Croatian external relations as reflected by the use of exonyms
Exonym = name used in a specific language for a geographical feature situated outside the area where that language is spoken, and differing in its form from the name used in an official or well-established language of the area where the geographical feature is situated.


Croatian Beč for Ger. Wien

Engl. Croatia for Croat. Hrvatska
General linguistic and feature-related factors influencing the use of exonyms

**Exonym-promoting factors:**
(1) difficult pronunciation of the endonym
(2) different script of the endonym
(3) transboundary feature

**Exonym-preventing factors:**
(1) good acquaintance of receiver-language speakers with the donor language
(2) high prestige of the donor language

**Factor working in both directions:**
(1) close linguistic relation donor/receiver language
Apart from these distorting factors, however,

- exonyms have been formed and maintained for features to which a community was and is closely connected in economic, cultural and political terms.

- the spatial pattern of exonym use thus reflects historical and current cultural, political and economic relations of this community.
Sources:


German exonyms for populated places used in Austria

Source: AKO 2012
Hungarian exonyms for populated places

Source: DUTKO 2007
Hungarian exonyms for populated places

Source: DUTKO 2007
Italian exonyms for populated places

Source: TONIOLO 2008
Venetian and Genovese posessions

Source: PUTZGER 2001
Italian exonyms for populated places

Source: TONIOLO 2008
Croatian exonyms

Source: CRLJENKO 2020
Croatian exonyms for populated places in Europe

Source:
CRLJENKO 2018
Conclusion

Spatial spread of exonyms is largely influenced by historical as well as current political, cultural and economic relations.

Other factors are also effective and distort this pattern partially.

They are mostly linguistic like
- linguistic distance between languages
- difficulty of pronunciation
- use of trade languages
- language prestige
Thank you for your attention!

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