

THE PARTICLES *ΜΟΡΕ*, *ΜΟΡΗ* AND *ΜΑΡΗ* BETWEEN EVERYDAY INFORMAL COMMUNICATION AND THE POETICS OF FOLKLORE TEXTS: A GREEK–BULGARIAN COMPARISON

ANNA ST. LAZAROVA (BULGARIA)

SOFIA UNIVERSITY ST. KLIMENT OHRIDSKI

annasl@uni-sofia.bg

The article examines the pragmatic and cultural functions of three vocative particles, emblematic of Bulgarian folklore texts yet equally characteristic of spontaneous everyday discourse, namely *μóre*, *μору*, and *μαру*. Given their Greek origin, a comparative analysis of their use in Modern Greek and Bulgarian is conducted, encompassing both spontaneous spoken language and folklore texts. The study is situated within the field of ethnopragmatics, and the analysis is based on examples drawn from dictionaries, internet sources, corpora, fiction, and folk song collections.

Keywords: vocative particles; ethnopragmatics; folk poetics; Greek language; Bulgarian language

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✉ Anna St. Lazarova

ORCID: ID 0000-0002-4493-8071

Faculty of Classical and Modern Philology

Sofia University St. Kliment Ohridski

15, Tzar Osvoboditel Blvd., 1504 Sofia, Bulgaria