



Assessing The Use of Farhangestan`s Suggested Words Among Iranian Daily Press

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ABSTRACT

Due to importing and exchanging gained knowledge, new terms presented to introduce them should be transferred. Some countries accept the direct form of these transferred words (borrowing); however others which believe in nationalism, through the concept of linguistic purism, try to get rid of the entered foreign elements, presenting equivalents in their own languages (neologism). Iran is among the second type of countries and it has given the language planning authorities to a linguistic substance named the Academy of Persian Language and Literature (APLL) which is known as Farhangestan-e zaban-e Farsi in Iranian society.

The current study attempts to investigate the use rate of Farhangestan`s approved words among Iranian daily press and analyze those approved Persian equivalents which journalists and news writers do not tend to use. This analysis has done regarding the acts of Farhangestan published to the best word formation and selection. According to the obtained results, most of the non-used approved words of Farhangestan were longer than their original equivalents in length which is against what is recommended by the APLL in terms of word formation.

Keywords: borrowing, linguistic purism, neologism, language planning, APLL, Farhangestan

1. INTRODUCTION

As the world of knowledge is developing, the world of vocabularies or lexical needs is developing. Moreover, knowledge is not an isolated phenomenon and also it is not belonged to one area. Different countries may reach high ranges of accomplishments, and to present these discoveries, lots of terms should be produced, selected, and used. Next step is to introduce these accomplishments all around the world through which the terms that said above will be transferred to other languages. Some of these terms will find their own way in the target languages and will use directly in those languages. In this case according to Yule (2010) "the taking over of words from other languages" happens. In another approach named neology, coining and introducing new words in a language occurs through obeying natural phonological patterns but prior to their creation; no other meaning had been assigned to that combination of sounds (Stark, 2011).

However, there is a comment standing against borrowing bunch of foreign words according to that language planners in each country must not allow foreign segments to enter to their languages easily. They should take care of attacking foreign terms and should be aware of impurity of language. This concept presents in an idea called linguistic purism that Thomas (1991) defines it as:

"The manifestation of a desire on the part of the speech community (or some section of it) to preserve a language from, or rid it of, putative foreign elements held to be undesirable (including those originating in dialects, sociolects and styles of the same language). It may be directed at all linguistic levels, but primarily the lexicon. Above all, purism is an aspect of the codification, cultivation and planning of standard languages." (p. 12)

Therefore, those governments which believe in linguistic purism, set an organization or kind of department to reach these purposes of defending language through some language planning. Such cases are: the Académie française (founded in 1635) in France and the Academy of Persian Language and Literature in Iran.