

**A THEORETICAL FRAMEWORK FOR THE STUDY OF THE PUBLIC ATTITUDES
TOWARDS CONTEMPORARY BULGARIAN LITERARY LANGUAGE
AS A FACTOR IN THE CODIFICATION OF ITS NORMS**

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This paper presents the theoretical framework for studying the public attitudes towards the contemporary Bulgarian literary language in relation to the processes of codification of the literary norms in present-day conditions of communication. It is organized around the following problems: Internet technology and codification processes; a brief review of language attitudes research; language attitudes within the framework of literary language theory; selection of standard language grammar norms, that are object of language attitudes; methodology of the study; research hypotheses.

Keywords: language attitudes, norm, codification, standard language

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