

## Tales from the Trails of Two Campaigns: Cultivating and Caring for the Serbian Language

Friedman (1999:1) reminds us that “[t]he use of language as a source of identity and identification is attested at least as far back as biblical times,” and elaborates on “the symbolic function of language in identity formation in Southeastern Europe,” relying in part on the final project proposed by Kenneth E. Naylor, entitled *Language as Flag*. The proposed paper is based, in part, upon essentially the same ideas and then expands on them by accounting for issues of linguistic identity by looking into discourses surrounding those issues.

The proposed paper focuses on only one Southeastern European nation state, that of Serbia, and, specifically, on the notions of cultivating and caring for the Serbian language, the only language explicitly protected by the Constitution of the Republic of Serbia (its Article 10, to be exact, which indicates that the Serbian language is in official use in the Republic of Serbia). In 2015 this constitutionally protected language was the object of two different campaigns entitled, respectively, *Let's Cultivate the Serbian Language*, and *Let's Care for the Serbian Language*. I set out to follow the trails and examine the tales of the two campaigns.

### Reference:

FRIEDMAN, VICTOR A. 1999. *Linguistic Emblems and Emblematic Languages: On Language as Flag in the Balkans* (The Kenneth E. Naylor Memorial Lecture Series in South Slavic Linguistics, No. 1). Columbus, OH: Department of Slavic and East European Languages and Literatures, The Ohio State University.