Scientific report
regarding the implementation of the project in January – December 2012

The project *Romanian Unconventional Anthroponyms in European Context: Formation Patterns and Discursive Function* (code PN-II-RU-TE-2011-3-0007, contract number 103/ 25.10.2011) was put into effect in the aforementioned period as follows:

Two main directions can be identified as regards the activity of the members of the research team during the past twelve months, in agreement with the objectives set for this stage:

- *bibliography research* and *corpus compilation*, and
- members' capitalisation on their scientific activity by means of *participations in international congresses/ conferences.*

- Starting from *autochthonous unconventional onomastic material* and examples gathered during *research carried out abroad*, the team members compiled *corpora* that are *representative* of the field proposed for investigation.
- By means of the examples selected – used in individual or collective papers/ conference presentations –, the team members were able to illustrate theoretical aspects regarding the *formation* and *discursive functions* of unconventional anthroponyms in various contexts of communication.
- The travels abroad enabled the research team to gain access to bibliography existing in libraries of various university centres and, at the same time, collect material from communities of natives or Romanian immigrants, in view of identifying aspects related to the *act of unconventional personal naming.*
- So far, *research results* have been *capitalised* by **the participation of all the team members in an impressive number of remarkable international scientific events** in the field of research to which the present project pertains.

The following sections describe the ways in which the **team members disseminated the results of the current stage** of the investigation proposed:

DAIANA FELECAN – project manager

1. Published/ forthcoming papers:

- The paper ***Antroponime cu valoare generică în limba română*** [Romanian anthroponyms with generic value], presented at the 11th International Colloquium of the Department of Linguistics, Faculty of Letters, University of Bucharest: *The Romanian Language: Current Paths in Linguistic Research*, Bucharest, December 9–10, 2011, **is to appear in the conference proceedings volume, which will be published by December 15, 2012.**

The article describes a special anthroponymic category that was identified in Romanian space: *generic anthroponyms*.

The author starts from the observation that certain anthroponymic phenomena have not been studied systematically in Romanian traditional linguistics. Recent research is faced with problems that are related to sociolinguistics and pragmatics, and one of these problems is *genericity*.

The theoretical perspective is that of *pragmasemantics*, and the methodology used belongs to the fields of *descriptive lexical semantics* and *rhetoric*.

Firstly, the paper aims at establishing the theoretical framework and highlighting the pragmatic importance of *genericity* as a universal phenomenon. Secondly, the author sets to classify certain linguistic forms within a unitary system, starting from the *features of genericity in contemporary Romanian* and its manifestation on the *lexical*, *semantic* and *pragmatic* level in anthroponymy.

2. Conference presentations:

- The study ***English vs. Latin in the Construction of Unconventional Appellatives in Contemporary Romanian (Sociolinguistic Considerations)*** was presented at The International Conference of Slavic and Balkan Onomastics, Veliko Tarnovo, Bulgaria, organised by "Professor Nikolai Kovachev" Centre of Bulgarian Onomastics and "St. Cyril and St. Methodius" University of Veliko Tarnovo, in September 13–15, 2012.

The paper aims at identifying and explaining the way in which certain *unconventional appellatives* were formed (the author took into consideration the meaning suggested for the terms *appellative* and *unconventional appellative* in the latest specialised literature) in contemporary Romanian public space, following Latin or English construction patterns.

In view of reaching the aforementioned aims, the study started from a *corpus* consisting of *formal* and *informal* texts. Methodologically, the research explored the theoretical resources that pertain to pragmatics, sociolinguistics, functional grammar and anthroponymy.

The linguistic authority that Latin has earned not solely in Romanian space, but also throughout Europe, has lately been more and more undermined by the establishment of a new linguistic currency: English. This global and globalising *newspeak* has surely become the real and virtual means for locutors of any nationality to exert their linguistic competence. And since one of the elementary components of the communicative process is to designate one's interlocutor, the materials and mechanisms that underlie the construction of a significant part of the ever changing inventory of *alternative names* (called so in relation to the binomen *natural* (official) *name/ alternative* (unconventional) *name*) are taken/ copied from English.

Unconventional anthroponymic formulas – nominal markers that "deviated" from *system* towards *discourse* – appeared as a consequence of the deficient individualisation ability of conventional anthroponymic formulas. As regards the construction of unconventional names, speakers claim the freedom to *choose* forms from a pre-existing anthroponymic stock and/ or *create* new units (*nonce formations*).

As they display an *idiomatic* structure and certain *stability* (due to their *repeated use* within a linguistic micro-community), *unconventional anthroponymic formulas* depend formally on the linguistic system in which they occur, as well as on some factors that are related to the illocutionary force of the name giver's message in concrete communication situations.

To illustrate the theoretical considerations stated, the author proposed a *formal* and *semantic-referential typology* of Romanian unconventional appellatives, as a basis for describing the process of their creation.

The name givers' intention was not to find correct lexical Latin counterparts of Romanian linguistic realities, but to sanction a certain behaviour on the level of verbal (onomastic) replies, by means of these false Latinisms (forms resulting from a willing "spoiling" of Latin), which act as nametags that are partially or fully grammatically accurate.

Romanian unconventional appellatives that include an English noun or nominalised adjective – taken from the target-language *tale quale* or with implicit phonetic and morphological "adaptations" – pertain to youth argotic language. In the last decades, English (be it standard or slang) has become the prestige language from which young people borrow massively.

It could be noted that both Latinised unconventional appellatives and those of English origin are *socialised linguistic expressions, resulting from interlocutors' free creativity*.

The unconventional anthroponyms illustrated in this paper are defined by *semantic transparency*, as they are *motivated name structures* and they perform a *complete individualisation* of the members of the community to which they pertain.

The paper was accepted for publication in the ISI proceedings volume, which will be edited in 2013.

• The study ***The Pragmatics of Unconventional Personal Naming*** was presented on the occasion of The Second International Conference "Communication, Context, Interdisciplinarity", organised by "Petru Maior" University of Târgu-Mureș, Faculty of Sciences and Letters, in November 22–23, 2012.

The paper (theoretical, to a great extent) aims, on the one hand, to describe the linguistic and psychosocial mechanism of giving *unconventional anthroponyms* (*UA*) and, on the other, to identify the *communicative functions* of these names on the level of a linguistic community.

The methods and strategies used in the analysis of unconventional name forms pertain to pragmatics, sociolinguistics and psycholinguistics (this last perspective was yet to be applied in the literature existing on this aspect of onomastics).

(Self-)naming by means of UA is a subversive speech act, a deviation from real naming, meant to trigger a change in the surrounding environment: firstly, on the level of a new name entity and, secondly, with respect to how the world sees the newly named person. In other words, the system of social relationships changes, by altering the position of an individual towards the world and vice versa; the power relations are revised: "positive face" and "negative face" are re-evaluated.

In general, UA have a shared motivation: a name owner wishes to modify one's own real identity (by means of pseudonyms, hypocoristics, user names and, rarely, nicknames) or the others' identity (by means of nicknames, hypocoristics and bynames, but rarely also through pseudonyms or user names).

In contemporary Romanian, there is an extremely vast and varied inventory of UA, which prove to be increasingly frequent in various contexts of human activity. This reality accounts for the fact that these names cannot be studied without taking into consideration social, cultural and psychological factors, mentality and the dynamic of UA.

The paper was accepted for publication in the (ISI) conference proceedings volume.

3. At the same time, the author conducted some research in Rome together with Oliviu Felecan, the experienced researcher of the team. During this period, we were able to study bibliographical resources from three universities (La Sapienza, Roma 2 and Roma 3) and also to establish contacts with renowned onomasticians (Enzo

Caffarelli, the editor of RIOn), which will be useful for the subsequent activity that will be carried out within the project.

OLIVIU FELECAN – senior researcher

1. The study ***Observaţii referitoare la unele supranume colective din nord-vestul României*** [Aspects regarding collective bynames in the northwestern part of Romania] was presented at the 11th International Colloquium of the Department of Linguistics, Faculty of Letters, University of Bucharest: *The Romanian Language: Current Paths in Linguistic Research*, in Bucharest, in December 9–10, 2011, and is to appear in the conference proceedings volume, which will be published by December 15, 2012.

The paper (a part of a more extensive research into the corresponding linguistic material collected in northwestern Romania) aims at dealing with aspects regarding the formation and functioning of collective bynames that are employed in rural communities in northwestern Romania. As an unofficial anthroponymic category, group bynames are investigated from a semantic, sociolinguistic and discursive perspective. Through the quality of diagnostic indices that group bynames display in the sociocultural and psychological structure of Romanian traditional communities, the inventory of name forms analysed make up a valuable corpus that is thus made available to specialists in the field of history, linguistics and sociology.

- By the end of the year, the study ***Nume actuale – între uz şi abuz. Reflectarea lor în mass-media*** [Contemporary names – between use and abuse. Their reflection in the mass media] will also be published. It analyses the employment of conventional anthroponyms in the contemporary mass media. Examples of this kind are conspicuous and constitute "sensational", hilarious news items, which create amusement. The strategy of using these names is a marketing trick, as the frequency of occurrence of such news items reveals their impact on readers/ listeners/ viewers, who find great enjoyment in the humour generated by their connotations. Thus, the border between use and abuse becomes increasingly fuzzy, and anthroponyms, which could be seen as emblems individualising people in society, become burdens that can have a negative influence on bearers' lives.

- In ***Conformity and Nonconformity in Gypsy Names***, a paper published in the volume *Name and Naming: Synchronic and Diachronic Perspectives* (Oliviu Felecan (ed.), Newcastle upon Tyne: Cambridge Scholars Publishing, 2012, p. 129–146), the author deals with a special category of unconventional names, which appear in present-day Romanian space and, at the same time, shock fellow Romanians: Gypsy first names. These are individualised in the contemporary onomasticon due to their semantic richness, providing novel possibilities of interpretation, both from a sociolinguistic perspective, and from a psycholinguistic or ethnolinguistic one. Besides common names (which are regularly used in this ethnic group), there occur first names of national or international stars, names that are frequently quoted by the mass media, and others.

ALINA BUGHEŞIU – team member

1. Alina Bugheşiu carried out a research in September 2012, in Veliko Tarnovo, Bulgaria, at "Professor Nikolai Kovachev" Centre of Bulgarian Onomastics and "St. Cyril and St. Methodius" University of Veliko Tarnovo. She collaborated with professors of onomastics from these two prestigious institutions, which are well known in Balkan onomastic landscape. Workshops were organised, which allowed for the comparative and contrastive presentation of directions of research into the field in question in the two countries represented. These activities resulted in a useful experience exchange that highlighted the interdisciplinary nature of onomastic research.

At the same time, on the occasion of the participation (within the CNCS research project *Onomastics in Contemporary Romanian Public Space: A Socio- and Psycholinguistic Perspective*; project manager: Associate Professor Oliviu Felecan) in the Fourth International Symposium *Names in the Economy*, in June 14–16, 2012, organised by the Turku School of Economics, University of Turku, Finland, the author took part in numerous specialised workshops, thereby establishing professional relationships with onomasticians from various prestigious institutions in Finland, Germany, Austria, the United Kingdom, Italy, France, Russia and Estonia. Many of these specialists accepted to participate in conferences or submit contributions for volumes that will be coordinated by the Centre of Onomastics from the North University Centre of Baia Mare (Technical University of Cluj-Napoca).

2. Published/ forthcoming papers:

- The study ***Diachrony and Synchrony in Onomastics: Virtual Anthroponymy*** was published in *Analele Universităţii Bucureşti, Seria Limbi şi Literaturi Străine*, 1/2012, p. 5–16. It aims at defining virtual anthroponymy (within the class of unconventional anthroponyms) and presenting, from a diachronic perspective, the evolution of the name class under analysis, highlighting its separation from traditional onomastic categories. At the same time, by looking at the concept in synchrony, the paper underlines the particular features of the formation and behaviour of user names in relation to the English onomastic model, which was adopted and/ or adapted in contemporary Romanian cultural and linguistic space along with the changes brought about by the IT revolution. In view of illustrating the theoretical aspects identified and analysing the socio- and psycholinguistic elements cultivated on the

level of usage, the study discusses the material resulting from the application of a questionnaire regarding user names employed for certain socialising programmes or websites. The author's attention is focused on teenagers, as representatives of this age group prove to be enthusiastic and devoted supporters of the type of communication defined by user names, not only in the specific virtual environment, but also, simultaneously, in its everyday occurrences, beyond the computer screen.

- ***Current Orientations in Onomastic Research: User Names*** will be published by December 15, 2012, in the proceedings volume of the 11th International Colloquium of the Department of Linguistics, Faculty of Letters, University of Bucharest: *The Romanian Language: Current Paths in Linguistic Research*, held in Bucharest, in December 9–10, 2011. The paper presents the implications of virtual communication, which can be noticed on the linguistic level, in general (*chat*-like conversations led to significant changes in grammatical structures that traditionally, i.e. conventionally, occur in speech acts), and of onomastics, in particular, by facilitating the appearance of a new name pattern: the *user name*. As this onomastic model is not specific to the autochthonous sociocultural and linguistic reality, the particular features that it develops in contemporary Romanian originate, on the one hand, in the Anglo-American onomastic system from which the pattern of *user names* derives and, on the other, in the intercultural and interlinguistic connections favoured by globalisation and advancements in communication technology. Therefore, the present paper deals with user names from the perspective of language contact, aiming at defining and describing this name pattern based on relevant onomastic material.

3. Conference presentations:

- The study ***Names of Bulgarian and Romanian Heavy Metal Bands*** was presented on the occasion of the International Conference of Balkan Onomastics, organised by "Professor Nikolai Kovachev" Centre of Onomastics and "St. Cyril and St. Methodius" University of Veliko Tarnovo, Bulgaria (in September 13–15, 2012). It proposes an approach of the aforementioned names from the perspective of sociolinguistics; starting from the lexical and grammatical structure of the names, the author also discusses the semantic associations that they trigger in the music field to which their referents pertain and outside this field, in the wider sociocultural context. Names of heavy metal bands prove to be unconventional anthroponyms, situated on the border between anthroponyms (group names) and commercial names (names of cultural products, some of which have turned into brands).

The paper was accepted for publication in the conference proceedings volume, which will be edited in 2013.

- The study ***To Translate, Or Not to Translate, That Is the Question: Film Names as Objects of Translation*** was delivered at *The Fourth International Anniversary Conference "Translation and Interpretation in the Age of Globalization: Looking Back and Looking Ahead"*, an event organised by the Department of Philology and Cultural Studies, North University Centre of Baia Mare (Technical University of Cluj-Napoca), in October 25–28, 2012. It deals with the sociolinguistic aspects of the translation of film names especially (but not only) from English into Romanian. The corpus analysed comprises names of films from the past decade, chosen based on their visibility (films that won/ were nominated in various categories in the Academy Awards, or the Oscars, and the BAFTAs, or films that were box office hits, according to the rankings made by the Internet Movie Database, IMDb). The approach is not quantitative, but qualitative, as the objective of the research is to analyse original onomastic structures and those that were obtained as a result of translation on the structural and discursive level, highlighting the mechanisms that were preferred in the act of translating these unconventional names.

GEORGETA RUS – team member

1. Georgeta Rus carried out several researches: in March 2012, at the Free International University of Moldova and the Institute for Philological and Intercultural Research, Chişinău, Republic of Moldova; in September 2012, at "Professor Nikolai Kovachev" Centre of Onomastics and "St. Cyril and St. Methodius" University of Veliko Tarnovo, Bulgaria; in September 2012, at CNSAS (the National Council for the Study of the Archives of the Security), Bucharest, Romania.

2. Published papers:

- ***Les anthroponymes dans l'espace littéraire français et roumain*** [Anthroponyms in French and Romanian literary space], in *Francopolyphonie: l'Interculturalité à travers la linguistique et la littérature*, Annual journal (B category), Issue 7, vol. 1/2012, edited by the Free International University of Moldova and the Institute for Philological and Intercultural Research, Chişinău, Republic of Moldova, 2012, p. 117–129;
- ***Aspects concernant les pseudonymes électroniques dans la société française*** [Aspects regarding electronic pseudonyms in French society], in *Analele Universităţii Bucureşti, Seria Limbi şi Literaturi Străine*, 1/2012, p. 39–50;
- ***Political Anthroponyms in the French Mass Media***, in: Oliviu Felecan (ed.), *Name and Naming: Synchronic and Diachronic Perspectives*, Newcastle upon Tyne: Cambridge Scholars Publishing, 2012, p. 202–215;

- ***L'influence de l'Antiquité grecque et latine sur le système dénominatif français*** [The influence of Greek and Latin Antiquity on the French system of onomastics], in Dana Dinu, Ilona Duță, Mihaela Popescu and Mădălina Strechie (eds.), ***Sub Semnul lui Hermes/ Mercurius*** [Under the sign of Hermes/ Mercurius], Craiova, Editura Universitaria, 2012, p. 342–350.

3. Conference presentations:

- The study ***L'influence de l'Antiquité grecque et latine sur le système dénominatif français*** [The influence of Greek and Latin Antiquity on the French system of onomastics] was presented at the Fifth International Colloquium *Receptarea Antichității greco-latine în culturile europene – Sub semnul lui Hermes* [Reception of the Greek-Latin Antiquity in European cultures – under the sign of Hermes], organised by the University of Craiova, Faculty of Letters, Society of Classical Studies in Romania – Craiova Branch, in May 11–12, 2012.

This paper focuses on the way in which the French culture perceives the Greek-Latin Antiquity as regards the system of onomastics and the dissemination of anthroponyms of Greek and Latin origin.

By means of comparative analyses, the author aims at establishing the level of frequency of anthroponyms of Greek and Latin origin in various regions in France, precisely in order to notice their weight and distribution in the system of predominant anthroponyms in French space.

The examples are analysed using varied methods, in view of establishing a typology of Greek-Latin onomastics in French society, by referring to the discursive functions of these structures and the motivations that underlie such anthroponymic choices.

- The paper ***Considérations sur le système dénominatif des gangs et des criminels*** [Considerations regarding the naming system of gangs and criminals] was presented on the occasion of the International Conference of Balkan Onomastics, organised by "Professor Nikolai Kovachev" Centre of Onomastics and "St. Cyril and St. Methodius" University of Veliko Tarnovo, Bulgaria, in September 13–15, 2012.

From the viewpoint of anthroponymy, names of crime families are a major interest, especially in the context of recent western influences. In some instances, the designating potential of these structures is not reduced to their simply being indices of identification, as they offer additional information about the area in which clans or criminals act. This study takes into account the roles and particular functions that the chosen names might fulfil, depending on their resemblance to bynames, pseudonyms or nicknames.

The paper was accepted for publication in the conference proceedings volume, which will be edited in 2013.

- On the occasion of the International Symposium *Tradiție/ inovație – identitate/ alteritate: paradigme în evoluția limbii și culturii române* [Tradition/ innovation – identity/ alterity: paradigms in the evolution of the Romanian language and culture], organised by "A. Philippide" Institute of Romanian Philology, Iași (The Iași branch of the Romanian Academy), in September 18–19, 2012, the research assistant presented the study ***Anthroponymes dans les titres des livres parus dans l'espace franco-roumain: fonction et classification*** [Anthroponyms in the titles of books in French-Romanian space: function and classification].

As an element of undeniable importance in the process of name-giving, a book title may include in its structure name constructions that are more or less motivated, depending on a writer's choice. This study aims at examining the anthroponyms used in the titles of books published in Romanian and French space in the last years, in view of determining their discursive functions in the ever-changing society, subjected to heteroclite influences. The researcher analyses the way in which authors build or opt for a certain proper name, and the potential connections between the proper names in question (of various forms and displaying multiple motivations) and the plots developed in the books.

The paper deals especially with books that were shortlisted or declared winners in various literature awards in France and Romania, so as to make up a rich and varied corpus.

The contribution was accepted for publication and will appear in 2013.

- ***Dénomination et gastronomie: les anthroponymes dans les noms de restaurants (NR) français*** [Naming and gastronomy: anthroponyms in names of French restaurants (NR)] was presented at The Second International Conference "Communication, Context, Interdisciplinarity", organised by "Petru Maior" University of Târgu-Mureș, Faculty of Sciences and Letters, in November 22–23, 2012.

Whether seen as a genuine communication strategy or mere reference to a real individual, the name of a restaurant displays a special discursive status. These commercial name choices, which are motivated (more often than not), mirror personal preferences of name givers, who thereby endow the field of gastronomy with uncommon features.

Starting from a rich corpus, this study aims at investigating the new onomastic trends in commercial space and the effects that the presence of anthroponyms in names of restaurants have on consumers, along with the

changes that this fact triggers on the level of the onomastic class to which these names pertain. Anthroponymic references include names of French restaurants, cafés and food chain stores.

The paper was accepted for publication in the (ISI) conference proceedings volume.

4. Forthcoming papers:

- The study ***L'intercompréhension et le bilinguisme dans la mobilité international*** [Mutual understanding and bilingualism in global mobility] was presented at The Second International Conference on Romance Studies, organised by the Department of Romance Studies, Faculty of Philosophy, Comenius University of Bratislava, Slovakia, in September 23–24, 2011. **It will be published by the end of the year.**
- ***Aspects de la dynamique des «anthroponymes électroniques» dans la société française d'aujourd'hui: enjeux et perspectives linguistiques*** [Aspects of the dynamic of "electronic anthroponyms" in contemporary French society: linguistic stakes and perspectives] was presented at the 11th International Colloquium of the Department of Linguistics, Faculty of Letters, University of Bucharest: *The Romanian Language: Current Paths in Linguistic Research*, in Bucharest (December 9–10, 2011). It will be published by December 15, 2012, in the conference proceedings volume.

5. One of the **major objectives** set for this period of our project referred to **the junior researcher's entering a doctoral programme**. This task was completed in October 2012. Junior Researcher Georgeta Rus entered a PhD programme within the Humanities Doctoral School of the West University of Timişoara; doctoral supervisor: Professor Georgiana Lungu-Badea. The PhD thesis develops a topic that pertains to the field of interest of the present research project, namely ***Traductions des anthroponymes non conventionnels*** [Translation of unconventional anthroponyms].

Project manager,

Associate Professor Daiana Felecan, PhD