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Linguistic characteristics of advertisements and announcements in germanophone newspapers published in Zagreb



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The aim of this paper is to analyze linguistic characteristics of multilingual advertisements and announcements found in newspapers published in German, in the city of Zagreb, at the turn of the century (1877-1914). The analysis is based on language policies on the mesolectal level, including the code-switching phenomena and taking in concern three languages: German, Croatian and Hungarian. We assume that the analysis will demonstrate how the socio-cultural background influenced various linguistic phenomena that were reflected in everyday multilingual practices during the period of the Austro-Hungarian Empire.