

**CONCEPTUL DE AUTOODI (URA DE SINE) –  
FENOMEN PSIHOSOCIAL ȘI LINGVISTIC  
THE CONCEPT OF AUTOODI (SELFHATRED) –  
PSYCHOSOCIAL AND LINGUISTIC PHENOMENON**

**Drd. DELIA-FLORINA POPA**  
**Universitatea „Babeș-Bolyai” din Cluj-Napoca**

***Abstract:** The notion of autoodi(selfhatred) details a very important phenomenon in the process of language abandonment, speech and the transmission of one's own language in dominated language groups. This self-hatred may be manifested at some point by members of a dominant group in relation to a dominant group with whom they are in contact. This sociolinguistic phenomenon is based on a psychological fact, that of a feeling of hostility even towards one's own group and the identification of the values of the dominant group with the very idea of good, beauty, power, which leads to the abandonment of language and values of the dominated community.*

*The evolution of a language is, in addition to the intrinsic transformations it involves, also a social phenomenon, closely linked to major movements of this type. Of course, not every social change entails linguistic changes, just as not every linguistic change is based on a social phenomenon. Over time, the Romanian language has changed, enriched or simplified, depending on the realities and linguistic needs imposed by the era. However, these transformations did not have a strictly linguistic character, but they were, most of the time, in close connection with social phenomena that also led to specific attitudes of the speakers towards their own language.*

***Keywords:** selfhatred, sociolinguistics, psycholinguistics, language, language abandon.*