике важе и у јапанском културолошком оквиру (међусобна условљеност језичке употребе и социјалних фактора, језички детерминизам, језичка релативност, говорни догађај и говорни акт, употреба хонорифика, однос језика и етикеције, језика и пола, језика и

етницитета, језика и политике). У анализи метафора доступних у корпусу изнети су примери којима се показује да неки од постулата когнитивне лингвистике важе и у јапанском језику. На основу добијених резултата сугерише се да је неопходно синергетско изучавање лексичких, граматичких, семантичких и културолошких (социолингвистичких, прагматских итд.) веза и односа јер се једино у међусплету свих тих анализа могу схватити права, намеравања значења употребљених појмова и конструкција. Ово је веома важно и практично не само за лакше савладавање јапанског језика већ и као сугестија за будућу ближу сарадњу између формалних и функционалних школа у лингвистици.