

The Austrian toponymic policy in the late 18<sup>th</sup> –  
early 20<sup>th</sup> c. cartography of selected Slavic  
countries and its meaning for the regions' cultural  
heritage

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In the 19<sup>th</sup> century the Habsburg reign over vast parts of Central Europe considerably influenced toponymic landscapes of several Slavic lands: in the period when great modern surveying projects were conducted by European states and the majority of toponyms was officially collected and standardized for the first time on such a scale, several Slavic peoples did not possess their own national states and hence the cartographic and toponymic portrait of their territories had to be made by Austrian institutions. Even though the Habsburg Austria did not Germanize toponymy of its territories inhabited by Slavic peoples on a systematic basis, the sheer fact that over the long 19<sup>th</sup> century the geographical names were fixed by Austrian military surveyors and cartographers (however, not necessarily of German/Austrian ethnicity) permanently influenced the toponymy of later cartographic works done in and by the successor states of the Habsburg Empire.

The aim of the paper is to examine and compare the linguistic properties of toponymy fixed in the three great Habsburg

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surveying projects: the Josephinian Land Survey (the First Military Survey, *Josephinische Landesaufnahme*), the Franciscan Land Survey (the Second Survey, *Franziszische Landesaufnahme*), the Francisco-Josephinian Land Survey (the Third Survey, *Franzisco-Josephinische Landesaufnahme*). The focus will be laid on the territory of the Kingdom of Galicia and Lodomeria. Nevertheless, comparisons will be made with several other regions: Bohemia, Moravia, Bukowina, Slovakia (as a part of the Kingdom of Hungary, the “Upper Hungary”), and Transylvania.

In the case of the First and the Second Survey the Austrian cartographic toponymic policy will be reconstructed and outlined on the basis of the linguistic properties of the fixed toponyms. In the case of the Third Survey the toponymy-based findings will be accompanied by the analysis of selected survey manuals issued by the Viennese Military Geographical Institute (*K.u.K. Militärgeographisches Institut*).

Toponymic policy is to be perceived as a variant of name & naming policy. However, in the case of toponyms used on maps one may speak mainly of cartographic name policy, for name choices made by mapmakers are usually not about (re)naming features but rather about selecting/using the name forms most suitable from the point of view of the pragmatic goals of the given policy. The concept of name and naming policy itself needs to be based on the concept of policy and may be related to the concept of language policy as well. Generally speaking, every name and naming policy as a set of global goals and predefined means of achieving them involves acting through used and imposed names. The cartographic toponymic policy may be aimed at various global goals, among which two may be listed here: the first being the general intention to manifest something (usually political claims or political, cultural or linguistic dominance; this type of global goal is to be found mainly in historical contexts), while the second being the

general willingness to provide prospective map users with the best possible toponymic space-reference tools in their communication with local population. Due to the fact that every name and naming policy involves choice and use of specific name forms as well as some general goals, one may speak of formal and pragmatic aspects of every such policy, including cartographic toponymic policy. Furthermore, name and naming policies may be codified or simply customary.

It seems that in the 19<sup>th</sup> century the Habsburg cartography of the Central and South-Eastern Europe executed various toponymic policies, depending on the “place” a given land or administrative territory took in the structure and history of the Austrian and later Austro-Hungarian Empire. Even a brief glance at the Josephinian Land Survey (the First Military Survey) of the Kingdom of Bohemia makes it quite clear that place names were Germanized on the map. At the same time the Josephinian Survey of the Kingdom of Galicia and Lodomeria (at least in the eastern part of what is now Ukrainian Carpathians) provides place names written down (mostly) in Polish orthography but bearing very clear traces of Ruthenian highlander dialects, which indicates a general tendency to fix locally used name forms.

Important elements of a codified Austrian toponymic policy are to be found in 1875, 1887, 1894, and 1903 Austro-Hungarian survey manuals concerning the Third (and the Fourth) Military Survey of Austria-Hungary. The general characteristic of these name regulations is that they paid relatively much attention to respecting the local name usage. This had undoubtedly practical reasons: a military map user was expected to “bring along” on a map names that would facilitate his communication with the locals.

## References

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