

## REVIEWS

Čmejrková, S. (2019) *Jazyk a dialog. Výbor z textů. [Language and Dialogue. Selected Papers.]* Praha: NLN, s.r.o. 505 pp.

This volume is a representative collection of selected articles written by Světlá Čmejrková, a renowned expert on the Czech language, which she published in different Czech and international journals and volumes between 1992 and 2013. Although it is aimed primarily at Czech readers and many of the selected texts are written in Czech, the editors, Jana Hoffmannová and Petr Kaderka, also included articles originally published in English, Russian, German and French in order to bring inspiration to researchers and students interested in the Czech language and linguistics in general.

The collection comprises altogether 32 texts divided into eleven sections. The first section includes articles on the philosophy of language, communication theory and semiotics. After the introductory paper on metaphorical portraits of language comes a paper on ‘folk linguistics’, i.e. non-linguists’ beliefs about language, which Čmejrková sees as essential components of the functioning of society. The notion of ‘face’ as formulated by Goffman (1967) and further developed by Brown and Levinson (1987) is at the core of the following part, in which the importance of ‘face’ in human interaction as well as how it is understood in philosophy, linguistics and semiotics is explained. The paper on Roman Jakobson focuses on iconicity as an interactional strategy employed in chronologically based text-types showing how many notional pairs, such as paradigm and syntagma, or metaphora and metonymy, are mutually connected and harmonized. The first section is concluded with an interesting article exemplifying some different approaches to temporal semantics and supporting the distinction between absolute and relative tenses, which proves Čmejrková’s permanent interest in the category of tense in language and text.

Section Two of the volume is devoted to the theory of dialogue. It comprises three papers: the first one dealing with the features of media dialogue as a genre of public speech represented by television interview, the next one focusing on emotion in language and communication and the last one discussing argumentation and its acceptance in political debates. All three articles could be of great interest above all to researchers and students of communication genres.

The third section is devoted to sociolinguistics and construction of identity. It is closely associated with Čmejrková’s interest in the Russian and Ukrainian languages and cultures. The first paper presents language biographies of

Volhynian Czechs, some of whom were repatriated in the 1990s to the Czech Republic, and it explains how their ethnic feelings were influenced by language barriers. In the second paper, Čmejrková uses a narrative interview with one Ukrainian respondent while applying language management theory to an analysis of the interviewee's attitudes to the Russian, Ukrainian and Czech languages in order to reveal how the respondent constructs her identity.

Gender linguistics, one of Čmejrková's principal research interests, is represented by four articles in the next section. The first paper discusses some features of gender specific for the Czech language, e.g. the relationships between grammatical and natural gender and how it is reflected in language use. The following articles bring interesting remarks on the ways women and men communicate, how members of each gender speak about themselves, and how others speak with or about women and men, including the ways in which women are presented in the media. Since the author based her argumentation on varied and differentiated language data, the articles in this section could be of great interest not only to language specialists, but also to the general public, including participants in interviews, discussions or political debates.

Four papers in Section Five of the book focus on Čmejrková's investigations into style and stylistics. They are related to her job as the head of the Department of Stylistics and Text Linguistics in the Czech Academy of Sciences. After introductory remarks on style and the vertical classification of three styles, the author focuses on the interpretation of literary texts, namely Miloš Urban's novel *Stín katedrály* [*The Shadow of the Cathedral*] and on Ludvík Vaculík's *Český snář* [*The Czech Dream Book*]. Finally, her interest in suitable translations of Bakhtin's terms *plut* [*rogue*], *shut* [*clown*] and *durak* [*fool*] into Czech led her to write a paper on the profile of the well-known Czech literary figure, i.e. Jaroslav Hašek's good soldier Švejk. All papers in this section prove Čmejrková's mastery in elucidating often contrastive views on general as well as language-specific issues.

In the sixth section of the volume, several topics that are relevant for the study of the language of academic texts in the globalized world are presented. The first article is co-authored by Světlá Čmejrková and her principal collaborator František Daneš. It introduces important views on the distinctions between academic writing in Czech and German cultures (both belonging to the Teutonic intellectual style, cf. Galtung 1981) and above all how these differ from the Anglo-Saxon intellectual style and academic writing. While the former styles are characterized by great respect towards theories, for the latter it is empirical data that is most important. This is naturally reflected in the language means preferred by authors of academic texts that come from different language and cultural

backgrounds. In the subsequent paper, Čmejrková discusses the construal of authorial presence in scientific texts and explains the use and concrete examples of the authorial singular and authorial plural. The last contribution to this section, which is titled *Lingvista a jeho diskurzivní komunita* [*The linguist and his discourse community*], focuses on Czech and Slovak scientific texts while showing their common features influenced by long-term contacts and belonging to the Central European intellectual style.

Section Seven comprises two articles on media language. The first one shows how the selection of standard and nonstandard means of expression in radio and television journalism is influenced by the speakers' personalities and their attitudes towards the discussed issues and participants in the given radio or television programme. The second paper deals with features typical of contemporary Czech used in the media while comparing the language means used in television interviews by two young women authors, Petra Soukupová and Jana Šrámková, both winners of an award for their first literary work.

Two articles of Section Eight (*Electronic Communication*) result from Čmejrková's pioneering investigation into new media communication. As one of the first Czech scholars interested in genres using language means representing neither clearly spoken, nor clearly written discourse, she explores a variety of electronic genres, such as text messages, e-mail dialogues, chat rooms, discussion forums, personal websites and blogs, thus giving the readers an opportunity to discover both the pros and cons of these new means of communication.

The next section is related to Čmejrková's book on advertising titled *Reklama v češtině. Čeština v reklamě*. [*Advertising in Czech. Czech in advertising.*], an important and welcome source of inspiration above all for participants in courses on media education. This section comprises two articles. The first one discusses two important notions associated with advertising, namely persuasion and sincerity, when used in teleshopping. The former is considered to be an intention to persuade someone about something, while the latter is viewed as an intention to entrust something to someone. The author explains how strongly these aspects of advertising are related to particular situational context, above all to the relationship between the author and the targeted audience. The second paper investigates allusions to Czech culture, history and ethnicity in advertising spots, which are an ideal space for sharing similar language and cultural experiences, and it focuses on the way the creators of advertisements parody or ironize the ethnic stereotypes of Czechness.

Section Nine includes two articles on some peculiarities in Czech grammar, which result from Čmejrková's interest in grammar theories. The first paper deals with the reflexive possessive pronoun *svůj* (which is equivalent to the

English *my, your*, etc. and which expresses possession related to subject), while the other paper reports on two variant forms used in the first person plural in the conditional mood, i.e. *bychom* and *bysme*. By discussing these specific features, the author points out some interesting differences between standard and nonstandard Czech, both spoken and written, and illustrates how some variants oscillate not only between these two language varieties, but especially between different genres.

The last section of the book, which is titled *Drobnosti [Minor texts]*, consists of three short articles on some minor language issues, such as the use of the verb *ulítávat na něčem* [*to be crazy about something*], which proves Čmejrková's awareness of the necessity to popularize linguistics as well as Czech philology among the general public.

The volume, carefully and thoughtfully selected and divided into several sections by Jana Hoffmannová and Petr Kaderka, brings together articles from many linguistics disciplines and offers invaluable and innovative insights into the study of languages in general and the Czech language in particular. Although Čmejrková often analysed concrete language phenomena, she was always able to point out more general trends both in cultural and theoretical contexts and consider the issues under her investigation from an array of varied perspectives, thus contributing to philological studies in the broadest sense. The volume represents an important source of knowledge for students and inspiration for both language specialists and lay users of the language.

*Renata Povolná*

### References

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