

Language awerness and the standardization processes of the collateral language (Podhale, Poland)

The presentation refers to the research carried out as part of the grant project *Linguistic diversity in Poland: collateral languages, language-oriented activities and conceptualization of collective identity* which the main objective is to investigate the (ethno)linguistic vitality of the selected collateral languages in Poland (Masurian, Podlachian, Podhalanian, Silesian, Kashubian).

Podhale is a popular tourist region in southern Poland. It is characterised by the preservation of its traditional culture and language (góralski). The empirical material included in the presentation comprises questionnaire studies and interviews with Podhale inhabitants, carried out since 2021. The analysis makes it possible to present the linguistic ideologies that are decisive in the process of standardising góralski. Góralski in the common perception functions as patois, however, books, poetry collections, newspapers, fairy tales and poems for children etc. are published in it.

Attempts to standardise góralski have raised social debates and the results are subject to constant negotiation. In the case of Podhale, the tension that exists between the extremes of language strategies, namely between the ideology of authenticity and ownership of the language and the ideology of anonymity, appears to be extremely important. As the research shows, one of the most significant outcomes of this process is the observed increase in speakers' linguistic awareness. This, in turn, affects attitudes towards language and raises important dilemmas at the level of linguistic ideologies.

As will be presented in the presentation, growing linguistic awareness is not always associated with efforts to standardise language. Ways of protecting it can be varied and users of Highlander use different strategies.