

Address forms in language contact and conflict: German *Sie* and *onikanje* in Slavic. The sociolinguistic side to pragmaticalisation and pragmatic borrowing.

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The use of the grammatical 3rd p.pl. as *V* address form (or “2nd person honorative”), is a rather specific German phenomenon whose diachronic development has been well researched (e.g. Listen 1999). A number of Slavic languages in longstanding contact with German, i.e. Czech, Slovak, and Slovene, have in turn borrowed this *V* address pattern. This paper deals with the pragmatic and sociolinguistic aspects of Slavic borrowing of German *Sie* address. We consider how *oni* (3rd p.pl) as an address form came to be pragmaticalised through contact and then sociolinguistically marked. We show how in the course of developing Slavic nationalisms during the 19th century, such a phenomenon (referred to here with the Slovene term *onikanje*), was increasingly considered to be “German” and therefore “un-Slavic” and grammars encouraged speakers to use the “indigenous Slavic” form of the 2nd p. pl. as *V* address. This was particularly the case in Czech (cf. Betsch 2000), but the other languages, such as Slovene (cf. Reindl 2008: 166-167), went through similar developments. Today, most sources describe *onikanje* in Slavic as mostly “eroded” and only surviving in very rural or conservative contexts. In this paper, we will study the development of *onikanje* as an example of linguistic and cultural contact and conflict. We describe the different morpho-syntactic and sociolinguistic developments the borrowed form took on in different Slavic languages, and consider to what extent *onikanje* still survives in different Slavic languages. Our results highlight how pragmatic borrowing occurs, and then moves through society, but also how it can be consciously resisted through linguistic purism, ultimately leading to its general demise.

Betsch, Michael. 2000. *Diskontinuität und Tradition im System der tschechischen Anredepronomen (1700-1850)*. München: Otto Sagner.

Listen, Paul. 1999. *The emergence of German polite Sie: cognitive and sociolinguistic parameters*. New York: Peter Lang.

Reindl, Donald F. 2008. *Language contact, German and Slovenian*. Bochum: Brockmeyer.