Criteria for the use of exonyms

Submitted by Austria**

Summary***

The present paper presents a scheme of criteria for deciding whether, in a specific case, an exonym can or should be used. It defines the conditions that favour and those that disfavour the use of exonyms. Criteria are classified into feature-related criteria, language-related criteria, audience-related criteria and medium-related criteria. For each criterion, arguments and examples are presented. Only after having checked the whole list of criteria is it possible to determine whether, in a specific case, the use of the exonym is appropriate or must be avoided. In any case, the use of the exonym is recommended only in addition to that of the endonym.