

## EDITORIAL PREFACE

It is with great pleasure that the Department of English Language and Literature, Faculty of Philology, University of Belgrade, dedicates the 10<sup>th</sup> volume of the *Belgrade BELLS* journal to Professor Ranko Bugarski, on the occasion of his 85<sup>th</sup> birthday.

Ranko Bugarski, whose scholarly work enjoys a remarkably high international standing, has already been the recipient of three festschrifts<sup>1</sup> (each featuring different contributors, all in all 57 scholars from 41 universities and research institutions from 25 countries), which bear clear witness to his lasting imprint in many different areas of language study. He has enriched the life of the English Department in Belgrade in many ways for almost six decades. This volume of *BELLS* is a small token of the Department's appreciation of and commitment to the academic values that Professor Bugarski epitomizes.

The two opening texts highlight Professor Bugarski's academic and personal profile. First comes **the interview with Ranko Bugarski by Katarina Rasulić**, entitled "**Linguistics as a Science of Man**", in which Bugarski answers (in his well-known smart, candid and witty style) a comprehensive range of questions pertaining to his life as a linguist and public intellectual. Then follows **Ivan Čolović's** article "**The Ranko Bugarski Library**", in which the author – the founder and editor of the "20<sup>th</sup> Century Library", a long-established beacon of excellence in the field of the social science and humanities literature – explains why Ranko

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<sup>1</sup> (1) *History and Perspectives of Language Study – Papers in Honor of Ranko Bugarski* (eds O. Mišeska Tomić and M. Radovanović), Amsterdam/Philadelphia: John Benjamins, 2000; (2) *Jezik, društvo, saznanje: Profesoru Ranku Bugarskom od njegovih studenata* [Language, Society, Cognition: To Professor Ranko Bugarski from his Students] (eds D. Klikovac and K. Rasulić), Belgrade: Faculty of Philology, 2003; (3) *Jezik u upotrebi. Primenjena lingvistika u čast Ranku Bugarskom / Language in Use. Applied Linguistics in Honour of Ranko Bugarski* (ed. V. Vasić), Novi Sad/Beograd: Društvo za primenjenu lingvistiku Srbije, 2011.

Bugarski is “one of the most significant followers of the enlightenment tradition in Serbia and the region as a whole”.

The following thirteen contributions deal with topics which resonate with Professor Bugarski’s impressively rich opus, bringing together fresh insights from the fields of theoretical, descriptive and contrastive linguistics, sociolinguistics and discourse analysis – all fitting under Bugarski’s umbrella notion of “linguistics as a science of man”.

**Luna Filipović** discusses cognitive and practical consequences of language contrasts in translation, examining the cognitive domains of motion and causation and means to lexicalize them in English, Spanish and Serbian, within her originally developed framework of Applied Language Typology as a novel platform for investigation of language contrasts in different practical contexts of multilingual use.

**Tvrtko Prčić** explicates and discusses the theoretical assumptions underlying a projected ideal general-purpose dictionary, in line with the principles of modern lexicography, highlighting the general characterization, typological identification and prototype specification of the ideal dictionary and pointing to the perspectives of its practical implementation.

**Vladan Pavlović** deals with the blurred boundaries between English superordinate and subordinate clauses from a discourse perspective, showing that structures which are syntactically superordinate may turn out to be discourse subordinate, and vice versa, and highlighting their gradient contribution to overall discourse progress.

**Ksenija Bogetić** presents the notion of ‘discursive metaphorical frames’ as an analytical tool instrumental in capturing the social meaning of metaphor, based on her analysis of metaphorical representations of language in British and Serbian newspaper discourse, in which the VIOLENCE OVER LANGUAGE frame is found to prevail in both metadiscourses, but with significant internal structure differences in the two language contexts.

**Ivana Trbojević Milošević** explores linguistic exponents of evidentiality in English and Serbian political interviews, within the framework of interactive modality, interpreting evidential markers as indicators of interactants’ epistemic stance and showing that, contrary to the assumed contrast between English preference for indirectness and Serbian preference for directness, both English and Serbian interviewees employ the same repertoire of evidential markers to signal relative (un)reliability of evidence, shifting between subjectivity and intersubjectivity.

**Olga Panić Kavgić** examines the phenomenon of hedging in oral disagreements exemplified by selected US film dialogues, through the prism of varied qualitative politeness research and within a wider socio-pragmatic context, showing that the contradictory nature of hedging can be better understood if viewed as a manifestation of politic identity-preserving and identity-enhancing verbal behaviour.

**Motoki Nomachi** and **Bojan Belić** deal with the notion of standard language ideology in the 21<sup>st</sup> century, examining it through the lens of the status of two European minority languages, Bunjevac in Serbia and Kashubian in Poland, and drawing attention to the varied current challenges concerning the notions of standard language ideologies and language standardization.

**Andrej Bjelaković** provides a comprehensive overview of the extant urban dialectology and variationist sociolinguistics research in Serbia (and former Yugoslavia), showing that little has been done since Bugarski's 1965 original call to study urban speech, and highlighting the need for a more systematic study of stylistic and social variation in the urban areas of the Serbian-speaking world.

**Costas Canakis** provides an ethnographically-based analysis of the semiotic means employed in the linguistic landscape of central Belgrade, with the focus on those aspects that pertain to ideologically laden identitarian concerns (in particular the interplay of digraphia and heteronormativity with national identity), highlighting the dynamic indexical relations between space and language in the framework of superdiversity.

**Andrijana Aničić** examines the public discourse related to the appointment of the current Serbian prime minister Ana Brnabić and introduces the notion of 'nesting pedagogy' to explain the similarities between the disciplinary mechanisms observed in wider discourses of Europeanization and in the rhetoric of pro-European political elites in Serbia, and their fusion into a common language of discipline that yields an alternative subject position in power.

**Boban Arsenijević** addresses the issue of gender-sensitive language from the point of view of the lexico-grammatical structure of Serbo-Croatian, arguing that the social and cultural treatment of genders cannot really be improved by linguistic intervention advocated by feminist ideology, and emphasizing that language can only reflect, rather than shape, changes in the socio-cultural reality.

**Tanja Petrović** explores two instances of creative language use from the Southeastern periphery of the Serbian linguistic space, interpreting creativity as a strategic mixture of the local dialect with various widely recognizable discourses and highlighting the ways in which the linguistic practices under examination shift the established ideological frames of urban-rural and local-national-global, thus subverting the preset relationship between the linguistic centre and the periphery.

**Gordana Lalić-Krstin** examines the strategies used in the English-Serbian translation of wordplay in dystopian fiction (as a genre particularly rich in puns) – specifically, wordplay correspondence at the structural and semantic level, absence of wordplay in the target language texts, and direct copy – highlighting the exploitation of the expressive potential of lexical blending as a conspicuous way of achieving wordplay correspondence (and hence contributing to further entrenchment of this word-formation process in Serbian).

When we invited contributions to this Volume, we had in mind the scholars whose work builds on and/or features a dialogical exchange with Ranko Bugarski's opus, from universities in Serbia and internationally, including in particular the young scholars from the English Department in Belgrade. This more than ample choice was narrowed down in an attempt to exclude the scholars who had already contributed to one of the previous three festschrifts, with only a few warranted exceptions (including the editors of this Volume).

The invited contributors responded wholeheartedly, dealing with topics of their own choice. The resulting mosaic has turned out to reverberate the themes that have featured prominently in the honouree's opus, including the interfaces between language and conceptualization, language structure and language use, language and discourse, and, in particular, language and society.

At this point, we would like to extend our sincere gratitude to all the authors – and to many other people who have contributed to this Volume: (i) the reviewers (Ivan Đorđević, Jelena Filipović, Sabina Halupka Rešetar, Dunja Jutronić, Duška Klikovac, Igor Lakić, Biljana Mišić Ilić, Zoran Paunović, Slavica Perović, Biljana Sikimić, Vera Vasić), whose insightful and constructive comments have enhanced the quality of the articles; (ii) the proofreaders (Clare McGinn-Zubac, Jonathan Pendlebury, Charles Robertson), for their meticulous work; (iii) the Faculty of Philology, and its present Dean Prof. Ljiljana Marković, for the continuing support for

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Above all, our thanks go to the honouree, Professor Ranko Bugarski, on behalf of many generations of students and colleagues, for being such an untiring path-breaker, bridge builder and torchbearer in linguistics as a science of man.

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*Katarina Rasulić  
Ivana Trbojević Milošević*