

Neologisms of the first Prekmurje Newspaper *Prijatelj*

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In Prekmurje, the extreme north-eastern part of the Slovene ethnic territory, a two-hundred year long literary tradition existed based on the Pannonian language variety. It was retained up to the year 1919, when the territory, in terms of language and administration, merged with the central Slovenia nation.

The first publicist attempt, on the basis of which the Prekmurje journalistic language developed and later on in the 20 century also spread, was the newspaper *Prijatelj*, issued in Budapest from 1875 to 1879. Its initiator and editor, Imre Agustich (1837-1879), wanted to offer his readers a diverse, interesting and educational view of the world, which for the simple people living far from the Slovene national core represented the only reading of this type. It enabled the readers to enrich their vocabulary, and through the terminology from various fields prepared them for communication in a variety of circumstances.

The language of the newspaper reflects the facts that Agustich spent almost his entire life in a Hungarian speech environment. It is also necessary to stress that even though he maintained an archaic form of language, Agustich was aware of the importance of a unified Slovene standard language for the existence of the Prekmurje Slovenes. Since he had no predecessors on this outlined route in terms of register, one is impressed by his linguistic resourcefulness, inventiveness, flexibility and openness, which enabled the Prekmurje standard variety to merge with the central Slovene standard variety in the newspaper *Prijatelj*.

In my research I will present the newspapers diverse vocabulary, which alongside Pannonisms and some loan words includes several of the editor's neologisms, among which one can besides abstract lexical items (*djanost, meranje...*) in accordance with the variety of topics trace also political (*pravdosklenja, samoladnost...*), legal and administrative (*penez-spravlanica, slednja-vola, sodbeni stolec...*), agricultural (*jarno, sadoveno drevje...*) and other technical terms. Already the selective record of this newspaper's vocabulary for the historical-dialectal *Dictionary of the Old Standard Prekmurje Variety* (2006) reflects the author's linguistic sensitivity for and the rich word-formational capacity of the Prekmurje standard variety. Numerous original and linguistically interesting words have due to incomplete copying remained unrecorded and await an appropriate dictionary representation.

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