

**ОБЩ ЯЗИК С ВИРАЖЕНИЕ НАРОДНО. THE LANGUAGE NORMS
IN THE TRANSLATION OF A. GRANITSKI'S ЗА ТРЪГОВСКО
ПИСМОПИСАНИЕ (ON COMMERCIAL LETTER WRITING), 1858
(WITH A VIEW TO ADJECTIVES, NUMERALS, PRONOUNS AND VERBS)**

НАДКА НИКОЛОВА

UNIVERSITY OF SHUMEN "EPISKOP KONSTANTIN PRESLOVSKI"

nikolova55@gmail.com

The article presents the results of a study on the contribution of Anastas Granitski to building the structural basis and spelling and language norms of the Bulgarian literary language of the Revival period. The subject of observation is a part of the translation of the 1858 Тръговско ръководство (Commercial Guidebook) titled За тръговско писмописание (On Commercial Letter Writing), a practical guide for keeping business correspondence. The author studies adjectives, numerals, pronouns and verbs. The analysis leads to the conclusion that the text reveals significant convergence of written and spoken language. The author traces the translator's efforts to adopt widely-used linguistic means that would make the language of his work modern and universal – a part of the process of establishing a new Bulgarian language norm.

Keywords: Bulgarian Revival, modern Bulgarian literary language, epistolary style, linguistic and spelling norms

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✉ *Prof. Nadka Nikolova, PhD*

University of Shumen "Episkop Konstantin Preslavski"
115 Universitetska №, Shumen 9700, Bulgaria