

ESTONIANNES (LITH. ‘ESTIŠKUMAS’) IN LITHUANIAN FROM THE PERSPECTIVE OF ECONOMIC LINGUISTICS

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Abstract. Processes are taking place in the 21st century that are altering the role of language and society’s attitude towards language. The virtualisation of the world, the influence of the media, and the processes of globalisation are all driving a shift in the role of language. This has made linguistics, as well as other humanities and social sciences, turn back to neuroscience and a focus on cognitive processes.

The interaction between linguistic processes and *real-life* evolution has two axes, with semantic structure analysis playing an important part on the linguistic plane, and analysis of the impact of language on *real-life* processes. The economic linguistics approach makes it possible to tie the predominant sense elements of any concept to the linguistic worldview of the national language and the sociocultural consciousness of the actual language community.

The objective of this article is to introduce several linguistic ideas by revealing: 1) the method of reconstruction of deep semantic structures – the ‘*semantic dowry*’ analysis; 2) the method of identifying the predominant sense elements of a concept in the sociocultural consciousness of an actual language community based on the approach of economic linguistics. In order to demonstrate how this method works, the article identifies the predominant sense elements of the concept *estiškumas* (‘Estonianness’) denominated by the lexemes *estas/estė/estai* (‘Estonian’, N, SG-M/SG-F/PL) and *estiškas/estiška* (‘Estonian’, ADJ, M/S).

Keywords: Estonianness, economic linguistics, semantics, meaning, sense, discourse

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1. Theoretical preconditions

The most important theoretical precondition of this study has to do with the neo-Humboldtian notion of language as the worldview of a linguistic community. This idea has existed in the philosophical and scientific mind of the world since Plato’s times, and has been formulated on a linguistic level by Wilhelm von Humboldt (see Underhill

2009), disseminated in the USA by the American school of anthropological linguistics (see Whorf and Carroll 1967), analysed by ethnolinguistics specialists and researchers of cognitive semantics (see Glaz et al. 2013).

The prevalent approach is that language represents and helps build the quality of life of the community that uses it. A contrary approach to language is believing that language is not a unique and complicated worldview and cosmogony inseparable from the meanings designed by a specific linguistic community, as well as the values of such meanings, but rather a pragmatic tool, some kind of linguistic hammer or pliers, its purpose being to perform simple preordained functions and to achieve a specific practical result (see Figure 1).

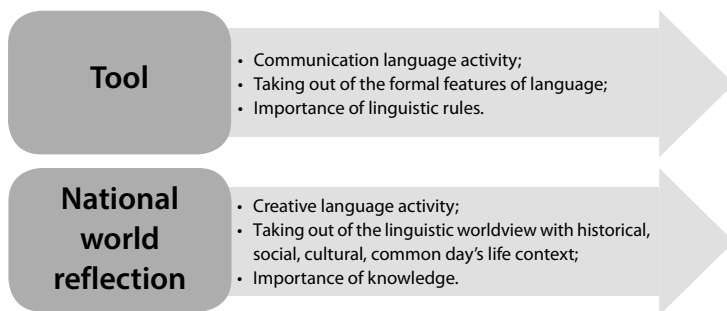


Figure 1. Two approaches to language

The neo-Humboldtian approach to language and the linguistic philosophy of the 20th century were merged in 1967 by Richard Rorty's programme anthology "Linguistic Turn" (Rorty 1992). The ideology of cognitivism in the context of neurosciences was expanded in Steven Pinker's monograph "The Language Instinct" (Pinker 1994). With a creative society and a creative class taking shape in the 21st century (Florida 2002), the role of language went beyond the ordinary function of conveying information to embrace the function of being the primary source of competitive creative ideas (see Augustinaitis and Zabarskaitė 2015a). Language expands its functions as 1) the material for creative ideas (semantic structures, the layers of associative networks, and so on), 2) a tool for creative work (the methodology, instruments, and methods of linguistic impact), 3) a means of constructing creativity (for example – linguistic methods of constructing creativity, such as the dialogue seminar (Ennals et al. 2016).

The virtual space to which the tangible world is moving combines the ideal and tangible in a way that erases any boundary between them (Augustinaitis and Zabarskaitė 2015b). Processes that the pragmatics theoretician John Searle has dubbed 'constructing reality' (Searle 1995) are happening quickly. Cognitive semantics allows us to draw the course of investigation: "*two ways to do research in cognitive semantic: study the lexical units in relations with other lexical units and study the lexical units in relations with the "real world"*" (Baker 2000). The new approach to language that involves inter-field and inter-disciplinary methods of linguistic analysis is the methodological cornerstone of this paper. The subject of the present study is the predominant elements of the meaning of *estiškumas* in the Lithuanian linguistic worldview, i.e. in connection to other words, and its place within the sociocultural consciousness of the Lithuanian linguistic community, i.e. in relation with the *real-life*.

This formulation of the topic indicates that this is a different type of presentation of the methodology of 'semantic dowry' and economic linguistics than the usual conceptual research that can be found in traditional linguistics.

2. The 'semantic dowry' in the predominant elements of the sense of *estiškumas*

Every language is a 'black box', where every lexeme has a lexical, semantic, and associative relationship with other words, meanings, metaphors, social and individual association, etc. Active language users feel that relationship by intuition, i.e. unconsciously and/or semi-consciously. A 'semantic dowry' is the whole of a word's meanings, connotations, associations, and senses. It is reconstructed on the basis of analysis of structured linguistic resources, such as meanings recorded in dictionaries and their illustrations, derivatives, and semantic ties (antonymy, synonymy, hyponym-hyponym relationships, polysemy, metaphors and metonyms, and so on). The prevalent approach is that the semantic characteristics (meanings, their shades, illustrations, semantic and structural references) available in dictionaries constitute a collective representational model of language as a 'black box', which all researchers of semantics and lexicography believe to be open-ended (Bartmiński and Tokarski 1993). Dictionaries provide a resource of various linguistic data that have been accumulated by members of a

language community to serve a specific purpose, described on the basis of various concepts, and therefore most lexicography and semantic theoreticians agree that as far as cognition is concerned, their analysis always produces very exciting results (Wierzbicka 1992).

From the practical point of view, the reconstruction of a ‘semantic dowry’ has to do with the appearance and expansion of linguistic infrastructures. National languages are being actively virtualised and their linguistic infrastructures are expanding rapidly (Vaišniene and Zabarskaitė 2012). Currently, the most developed infrastructure of language resources in Lithuania is the so-called ‘google’ of the Lithuanian language (www.lkiis.lki.lt), which integrates 11 monolingual and bilingual dictionaries, 5 lexical and ethnological catalogues, geo-informational databases for toponyms and personal names, and an archive of Lithuanian dialects in a single infrastructure. By offering a possibility to simultaneously study different language data, modern linguistic infrastructures make it possible to determine, with a certain degree of certainty, what cognitively lies on the semantic and the higher level of language – that of sense. The classified notional field that surrounds a word is what we call its ‘semantic dowry’. A word brings its ‘semantic dowry’ into communication, linguistic creation, and worldview.

The information system for resources on the Lithuanian language does not contain a lot of data about the lexemes *estas/estė/estai* (‘Estonian’, N, SG-M/SG-F/PL) and *estiškas/estiška* (‘Estonian’, ADJ-M/S). The available data indicate that to Lithuanians, the attribute that differentiates one nation from another is that of its language (a typical characteristic of a nation with a linguistic identity), and both illustrations containing the words in question are definitely positive (see Table 1).

The data of the National Corpus of the Lithuanian Language¹ do not point to any constant or at least frequent collocations. Analysis of linguistic infrastructure reveals the notional structure of the sense *estiškumas*: a message that ‘the Estonians are doing better’.

1 Available online at <<http://tekstynas.vdu.lt/tekstynas/index.jsp>>. Accessed on 09.02.2017.

Table 1. *estas/estė/estai* and *estiškas/estiška* in the Lithuanian language infrastructure²

Dictionary of another source	Example in Lithuanian	Translation	Element of 'semantic dowry'	Notes
Modern Lithuanian Dictionary (MLD)	estai “pabaltijo tauta, kalbanti viena finų kalbų” finai “Pabaltijo finougrai – estai , karelai, suomiai ir kt.”	Estonians ‘a Baltic nation that speaks one of the Finnic languages’ Finnic peoples ‘Baltic Finno-Ugric peoples – Estonians, Karelians, Finns, etc.’	The hyponym – hypernym relationship in terms of the genetic differentiation of language.	Linguistic difference
Dictionary of Antonyms (DA)	pozicija (1) polit. <i>grupė, vykdanți šalies politiką</i> opozicija (1) polit. <i>grupė, kritikuojanti vykdomą šalies politiką</i> Iliustracija “Galime būti tikri, kad estai , nesiblaškydami tarp pozicijos ir opozicijos, išnaudos priimto įstatymo visas galimybesrš.”	governing group (1) polit. <i>the group enforcing the national policy</i> opposition (1) polit. <i>the group criticising the national policy being enforced</i> Illustration: “We can rest assured that the Estonians will not flounder between the governing group and the opposition and will take full advantage of the new law.”	The context of the illustration is that ‘the Estonians are an example to follow.’	A positive example for the Lithuanians

2 Available online at < <http://www.lkiis.lki.lt> >. Accessed on 09.02.2017.

Dictionary of another source	Example in Lithuanian	Translation	Element of 'semantic dowry'	Notes
Dictionary of Antonyms (DA)	<p>pakráuti <i>pridėti reikiamą kiekį</i></p> <p>iškráuti <i>išimti visą kiekį</i></p> <p>Iliustracija "Šiuo metu kaimynai latviai ir estai greičiausiai pakraunamą ir iškraunamą krovinį – naftos produktus – realizuoja mus lenkdami rš."</p>	<p>to load <i>to add a necessary quantity</i></p> <p>to unload <i>to remove the entire quantity</i></p> <p>Illustration: "Currently, our neighbours, the Latvians and the Estonians are ahead of us in selling the cargo that loads and unloads the fastest – oil products."</p>	The relationship between the converses is illustrated with the example 'the Estonians are ahead of us'.	A positive example for the Lithuanians
Modern Lithuanian Dictionary (MLD)	<p>Estiškas <i>Estiškas filmas</i></p>	<p>Estonian <i>an Estonian movie</i></p>	A cultural illustration	

3. Analysis of the concept *estiškumas* in terms of economic linguistics

As was already mentioned in the beginning of this article, we are understanding better and better that when it comes to knowledge and creative economy, language creates not only the cultural added value as we know it, but, when used and organised correctly, offers economic and social benefits that add to the competitive edge of a state/region (Augustinaitis and Zabarskaitė 2015(b)). Changes drive the need to expand and research the understanding of language, form new methods to reveal the creative potency of language and to harness its power. Language becomes an independent element that, when understood and organised correctly, creates a widely understandable added value in its own right. This differs from the traditional approach that in addition to

its communicative function in its broad sense, language first of all has value as a cultural artefact, since a nation's culture is revealed through its national language.

The *real-life* action of language can be recognised through recognition of the hierarchy of notional elements of concepts with the help of social, economic, cultural, and political contexts. One way to conduct this type of analysis is to assess the contexts/discourses³ in which the concept is used and its notional elements that are underlined. The cognitive link between a word and the *real-life* can be identified by analysing the field of public media: the contexts/discourses in which words denoting *estiškumas* are used (see Figure 2).⁴

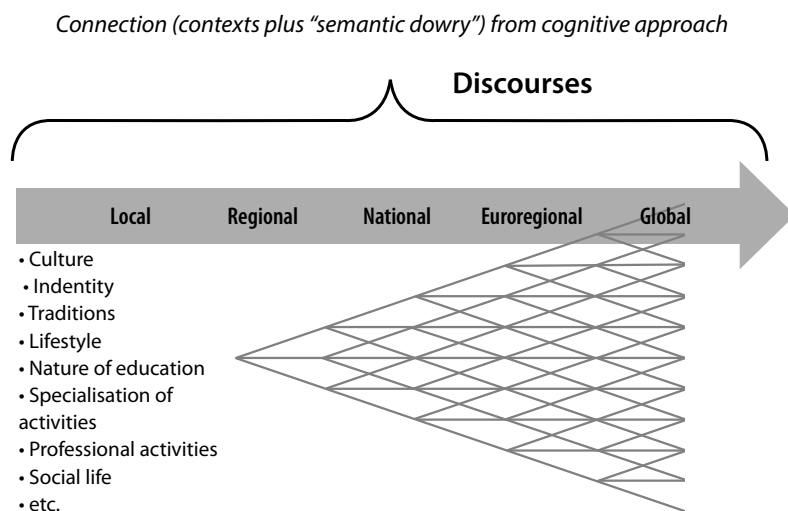


Figure 2. Context/discourses in regional, national and global perspectives

3 The 'double' term discourse/context is used here intentionally in order to highlight the linguistic dimension (discourse) and the *real-life* dimension (context) of it as a text.

4 Source: Augustinaitis, Arūnas and Jolanta Zabarskaitė (2013). Available online at <http://www.multilingualism2013.eu/isvados/Plenary/PL_25%20Zabarskaite_Augustinaitis.pdf>. Accessed on 08.02.2017.

To demonstrate this method, for the purposes of quantitative analysis (to make a matrix) we will take the usage of the attributive adjective *estiškas/estiška* ('Estonian', ADJ-M/S) in modern digital media. In its semantic structure, this adjective carries a very strong attribute of 'belonging to the Estonians and/or the Estonians only'.

The nouns *estas/estė/estai* ('Estonian', N, SG-M/SG-F/PL) first of all carry the attribute of 'being Estonian'. This attribute lies in the surface of the concept *estiškumas* and usually does not generate any deeper notional structures, cf. corpus data⁵: *A. Zadneprovskį lenkia tik ukrainietis ir estas* ('A. Zadnieprovskis is only behind a Ukrainian and an Estonian; in reference to a pentathlon'); *Dingusi estė atsirado, bet prarado atmintį* ('The missing Estonian woman has been found, but has lost her memory'); *Estai Baltiją vadina Vakarių (Vakarine) jūra* ('The Estonians refer to the Baltic as the Western Sea'). We will assess the words *estas/estė/estai* ('Estonian', N, SG-M/SG-F/PL) by the method of qualitative discourse analysis.

The matrix consists of data obtained from 5 different Lithuanian news portals. These include the major news portals www.delfi.lt, www.15min.lt, and www.bernardinai.lt, which focuses on a culture-minded readership; www.alkas.lt, which focuses on ethnic identity; and www.jaunimogidas.lt, a news portal for youth. Based on the data randomly selected from the search results for the keywords *estiškas/estiška* ('Estonian', ADJ-M/S) in these portals, a random combination matrix is made; this matrix is classified by the topic of discourse/*real-life* context.

The matrix of the contexts of usages of the words *estiškas/estiška* ('Estonian', ADJ-M/S) by collocation in different discourses / contexts of mass media publications is shown in Table 2 below.

5 Available online at <<http://tekstynas.vdu.lt/tekstynas/menu?page=about>>. Accessed on 08.02.2017.

Table 2. Quantitative data from mass media discourses/contexts with collocations of *estiškas/estiška*

www.delfi.lt (news portal)					
Estonian culture	Estonian ethnic culture	Estonian identity and lifestyle	Estonian economy and business	Estonian politics and public administration	Collocations
		+ (1) + (9)	+ (2) + (3) + (4) + (5) + (7) + (8) + (9)	+ (6)	<i>Estiškas imtynių fenomenas</i> (Estonian wrestling phenomenon) (1) <i>Estiškas biudžetas</i> (Estonian budget) (2) <i>Estiškas scenarijus</i> (Estonian scenario; in reference to the RE market) (3) <i>Estiškas pienas</i> (Estonian milk) (4) <i>Estiškas traukinys</i> (Estonian train; in reference to commuting problems) (5) <i>Estiškas neteisėtos pagalbos atvejis</i> (Estonian case of illegal aid; in reference to law) (6) <i>Estiškas palydovas</i> (Estonian satellite; in reference to space exploration) (7) <i>Estiškas elektromobilis</i> (Estonian electric car) (8) <i>Estiškos prekės</i> (Estonian goods) (9) <i>Estų "svetingumas"</i> (Estonian 'hospitality') (10)
www.15min.lt (news portal)					
Estonian culture	Estonian ethnic culture	Estonian identity and lifestyle	Estonian economy and business	Estonian politics and public administration	Combination
+ (10)		+ (5)	+ (2) + (3) + (4) + (6) + (7) + (8)	+ (1) + (9)	<i>Estiškos kišenės</i> (Estonian pockets; in reference to political assistance from Moscow) (1) <i>Estiškas biudžetas</i> (Estonian budget) (2) <i>Estiškas Trojos arklys</i> (Estonian Trojan horse; in reference to the energy sector) (3) <i>Estiškas kaupimas</i> (Estonian saving) (4) <i>Estiškos dainos</i> (Estonian songs; in reference to motoring sport) (5) <i>Estiškas pienas</i> (Estonian milk) (6) <i>Estiškas Delfi</i> (Estonian Delfi; in reference to restrictions on ads) (7) <i>Estiškas vynas</i> (Estonian wine) (8) <i>Estiškas rezultatas</i> (Estonian result; in reference to politics) (9) <i>Estiškas pastatas</i> (Estonian building) (10)

www.bernardinai.lt (cultural portal)

Estonian culture	Estonian ethnic culture	Estonian identity and lifestyle	Estonian economy and business	Estonian politics and public administration	Combination
+ (3) + (8)		+ (6) + (9) + (10)	+ (2) + (4) + (7)	+ (1) + (5)	<i>Estiškos pavardēs</i> (Estonian names) (1) <i>Estiškas šokoladas</i> (Estonian chocolate) (2) <i>Estiškas kūrinys</i> (Estonian piece of work) (3) <i>Estiškas finansavimo modelis</i> (Estonian finance model) (4) <i>Estiškas juokas iš šaltojo karo laikų</i> (Estonian joke from the Cold War era) (5) <i>Estiškos šaknys</i> (Estonian roots; in reference to mentality) (6) <i>Estiškas TV</i> (Estonian TV) (7) <i>Estiškas džiazas</i> (Estonian jazz) (8) <i>Estiškos šaknys</i> (Estonian roots) (9) <i>Estiškas mergaitės vardas</i> (Estonian girl name) (10)

www.alkas.lt (ethnic identity portal) data: 4 articles were found

Estonian culture	Estonian ethnic culture	Estonian identity and lifestyle	Estonian economy and business	Estonian politics and public administration	Combination
+ (4)		+ (1) + (2)	+ (3)		<i>Estiškas rūtų darželis</i> (Estonian rue garden) (1) <i>Estiškas jumoras</i> (Estonian humour) (2) <i>Estiškas perskirstymas</i> (Estonian re-allocation) (3) <i>Estiška melodija</i> (Estonian melody) (4)

www.jaunimogidas.lt (youth portal) data: 1 article was found

Estonian culture	Estonian ethnic culture	Estonian identity and lifestyle	Estonian economy and business	Estonian politics and public administration	Combination
+ (1)					<i>Estiška vakarienē</i> (Estonian dinner) (1) <i>Estiški patiekalai</i> (Estonian dishes) (1) <i>Estiški namai</i> (Estonian homes) (1)

The matrix shows that the sense of *estiškumas* is primarily used in contexts/discourses dealing with economics and business, followed by politics and public administration, and then by identity and lifestyle in third place. Cultural contexts are basically void of *estiškumas* (*kaip estų, kaip pas estus* 'like the Estonians have it'), and ethnic cultural contexts never carry it at all. The usage of a well-known, attention-grabbing, important fact in a context/discourse to make the communication more effective (pragmatic) suggests that the sense of *estiškumas* is dominated by cognitive elements like *estų ekonomika* ('Estonian economy'), *estų verslas* ('Estonian business'), *estų politika* ('Estonian politics'), while elements pertaining to the *real-life* such as *estų kultūra* ('Estonian culture') occur scarcely, and *estų etnokultūra* ('Estonian ethnic culture') does not appear at all. This would suggest that in the Lithuanian language the concept of 'that which is Estonian' usually has to do with economics, business, and politics (see Figure 3).

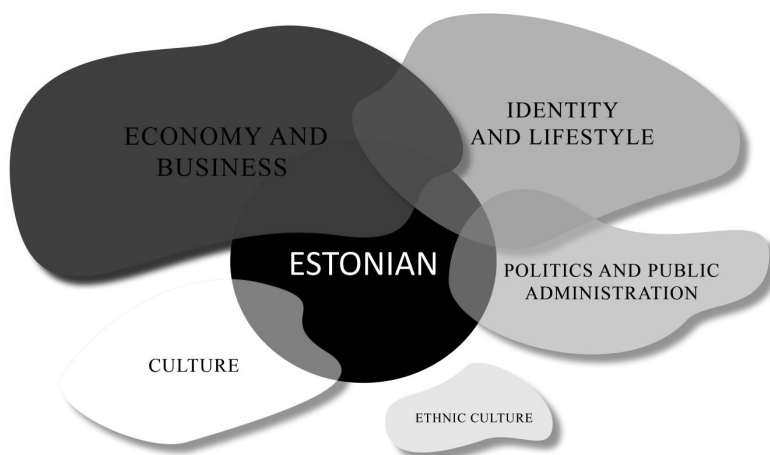


Figure 3. Mental map of the predominant elements of the sense of *estiškumas*

We will try to analyse the connotation of *estiškumas* as well. For the sake of a qualitative assessment, let us analyse contexts/discourses containing the words *estas/estė/estai* ('Estonian', N, SG-M/SG-F/PL) that can be found in the public domain (see Table 3).

Table 3. Content data from mass media discourses/contexts with lexical units *estas/estė/estai*

Title	Content	Source
<i>Estai mus aplenkė vėl</i> (‘Estonians ahead of us again’.)	On PISA results in education	< http://www.delfi.lt/news/daily/lithuania/estai-mus-aplenke-vel.d?id=73089476 >.
<i>Estai ir baltarusiai aplenks lietuvius pačių lietuvių rankomis</i> (‘Estonians and Belarusians to pull ahead of Lithuanians with the help of Lithuanians’.)	On the regional digital market	< http://www.15min.lt/verslas/naujiena/bendroves/estai-ir-baltarusiai-aplenks-lietuvius-paciu-lietuviu-rankomis-663-647133 >.
<i>Estijos fenomenas: kodėl netolimi kaimynai taip skiriasi nuo mūsų?</i> (‘The Estonian phenomenon: what makes our close neighbour so different?’)	The advantages of the Estonian economy and politics	< http://www.ekspertai.eu/estijos-fenomenas-kodel-netolimi-kaimynai-taip-skiriasi-nuo-musu/ >.
<i>Kas pasmerkė Lietuvą amžinai kvėpuoti Estijos dulkėmis?</i> (‘What doomed Lithuania to forever be left in Estonia’s dust?’)	On the success of image formation	< http://it.lrytas.lt/ismanyk/kas-pasmerke-lietuva-amzinai-kvepuoti-estijos-dulkemis.htm?utm_source=lrExtraLinks&utm_campaign=Copy&utm_medium=Copy >.

These contexts/discourses shape the narrative – the success story with a notional element of ‘Estonians pulling ahead of Lithuanians’. Interestingly, like the ‘semantic dowry’, this notional element was used in illustrative sentences (see the Table 1). It indicates that this type of notional (evaluative) structure has deep roots in Lithuanian thinking.

Conclusions

The methods of ‘semantic dowry’ and economic linguistics make it possible to identify, on the basis of linguistic data, the notional elements of a concept that dominate in the *real-life*, or, simply put, the cognitive associations of a concept. Analysis of the concept *estiškumas* in terms of economic linguistics and ‘semantic dowry’ shows that in the *real-life*, the following elements of the concept in question dominate: *estiškumas* means ‘successful Estonian business, economy, and politics

that the Estonians do better than the Lithuanians.' However, the sense of *estiškumas* generally lacks elements of culture and ethnic culture, of which the Lithuanians (likely) know very little.

Another stage of the approach to language that we presented here would be the analysis of linguistic narratives about the neighbouring peoples within the Lithuanian social consciousness. And the applied usage of the method of economic linguistics would constitute linguistic correction of the narrative, if needed. That, however, is the subject of other articles.

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Abbreviations

ADJ – adjective, F – feminine, LITH. – Lithuanian, M – masculine,
N – noun, SG – singular, PL – plural

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- News portal: www.delfi.lt
- News portal: www.15min.lt
- Cultural portal: www.bernardinai.lt
- Ethnic identity portal: www.alkas.lt
- Youth portal: www.jaunimogidas.lt

Mass Media Sources

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Kokkuvõte. Jolanta Zabarskaitė: Eestist leedu keeles. Lekseemist *estiškumas* ('eestilik') leedu keeles majanduslingvistika vaatepunktist. 21. sajandil käimasolevad protsessid muudavad nii keelte rolle kui ka ühiskonna suhtumist neisse. Maailma virtualiseerumine, meedia mõju ja globaliseerumisprotsessid põhjustavad keele rollide muutumise. See on sundinud keeleteadust nagu ka teisi humanitaar- ja sotsiaalteadusi pöörduma neuroteaduste juurde ja keskenduma kognitiivsetele protsessidele. Keeleliste protsesside ja reaalse maailma evolutsiooni vahelisel vastastikmõjul on kaks telge: tähendusstruktuuri analüüs, mis mängib olulist osa keelelisel tasandil, ning keele mõju analüüs reaalse maailma protsessidele. Majanduslingvistiline lähenemine võimaldab siduda ükskõik millise mõiste peamised tähenduselemendid riigikeele keelelise maailmapildi ja tegeliku keelekogukonna sotsiokultuurilise teadvusega. Käesolevas artiklis tutvustatakse 1) semantiliste süvastruktuuride rekonstrueerimise meetodit ning 2) majanduslingvistilisel lähenemisel põhinevat meetodit, mis võimaldab tuvastada mõiste peamisi tähenduselemente tegeliku keelekogukonna sotsiokultuurilises teadvuses. Kirjeldamaks valitud meetodi rakendumist, selgitatakse lekseemide *estas/estè/estai* ('eesti', N) ning *estiškas/estiška* ('eesti', ADJ) näitel mõiste *estiškumas* ('eestilikkus') peamisi tähenduselemente.

Märksõnad: eestilikkus, majanduslingvistika, semantika, tähendus, alltähendus, diskursus