

**Abstract:**

This bachelor thesis analyses the effect of language situation in Norway on local book market. Language situation in Norway is specific due to the existence of two official written standards, bokmål and nynorsk. The goal of this thesis is to examine how these written standards affect the book market and how they are represented there. For the purpose of this topic, I analysed data regarding published books from 2017 to 2022. This period was chosen to illustrate the situation in past few years so that is as recent and relevant as possible. The data for 2023 are not yet available. This thesis also examines the process of deciding in what standard would be used. For this purpose, a questionnaire was sent to several Norwegian publishers. Included in this thesis is also a chapter about the language situation in Norway, generally, its historical origin and development. This work also focuses on the strategies of Norwegian language policy and describes the situation from the law standpoint. This thesis also describes the general processes within the Norwegian book market and the roles and functions of relevant institutions. The main purpose of the thesis is to analyse and evaluate the above-mentioned data.