

Promotion of Multilingualism and Preservation of the Hungarian Language in the Cyberspace

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ABSTRACT

Globalization will cause 50-90% of the spoken languages to disappear in the next 100 years. This paper gives a report about the Hungarian language, which is also a minority language and many speakers of the Hungarian language are in bilingual and multilingual situation. Preserving the Hungarian language and culture in the multilingual world requires a special language policy. New factors will be added to the UNESCO's Major Evaluative Factors of Language Vitality, and the actions taken in Hungary to promote multilingualism and preserve the Hungarian language will be described. Special emphasis will be given to the multilingual cyberspace.

KEYWORDS: multilingualism, language policy, digitalization, language preference, globalization, language attitudes

1. Introduction

This paper gives a short overview of the Hungarian language communities and the developments and actions taken in Hungary in recent years to promote multilingualism and universal access to the Hungarian language in the cyberspace.

In this study, we will discuss the linguistic and language planning aspects of the multilingual digital space, digitalization and the specialities of the Hungarian language community in minority, bilingual situation, since multilingualism is a common feature of the digital cyberspace, digitalization and language minorities. In a multilingual situation, the minority language and culture must be protected through strategic programmes.

According to pessimistic scientific predictions, 90% of the spoken languages will disappear in the next 100 years, compared to 50% for the optimistic.¹ This is bad news for the declining minority language communities. One of the main reasons for this process is globalization.

“The globalized ‘new’ economy is one that is heavily service-orientated [...]. Information (exchange), services around products and (symbolic) goods/artefacts are key to this economy. [...] ... focus on effective communication is the desire for a language that can operate at a global level, a global *lingua franca* that reduces the potential for confusion and miscommunication. [...] English has become that *lingua franca* ...”. (Pauwels 2014, 42.) There are more and more diaspora communities speaking different language as the global English, but these communities will have needs to acquire the dominant and global English.

To preserve and develop a language, it needs to have vitality. The major Evaluative Factors of Language Vitality (according to UNESCO) are the following²:

Major factors:

- 1) Intergenerational Language Transmission
- 2) Absolute Number of Speakers
- 3) Proportion of Speakers within the Total Population
- 4) Shifts in Domains of Language Use
- 5) Response to New Domains and Media
- 6) Availability of Materials for Language Education and Literacy

Additional Evaluative Factors:

- 7) Governmental and Institutional Language Attitudes and Policies, Including Official Status and Use
- 8) Community Members’ Attitudes towards Their Own Language
- 9) Type and Quality of Documentation

The importance of the language attitude in maintaining multilingualism is illustrated by the following quote, which refers to the Australian multicultural society. “While Australia is a multilingual society, it has, paradoxically, also been recaptured by a pervasive monolingual mindset which sees monolingualism as the norm and multilingualism as the exception, even as a problem or a deficit.” (Clyne 2011, 60.)

1 <https://web.archive.org/20220403220817/http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/pdf/FlyerEndangeredLanguages-WebVersion.pdf> and <https://www.un.org/development/desa/indigenouspeoples/mandated-areas1/culture.html>

2 <https://unesdoc.unesco.org/ark:/48223/pf0000192416/PDF/192416eng.pdf.multi>

On this basis, it would be worthwhile to include a vitality factor that takes into account the status of minority languages and the relationship between majority and minority languages. In the following, I will demonstrate that a significant proportion of native Hungarian speakers live in a bilingual situation, and the environment of the use of the mother tongue of Hungarians living in a minority situation is constantly narrowing, with language domains disappearing in absence of a supportive attitude from majority speakers. Thus, the vitality of the Hungarian language in minority situation is weakening.

Among the vitality factors, it would be worth paying attention to the reason why the language in a minority situation has become a minority: whether it is the result of migration or it is an indigenous minority that has become a minority for geopolitical reasons. Linguistic and national minority groups resulting from migration have to acquire their language rights in a different linguistic and cultural majority environment. The indigenous minority must retain its former language rights. The former community wants to gain vitality and take an active stance, while the latter wants to maintain its existing level of vitality in a suddenly emerging minority environment in which it has no experience. The vitality of indigenous minorities is therefore generally under threat.

In the next part of this paper, I will give an overview of the situation of the Hungarian language communities, and analyse them by the Language Vitality Factors.

2. The Situation of the Hungarian Language

Hungarian as a mother tongue is spoken not only in Hungary, so it can be categorized as 1) Spoken in Hungary (monolingual situation, about 10 millions [9 730 772 person]⁵ of inhabitants and speakers); 2) Spoken in the Carpathian Basin (about 2.1 million speakers in the neighbouring countries where they live in an indigenous minority situation, mostly in larger blocks – the result of the Trianon Peace Treaty, June 4th 1920); 3) in other parts of the world as diaspora (Western-Europe, transatlantic regions): about 2.5 million speakers (cf. Jánk 2021).

We should add a remark to these groups. The Hungarian language (in the Carpathian Basin) has 10 major regional varieties, and for historical and geopolitical reasons each of these groups extends beyond the borders of Hungary. Thus, there are a large number of Hungarian regional variety speakers, who live in bilingual situation (Jánk 2018, 185.). In other words, bilingualism in minority situation is a familiar phenomenon in the 10 regional varieties of the Hungarian language communities beyond the border.

3 <https://www.ksh.hu/interaktiv/korfak/orszag.html>

2.1. Hungarian language in Hungary

The Hungarian language is not endangered in Hungary. It is spoken by just under 10 million people as their mother tongue, and there are some smaller bilingual nationality groups in the country. Within the borders of Hungary, the language community is monolingual and Hungarian is the official language of the country: it is used in codification, literature, science, education and the media. It is a well-developed language of Europe, and has free usage in all domains, subjects, formal and informal situations.

The biggest challenge for the Hungarian language in Hungary is globalization – English dominates in terminology, ICT and science. It is estimated that 80% of the world's scientific articles are published in English-language journals (Montgomery 2004, 1333–1335.; van Weijen 2012; Stenius et al. 2017, 71.). Smaller languages need to adopt appropriate language policies to save the competitiveness of their languages on the global stage. Localization is a key part of this language policy.

2.2. Hungarian language in the Carpathian Basin

The Hungarian nation and language community is unique in the sense that a large part of its speakers live outside the borders of Hungary. In the neighbouring countries (Slovakia, Ukraine, Romania, Serbia, Croatia, Slovenia and Austria) parts of the Hungarian nation live in minority blocks. These groups do not exist because of migration: they are indigenous, native language communities. The reason is political: the outcome of the First World War and the Trianon Peace Treaty (June 4th, 1920). Due to these, two thirds of the territory of the historical Hungary were divided and annexed by surrounding countries, and this not only meant geographical division, but also the loss of Hungarian citizenship for a large part of Hungarians who became Slovakian, Ukrainian (former Soviet), Romanian, Serbian, Croatian and Slovenian (former Yugoslavian) or Austrian citizens. These communities lost daily communication, legal, cultural and language links with Hungary.

From the linguistic point of view, minority state and the – inevitable – bilingualism appeared in the life of the Hungarian language community. Today, about 2.1 million native Hungarian speakers live in minority blocks in the neighbouring countries.

The absolute number and the proportion of Hungarians within the population of these countries is low, but assimilation and language shift are increasing. The official use of Hungarian in these regions is becoming weaker and more difficult. These factors are weakening intergenerational language transmission in some regions. In general, laws and national policies do not support the vitality of the Hungarian language. A good example is the Ukrainian language law, which requires the use of Ukrainian in most areas of public life and effectively bans the public use of minority languages.

The identity of Hungarian language communities in the neighbouring countries is strongly linked to the free use of their mother tongue. If this is violated, or if there are

public, political and social restrictions, the Hungarian identity is weakened and the assimilation process is strengthened.

2.3. Elsewhere in the diaspora

These communities were created by migration during the historical events of past centuries (world wars, revolutions, economic crises, etc.). There are Hungarian diasporas, larger or smaller, on almost every continent, first and foremost in Western-Europe, the transatlantic region, and Australia. The total number of these Hungarians is estimated at around 2.5 million (Gazsó 2016, 10.; Papp 2010; Bába 2017, 265–266.).

In these communities, Hungarian as a mother tongue is disappearing or has mostly disappeared: the 3rd generations speak Hungarian less and less; they use the majority language instead. Assimilation is a common process in these communities; there is hardly any intergenerational language transmission and the total number of Hungarian speakers is strongly decreasing.

If assimilation is strong and the motivation to use the language and preserve the identity is low, language revitalization is hardly an option. Nevertheless, language revitalization should use a different methodology: teaching Hungarian as foreign language.

However, despite language loss or language shift, Hungarian national identity can be truly strong in these Hungarian diaspora communities. So, in diaspora communities national identity is not the same as language identity, for example, in a North American or Australian Hungarian diaspora community, even among non-Hungarian speakers Hungarian national identity can reach a high level.

Among the Hungarian diaspora communities, we should also mention the Hungarian groups who have migrated as a result of the political and economic processes of recent years. The processes described above are not specific to these groups. Moreover, these communities have not existed for long enough to make any well-founded statements about the relationship between their mother tongue and their identity.

3. Actions taken in Hungary to promote of multilingualism and preserve the Hungarian language

I will detail language planning activities and linguistic projects aimed at providing means for the use of the Hungarian language in the multilingual cyberspace and the digital infocommunication environment of the information society⁴. In the information society,

4 There were parliamentary elections in Hungary in April 2022, which did not lead to a change of government, but the programmes listed below were launched in the previous cycle, so some of them have been closed, modified or may have been modified. Details of these are not known at

all language communities should produce as much digitized content as possible, and Hungarian digitized data will preserve the Hungarian language. If Hungarian language data is missing, the citizens of the information society will use global English language content, and the Hungarian language will lose its competitiveness in global IT development and cyberspace.

In the information society, textual and multimedia content is generally produced and consumed digitally, using computers, tablets, smart devices, internet, www, etc. Digital literacy and language technology research and development are important for digitization and content production. As the global economy favours English-language communication, localization and digital transformation are the only way to preserve and develop multilingualism in the cyberspace and the information society.

3.1. ELRC and eTranslation

Hungary is a member of the European Language Resources Cooperation Network (ELRC) project⁵. Multilingualism is a core value for Europe, which is home to 24 official languages. While linguistic diversity is a cherished feature of European identity, multilingualism can also lead to barriers in the digital world. Fortunately, language technologies such as automated translation can help break down language barriers between people and nations, enabling a truly multilingual Europe. The ELRC Network manages, maintains and coordinates the relevant language resources available in all official languages of the European Union (EU) and the countries associated to the Connecting Europe Facility (CEF). These activities will help to improve the quality, coverage and performance of automated translation solutions (eTranslation) in the context of current and future CEF digital services.

The main objective of CEF eTranslation is to help European and national public administrations in the EU to exchange information across language barriers by providing machine translation capabilities that enable all Digital Service Infrastructures (DSIs) to be multilingual. This will allow administrations, citizens and businesses in the EU to use digital services in the language of their choice.

3.2. National Public Education Portal

The Institute for Educational Research and Development (OFI) in collaboration with Microsoft Hungary has launched the National Public Education Portal. Schools, teachers, students and parents can find tens of thousands digital educational content.⁶ This digital

the time of writing.

5 <http://www.lr-coordination.eu/>

6 <https://www.nkp.hu/>

educational content is available to all Hungarian users. The digital educational content promotes the Hungarian language to the Hungarian language community.

Strategies of the Digital Success Programme 2.0⁷ of the Hungarian government aim to promote and foster ICT literacy, as well as information and media literacy, including the promotion of ICT adoption and use and building trust. ICT literacy is a prerequisite for digitalization and digitalization is a prerequisite for the presence of a language in the multilingual cyberspace. Key elements of the Digital Success Programme 2.0:

- Digital Child Protection Strategy of Hungary⁸
- Digital Export Development Strategy of Hungary⁹
- Digital Education Strategy of Hungary¹⁰
- Digital Startup Strategy of Hungary¹¹

Local school programmes (e.g., bilingual education – digital methodology) and civil organizations (e.g., John von Neumann Computer Society¹²) could make a major contribution to Hungarian ICT literacy.

3.3. Online register of Hungarian culture and institutions

Founded by the Hungarian government in 2011, the Hungarian Diaspora Council is a common forum for the Hungarian diaspora worldwide. This Council represents the interest of the Hungarian people living in the diaspora and ensures their representation in Hungarian institutions.

In 2012, the Hungarian Diaspora Council decided to launch the so-called Julianus program¹³, with the purpose of creating a comprehensive register of the Hungarian material heritage – buildings, works of art, monuments, memorial plaques, streets, libraries, archives, museums, etc. – in order to promote Hungarian culture on a broad scale. The modern systematization of the Hungarian material heritage will provide an overview of

7 <https://2015-2019.kormany.hu/en/cabinet-office-of-the-prime-minister/hu/digital-success-programme/strategies>

8 <https://2015-2019.kormany.hu/download/f/3b/21000/The%20Digital%20Child%20Protection%20Strategy%20of%20Hungary.pdf>

9 <https://2015-2019.kormany.hu/download/1/4b/21000/The%20Digital%20Export%20Development%20Strategy%20of%20Hungary.pdf>

10 <https://2015-2019.kormany.hu/download/0/4b/21000/The%20Digital%20Education%20Strategy%20of%20Hungary.pdf>

11 <https://2015-2019.kormany.hu/download/2/4b/21000/The%20Digital%20Startup%20Strategy%20of%20Hungary.pdf>

12 <https://njszt.hu/en>

13 <http://www.nemzetiregiszter.hu/julianus-program-en>

how Hungarian communities in the diaspora have contributed to the universal Hungarian culture. As these documents, references and content are also available in Hungarian, this is a strong contribution to the Hungarian online content.

The Research Institute for Hungarian Communities Abroad (NPKE) is a governmental organization that conducts research and provides data to the Hungarian government on Hungarian communities abroad in order to plan appropriate support policies for the Hungarian diaspora and institutions abroad. The Hungarian Register¹⁴ collects sources relevant to the national culture for the Hungarian communities living in Hungary, in the Carpathian Basin or elsewhere in the world.

3.4. Inter-Active Terminology for Europe (IATE) and Termini Hungarian-Hungarian dictionary and database

Inter-Active Terminology for Europe (IATE)¹⁵ is the EU's inter-institutional terminology database. The multilingual content of the IATE also contains Hungarian terminology. It is a public database available online to everyone, which contributes greatly to the localization of official, public administration and common European terminology.

The Termini Research Network brings together Hungarian linguistic researchers from the Carpathian Basin. The Termini Research Network has published the Termini Hungarian-Hungarian dictionary and database, which collects commonly used terms of the Hungarian language varieties of the Carpathian Basin. This important project provides an opportunity for information gathering, comparison and scientific research on the Hungarian language varieties in the Carpathian Basin. The database is available online.¹⁶

3.5. Industry 4.0 National Technology Platform

Industry 4.0 National Technology Platform was established under the leadership of the Institute for Computer Science and Control (SZTAKI) of the Hungarian Academy of Sciences, with the participation of research institutions, companies, universities and professional organizations based in Hungary, and with the full support and commitment of the Government of Hungary, in particular the Ministry of National Economy.

14 <http://www.nemzetiregiszter.hu/main-page>

15 <https://iate.europa.eu/home>

16 <http://termini.nytd.hu/htonline/htlista.php?action=firstpage>

The Internet-based economy is important for the Hungarian language community, as the availability of the latest multilingual economic, trade, industry and research-development content in Hungarian will be an important action for localization. Users will also find a digital terminology database¹⁷ on the platform.

3.6. Academic research

The Hungarian Research Centre for Linguistics of the Eötvös Loránd Research Network¹⁸ is the leading institute for multilingual studies, linguistic research, codification, language technology research, but Hungarian universities also have significant scientific contributions. The most important issue for Hungarian scientific content is the online availability of publications and the localization of global, international scientific content. Scientific papers, books should also be published in Hungarian to strengthen the competitiveness of the language in the scientific domain.

3.7. Governmental programmes

One of the most important challenges of the current period is to ensure the survival of the Hungarian language in the digital space, in short: digitization. We live in an information society, and the Internet is a milestone in this. It can be said that the languages that will survive in the next century are those that will survive in the digital space.

The following central programmes are currently targeting digitization:

- Digital Education Strategy of Hungary (DOS)¹⁹: Based on the results of the 2015 national consultation (InternetKon), the government prepared the Digital Welfare Programme (DJP) for the digital development of the Hungarian society and the Hungarian national economy. As part of the programme, the Digital Education Strategy of Hungary (DOS) was completed, which is a strategic programme for the digitization of the education system.
- National Info-communication Strategy (NIS) 2014–2020²⁰. After the analysis of the current situation, it describes the development of the digital infrastructure, and based on this, the development of digital skills, the digital economy and digital government. Official language is indeed an important element of language vitality, because it is

17 <https://www.ipar4.hu/hu/page/tudasbazis-ipar-4-0-fogalomtar>

18 <https://elkh.org/en/research-centre-for-linguistics/>

19 <https://2015-2019.kormany.hu/download/0/4b/21000/The%20Digital%20Education%20Strategy%20of%20Hungary.pdf>

20 https://2015-2019.kormany.hu/download/a/f7/30000/NIS_v%C3%A9gleges.pdf

one of the prerequisites for the official status of a language. If a language is used for public administration in the cyberspace, it has a strong chance of being preserved and developed. The eGovernment in Hungary is developing well, with more and more matters handled online²¹.

- National Digitalization Strategy 2021–2030²². This strategic framework programme replaces the National Info-communication Strategy (NIS) and brings together several strategical programmes of the government in this area. The programme was prepared by the Ministry of Innovation and Technology in cooperation with the Ministry of the Interior.
- National Public Education Portal²³. The National Public Education Portal is the digital education curriculum collection of the Office of Education, in which a collection of digital curricula, smart books, media library, search engine, good practices, and all the curricula required for the digital educational process in public education institutions are available. The portal also allows participants in the educational process to share digital educational content.
- Digital Vocational Education Curriculum²⁴. It is a database of digital curricula where vocational teachers can share digital curriculum materials with their students and each other.
- Sulinet²⁵. The portal is maintained by the Education Office and edited by the Sulinet Department. The main elements of the portal are the Sulinet News Magazine, the Sulinet Community and the Sulinet Knowledge Base. This portal provides news and information about education, allows students to create and join communities, and offers access to different curricula.
- Programmes of the State Secretariat for National Policy:
The State Secretariat is the main governmental organization for the preservation and development of the Hungarian national identity. There are educational, cultural, ecclesiastical, sport, community, and diaspora programmes (Programme for National Restart). The State Secretariat supports programmes for Hungarian minority communities abroad, and may also have other programmes to preserve the Hungarian national identity.

There is free access to the news database of MTI – the Hungarian News Agency²⁶, the Magyar Közlöny, the official gazette of Hungary, which publishes laws and other

21 <https://ugyfelkapu.magyarorszag.hu/>

22 <https://2015-2019.kormany.hu/download/f/58/d1000/NDS.pdf>

23 <https://www.nkp.hu/>

24 <https://box.edu.hu/>

25 <https://www.sulinet.hu>

26 <http://mti.hu/mti/Default.aspx>

legal documents²⁷, and the National Legislation Database²⁸. According to Article 2 (4) of Government Decree 338/2011. (XII. 29.) on the National Legislation Database, the translations of the laws specified by the Minister of Justice shall be published in the National Legislation Database²⁹.

To facilitate digital publication, to ensure universal access to cultural and scientific content in digital form, a number of public repositories are evolving and functioning properly in digital form, like the National Audio-visual Archive of Hungary (NAVA)³⁰, the Hungarian Electronic Library of the Széchényi National Library³¹, the Hungarian National Digital Archive and Film Institute (MaNDA)³² and the Digital Archives Portal³³.

3.8. Media

The full spectrum of the Hungarian media is available online including the public service media and content from commercial media companies. Of course, social media sites are also popular among Hungarian users. We should add that there are also programmes for national minorities and Hungarian-language media channels in the Carpathian Basin, most of which are also available online.

At the beginning of 2020, 87% of Hungarian citizens aged 15–69 were regular internet users, and 98% of the 15–24-year age group, 97% of the 25–34-year age group, 94% of the 35–49-year age group and the majority of the 50+ generation (71%) were online³⁴. 97% of Hungarian internet users use some kind of social media site, mainly Facebook and YouTube³⁵.

The total Number of .hu Top Level domains is 859.189, which is a high number compared to the total number of Hungarian citizens (9 730 772)³⁶.

27 <https://magyarkozlony.hu/>

28 <https://njt.hu/>

29 <https://njt.hu/njt.php?translated>

30 <https://nava.hu/what-is-nava/>

31 <http://mek.oszk.hu/>

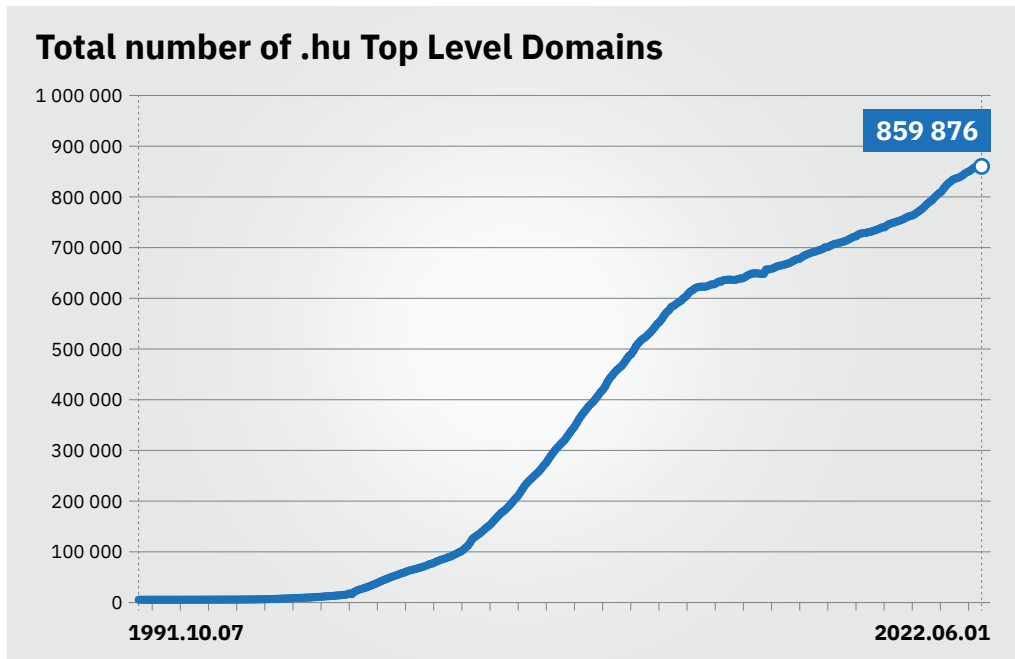
32 <http://mandarchiv.hu/>

33 <https://www.eleveltar.hu/home>

34 <https://nrc.hu/news/internetpenetracio-2/>

35 https://nmhh.hu/cikk/228634/Internetes_kozonsegmeresi_adatok_2022_I_negyedev

36 <https://www.ksh.hu/interaktiv/korfak/orszag.html>



1. graph³⁷ Total number of .hu Top Level domains

These numbers show that online media content is rich in Hungarian language and potentially accessible to many Hungarians. Indeed, online media content is useful for language preservation in cyberspace because it is easily accessible and connects Hungarian speakers across borders.

The online media content needs strong language quality control because, as we see, online media content is popular, so language usage in online media is an important factor in the language variation process. This is an important element of the language strategy and business policy of media companies.

4. Connection between language and identity

In the physical reality, in our natural environment, the role of language in defining identity is quite obvious. Of the many different approaches, I will begin with Jenő Kiss's definition: "Identity is a cognitive structure with its own particular organization, which is formed in the process of a person's socialization, his or her imbedding into their environment, in other words, socialization. Language is part of the cognitive equipment of a human being,

37 Resource: <https://info.domain.hu/stats/hu>

as a result of which our entire mental activity, i.e., the formation of identity takes place through language, through the mediation of language” (Kiss 2017, 806.).

Language plays a decisive role in the development of our identity, and thus national and personal identities are linked in physical reality. “A sense of identity is one of the basic conditions of human existence, and one of the most characteristic forms of collective identity is national consciousness...” (Bitskey 2007, 11.) The Hungarian language has a symbolic and fundamental value in the definition of community (Hungarian) identity (Péntek 2010, 161–162.).

If we highlight national identity among the layers of identity, we can conclude that its structure may differ significantly between nations. It may differ as to which factors dominate: national citizenship may dominate in some national identities (French, Swiss, Finnish), common tradition (e.g., lifestyle, tradition in the case of the Roma), language, language revitalization may be central to Basque, Galician (Gallego), Catalan and Irish national identities (Péntek 2010, 162–163.).

For us Hungarians, language is particularly important in the concept of national identity, as our nation lives in majority, monolingual, minority and sporadic bilingual environment. According to Jenő Kiss: “It is not a universal phenomenon, but an important fact for the Hungarian language community that minorities are assimilating at an accelerating pace. This is because assimilation is mostly accompanied by a change of identity, which affects millions of native Hungarian speakers.” (Kiss 2017, 805–806.). In a minority situation, a weakening of identity goes hand in hand with a weakening of language preservation, and vice versa: a weakening of language preservation goes hand in hand with a weakening of identity (Kiss 2017, 806.).

Language, and in particular the mother tongue, is therefore a fundamental factor in the identity of the Hungarians in the Carpathian Basin. Due to the complex geopolitical situation and the fragmentation of the Hungarian people, unlike many other peoples, abandoning the Hungarian mother tongue also means abandoning the Hungarian identity, especially for Hungarians living in minority and sporadic situations; they are being brought to a new identity by another language. János Péntek considers it an illusion to believe that Hungarian identity in minority communities can be preserved without language, since statistics and examples prove the opposite. (Péntek 2010, 163.).

5. Final conclusion

Multilingualism is natural in our societies. There is a fundamental link between language and traditional knowledge about biodiversity. The preservation of languages ensures multilingualism. This is a key strategic objective for any language community. As the Hungarian language community lives in majority, minority and diaspora communities, and Hungarian is one of the medium-sized languages in Europe in terms of the number

of speakers, the preservation of the language is the most important Hungarian language strategic goal.

In the age of the digital content of the information society, the presence of a language in the cyberspace is evident. If a language is not available in the cyberspace and the language community is not part of the information society, language loss is more likely. Content needs digitalization and language needs localization. ICT literacy is a prerequisite for digitization. This is a key strategic objective for each language community. ■

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KIVONAT

A többnyelvűség előmozdítása és a magyar nyelv megőrzése a kibertérben

A globalizáció következtében a beszélt nyelvek 50–90%-a eltűnik a következő 100 évben. Ez a tanulmány bemutatja a magyar nyelvközösséget, amely kisebbségi nyelvként is él, és a magyar nyelvet beszélők jelentős része két- és többnyelvű helyzetben van. A multilingvális környezetben a magyar nyelv és kultúra megőrzéséhez speciális nyelvpolitikára van szükség. A tanulmányban új tényezőkkel egészülnek ki az UNESCO nyelvi vitalitási tényezői, valamint összefoglalját kapunk a többnyelvűség előmozdítására és a magyar nyelv megőrzésére tett magyarországi intézkedéseket. Az írásban különös hangsúlyt kap a többnyelvű kibertér hatásának elemzése.

KULCSSZAVAK: többnyelvűség, nyelvpolitika, digitalizáció, nyelvi preferencia, globalizáció, nyelvi attitűdök