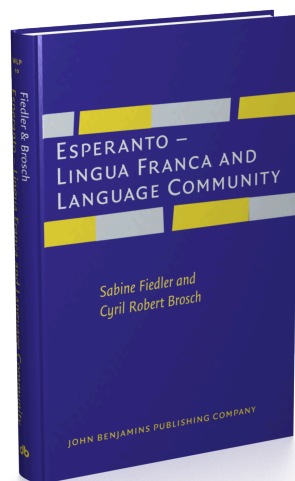


Introduction

Esperanto as a metaphor

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Introduction

Esperanto as a metaphor

A language is normally used for practical reasons, i.e. because of its *communicative* function. It serves both its L1 and L2 speakers to make themselves understood and to interact with one another. Occasionally, however, a language, or elements of it, is used by people who might not even speak it. They exploit the positive values attributed to the language and use it for its *symbolic* function. Latin, for example, is associated with erudition, and English has recently become a symbol of modernity and is used for reasons of prestige. People like to interpolate English words or phrases into their native language talk (Fiedler, 2014, 2017), and they create words – so-called pseudo-Anglicisms – that look English despite not actually having the same meaning in English (Furiassi & Gottlieb, 2015). This chapter addresses uses like these with regard to Esperanto. It starts out with a brief survey of Esperanto as a language in science fiction literature, and in films and theatre, then reviews two studies that explore the use of the glottonym in journalistic texts (Chapter 14) and finally investigates the use of Esperanto words in brand naming processes (Chapter 15).

