*Prof. Dr Irena Smetonienė*

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Prof. Dr Irena Smetonienė graduated from Vilnius University in 1986.

In 1986–1989, she worked in pedagogy in Kaunas.

In 1986–2002, she was senior editor of Lithuanian Television, later head of the Language Culture Department. She produced multiple programmes on television, such as: *Žodis* (Word), *Mūsų kalba* (Our Language), *Mūsų elementorius* (Our Elementary), *Gerbkime žodį* (Respect the Word); as well as radio programmes *Taisyk žodžiui kelią* (Mend the Way for the Word) and *Gimtoji kalba* (Native Language).

Simultaneously, she taught at the Vilnius Pedagogical Institute and Vilnius University. In 2002–2012, she was the head of the State Lithuanian Language Commission. In 2001, she defended her thesis titled *Garsinės reklamos stilius* (Style in Audio Advertising) at Vilnius University. Professor at Vilnius University since 2015.

Smetonienė’s areas of research include rhetoric, linguistic style, norm theory and practice, language policy and cultural linguistics. She has written over 40 scientific and over 30 articles for the general public in these fields, and has published a monograph titled *Reklama… Reklama? Reklama!* (Advertising… Advertising? Advertising!)in 2009; also, a collective monograph (with K. Rutkovska and M. Smetona) titled V*ertybės lietuvio pasaulėvaizdyje* (Values in the Lithuanian Worldview)in 2017; a monograph with the same co-authors titled *Kalba. Tauta. Valstybė* (Language. Nation. State) in 201, followed by *Žemė. Motina. Duona* (Land. Mother. Bread) in 2021.

I. Smetonienė has also written educational publications: *Tarties ir kirčiavimo pratybos žurnalistams* (Pronunciation and Accentuation Exercises for the Media, 2010), *Žiniasklaidos kalba ir stilius. Tartis ir kirčiavimas. I dalis Tartis*. (The Language and Style of the Media. Part 1. Pronunciation, 2014), *Kalbos normos praktika* (Language Norms in Practice, 2019). She has also compiled school textbooks *Lietuvių kalba 5 klasei* (Lithuanian Language for Grade 5, 2016) and *Lietuvių kalba 6 klasei* (Lithuanian Language for Grade 6, 2017).

Smetonienė is the editor of a collection of scientific articles titled *Šiuolaikinės stilistikos kryptys ir problemos 2013* (Contemporary Stylistic Trends and Issues 2013), and editor-in-chief of the peer-reviewed VU scientific journal *Lietuvių kalba* (Lithuanian Language). She regularly gives public lectures both for the broader public and professional audiences, presents her research at international and national conferences, and on radio and television programmes.

**Pronunciation in the Context of Language Policy**

Theses

In language policy documents, pronunciation is part of a corpus that covers the management of the entire language system. In principle, standard pronunciation is governed by the 3 March 1994 Resolution No. 43 of the State Lithuanian Language Commission, titled *Minimum Requirements for Pronunciation*. B. Stundža, the former head of the Sub-Commission for Pronunciation and Accentuation, says: ‘During the meetings of the Sub-Commission, while discussing the basic norms of pronunciation, which are mainly derived from the phonological system of the standard language, various, mostly irregular, cases of pronunciation rooted in actual usage kept coming up, brought forward in the works of Aleksas Girdenis, Vytautas Vitkauskas, Valerija Vaitkevičiūtė, Aldonas Pupkis and other linguists. It was decided to provide the public with guidance on such cases of pronunciation within standard language, involving certain groups of words and forms, or even individual words, in a separate edition of recommendations titled ‘On the Pronunciation of Certain Words’. Another resolution dedicated to pronunciation was released in 28 April 2022, also titled ‘On the Pronunciation of Certain Words’, and the public is anticipating further recommendations.

Language policy documents should address language strategy at several levels:

1. Pronunciation in pre-school institutions.
2. Pronunciation at school.
3. Pronunciation in higher and vocational education.
4. Pronunciation recommendations for the public.

In the absence of a clear strategy, any recommendations, however good, will have no effect if they are isolated and difficult for the public to understand.