Scientific report
regarding the implementation of the project in December 2012 – October 2013

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:

DAIANA FELECAN – project manager

Papers published

- in Romania:

1. *Antroponime cu valoare generică în limba română* [Romanian anthroponyms with generic value], in Rodica Zafiu and Ariadna Ștefănescu (eds.), *Limba română: direcții actuale în cercetarea lingvistică II. Lexic, semantică, terminologii. Stilistică, pragmatică, retorică, argumentare. Actele celui de al XI-lea Colocviu Internațional al Departamentului de Lingvistică (București, 9–10 decembrie 2011)* [The Romanian language: current orientations in linguistic research, II. Lexis, semantics, terminologies. Stylistics, pragmatics, rhetoric, argumentation. Proceedings of the 11th International Colloquium of the Department of Linguistics (Bucharest, 9–10 December 2011)], Bucharest: Editura Universității din București, 2012, p. 79–93.

2. *Antroponimele neoficiale (AN) – Realizări discursive ale „nivelului individual" al limbajului / Unofficial Anthroponyms – Discursive Accomplishments of the "Individual Levels" of the Language*, in "Studia Universitatis 'Petru Maior'", Philologia, 13/2012, Târgu-Mureș, p. 79–87, ISSN: 1582-9960 (available online at http://www.upm.ro/cercetare/studia%20website/texte_Studia_13_2012.pdf).

3. *Pragmatica actului de numire personală neconvențională / The Pragmatics of Unconventional Personal Naming*, in Iulian Boldea (coord.), *The Proceedings of the Communication, Context, Interdisciplinarity Congress*, vol. II, Târgu-Mureș, Editura Universității "Petru Maior", 2012, p. 1042–1050, ISSN: 2069 – 3389 (available online at http://www.upm.ro/cci/vol_II.html).

- abroad:

4. *Aspetti della cortesia e della scortesia verbale nei dibattiti e nei comunicati stampa televisivi (il caso della campagna elettorale presidenziale della Romania, 2009)* [Aspects of verbal politeness and impoliteness in televised debates and press releases (the case of the Romanian presidential elections of 2009)], vol. VI, in *Actas del XXVI Congreso Internacional de Lingüística y de Filología Romanicas (Valencia, 2010)*, Berlin, Walter de Gruyter GmbH, 2013, p. 463–474.

5. Daiana Felecan, Alina Bugheșiu, *User Names as Unconventional Anthroponyms*, in Oliviu Felecan, Alina Bugheșiu (eds.), *Onomastics in Contemporary Public Space*, Newcastle upon Tyne, Cambridge Scholars Publishing, 2013, p. 520–530.

6. *Aspects of "Balkanism" Reflected in the Use of Anthroponyms in Contemporary Romanian Public Space*, in "Europa", Magazine about Science and Art during the Transition, Issue 12 (year VI), Novi Sad, Serbia, 2013, p. 43–58.

7. *Des appellatifs non conventionnels noms communs de groupe dans la langue roumaine actuelle: construction et fonction communicative* [Unconventional names as group appellatives in contemporary Romanian: formation and communicative function], in "Nouvelle Revue d'Onomastique" (NRO), issue 54, 2012, p. 227–244.

Conference participations

- in Romania:

1. *Antroponimia formelor de numire neconvenționale – perspectivă lingvistică și culturală* [The anthroponymy of unconventional name forms – a linguistic and cultural perspective] (Baia Mare, The Second International Conference on Onomastics *Name and Naming: "Onomastics in Contemporary Public Space"*, May 9–11, 2013).

In this paper, the author describes the main means of expressions that locutors use *to address* one another or *to refer* to people that do not take part in a certain act of communication. The objective was to highlight the (*morphological* and *lexical-semantic*) specific features of unconventional name forms/ formulas.

The study aims at identifying and analysing the cultural and social conditions that determine one to turn to this *deviated* linguistic means of interindividual identification. At the same time, it deals with unconventional anthroponyms (following a taxonomy established by E. Coșeriu) as discourse products achieved *on the individual level of language*.

Unconventional anthroponyms (UA) are social markers manifested on the verbal level, which express a speaker's attitude towards an interlocutor or towards oneself. (The objective of this paper was to look at UA as verbal reflexes of interpersonal – therefore subjective – relationships, be they *involuntary* (resulting from the application of evaluation parameters to the other members of a community) or *voluntary* (of self-assessment).

One can identify three stages of individual naming, corresponding to the three levels of language delineated by Coşeriu; the first two can be linked to conventional naming, while the last is related to unconventional name-giving:

I. naming as *designation*: including a named object/ being in a general category (*the universal level*);

II. naming as *signification*: distinguishing a named object/ being within the genus proximus and conventionally determining its historical position (*the historical level*);

III. naming as *meaning*: a reflection of the locutor's intention (his/ her conscious attitude) to interfere with tradition by altering (enriching, diversifying) it semantically.

The type of naming achieved on the third level is not marginal in speakers' field of interest; on the contrary, in recent communication practice in Romania, it proved to hold more ground among language users' verbal preoccupations than "proper" (conventional) uses. Yet it is known that forms are established in use and it is usage that eventually determines norms. Nowadays, the employment of unconventional terms of address or reference has undoubtedly become a common practice; these terms occur in relation to public figures promoted by the mass media and people mentioned in locutors' everyday speech.

2. *Nume proprii şi denominaţii propriale, între monovalenţă şi polifonie (Abordare pragmalingvistică)* [Proper names and proprial designations, between monovalence and polyphony (a pragmalinguistic approach)] (Târgu-Mureş, the Fifth International Conference "European Integration – between tradition and modernity" (IETM), organised by "Petru Maior" University of Târgu-Mureş, Faculty of Sciences and Letters, in October 24–25, 2013).

The object of study of this research is, on the one hand, the *proper name* (PrN), treated as a *closed sign* (achieved on the level of language) of a unique initial referent, or as an open sign (achieved on the *level of discourse*) of one or several discursive referents. On the other hand, the article also studies *proprial designation* (PrD), which is achieved on the *level of utterance*; a PrD is used as a PrN and can develop *singular* or *multiple discursive reference*.

The *meaning* of a PrN is fixed (established by a given ethnolinguistic community by means of conventions) in the system of language. However, its *content* (whose accurate identification requires previous knowledge) is fixed on the level of utterance. As it is encapsulated in subsequent "incarnations", the referent of a proper name, and its sole "meaning", according to some theories, triggers polyphonic effects in different contextualisations (obtained by means of metaphoric/ metonymic processes).

Proprial designations derive their *meanings* (which are extralinguistically motivated) from contexts (contextual uses make them equivalent to proper names; this accounts for the *circumstantially proprial status* of such designations). When they are decontextualised, they continue to exist – by means of lexicalisation – in the inventory of common language (as common names, CNs).

Through its potential manifestations, the reference of a PrD can grow exponentially, depending on the parameters of the context delineated on the (extra)utterance level (speaking subject, social and cultural factors, and so on).

The *corpus* used to support the theoretical perspective advanced in this paper comprises *conventional* and *unconventional anthroponyms* (CAs/ UAs).

The methodology employed pertains to the field of *pragmalinguistics* and *discourse analysis*.

One talks about the *meaning* of a PrN on the level of language and about *content* exclusively within a pragmatic framework (on the level of speech), as content "abbreviates" features of name bearers, which can only be actualised in utterances.

The *meaning* of a PrN in language is provided by the "cluster of definite descriptions" ("virtual reference") associated with that name; the meaning exists independent of discourse. The use of the language-level *meaning* of a PrN in a discourse triggers different pragmatic effects (emphasis, irony, and others), depending on the locutor's intention.

In the case of PrNs, the qualifier *proprial* is intrinsic and "genetically" motivated: a PrN is proper by virtue of its very nature as language fact; it only becomes common by means of lexicalisation (see, for instance, the case of generics such as *miticii* 'the Miticăs' – used to refer to people that have the qualities typical of the character called Mitică, from the short prose of the Romanian author I. L. Caragiale –, *don juanii* 'the Don Juans', and others).

PrDs are unconventional names forms (they were given in circumstances different from official ones – initial baptism in church/ record in the Civil Registry) and, therefore, cannot replace conventional PrNs *de iure*, as their "propriality" is circumstantial (not constitutive, as with PrNs) and they have a descriptive nature.

PrDs may be derived from other PrNs (*Lenin*, for the politician Marko Bela) or appellatives that *underwent onymisation* "in use" (*Marinarul* 'the sailor', for Romanian President Traian Băsescu) and only preserve this proprial feature in an active state.

- abroad:

1. *Aspects of "Balkanism" Reflected in the Usage of Anthroponyms in Contemporary Romanian Public Space* (Rijeka, Croatia, Borders and Identity Conference, University of Rijeka, March 29–30, 2013).

This paper presents some features that define the concept of "Balkanism", as they are illustrated in the usage of *anthroponyms* in contemporary Romanian public space.

The theoretical basis of this study pertains to *pragmatics*, *sociolinguistics* and *ethnolinguistics*, and the *corpus* employed was collected from the Internet.

Concretely, the article starts from *acknowledging* the fact that differences can be identified between *intra-* and *extra-Carpathian Romanian public communication*, relative to how "Balkan" features are approached and manifested. These aspects can also be noticed in the use of anthroponyms to designate public figures in Romania.

Therefore, this research illustrates the way in which present-day speakers claim to be innovative – in other words, to exert their *expressive competence* – in the employment of anthroponyms in Romanian public space, along the lines of the concept of "Balkanism". Starting from some diagnostic contexts, the paper highlights the functions and especially the *dysfunctions* that result from mixing communication registers in contemporary public discourse.

2. *Modalités linguistiques actuelles d'adresse: entre conventionnel et non conventionnel* [Contemporary linguistic means of address: between the conventional and unconventional] (Murcia, Spain, Primera Conferencia Internacional en Estudios Lingüísticos, Literarios y Culturales en Lenguas Modernas (CILLEC), Universidad Católica San Antonio de Murcia (UCAM), September 12–13, 2013).

The author aims at identifying *a series of greeting forms/ formulas whose structure includes unconventional anthroponyms used in contemporary Romanian public space* and analysing them from a structural and functional perspective (highlighting their contextual pragmatic values). Along with established (grammaticalised/ clichéd) greetings, the paper also records recent greetings, which bear new semantic values that result from certain situational constraints. Thus, the study explores greeting-like verbal manifestations in contemporary Romanian as ritual forms of communication and as "ritual deviations".

The greeting speech acts considered are linguistic facts achieved on the *individual level of language*. Among these, some are used frequently by a great number of speakers; therefore, they cease to be speech facts and enter the system of language, moving to the *universal level of language*.

Two means of greeting can be distinguished:

- *conventional* greetings (established ones, stylistically neutral, recognised/ used by the entire community of locutors), and

- *unconventional* greetings (recently imported ones, mostly of English origin, calques, which reiterate the original structural pattern or are borrowed without any changes in the target-language; these greetings are employed with a persuasive or ironic intention).

The *corpus* was collected from the Internet and by means of questionnaires applied by the author to target-respondents.

Methodologically, the study relies on the theoretical instruments of psycholinguistics, sociolinguistics, pragmatics, ethnology and anthropology.

OLIVIU FELECAN – senior researcher

Published book

The volume *Un excurs onomastic în spaţiul public românesc actual* [An onomastic excursion into contemporary Romanian public space], Cluj-Napoca, Editura Mega, Editura Argonaut, 2013, 206 p., is organised into two main parts, one referring to anthroponymy, in particular, and the other to contemporary Romanian public space, in general. All the nine chapters of the book converge in analysing names in contemporary Romanian public space, and this aspect offers readers a bird's-eye view picture of the complexity of the anthroponymic phenomenon of commercial or religious names in present-day Romania. The item of novelty is the analysis of the field of onomastics by means of sociolinguistic, psycholinguistic, semiotic and pragmatic methods, thereby providing a vivid, modern perspective on the topic in question.

Conference participations

1. The study *Anthroponyms dans l'odonymie (aspects théoriques)* [Anthroponyms in hodonymy (theoretical aspects)], presented at the First International Conference on Linguistics, Literature and Cultural Studies in Modern Languages (CILLEC), organised by Universidad Católica San Antonio de Murcia (UCAM), Spain, delineates a potential theoretical pattern of name-giving in the case of contemporary Romanian hodonymy; to be more precise, the paper identifies the reasons that determine name-giving actors (local authorities) to opt for a certain name. It is known that in the names of most of the streets in urban and, in fewer cases, rural settlements in Romanian (as well as elsewhere) one can easily notice an "illustrious" anthroponym. (The prestige of this anthroponym is an inherent condition, as only the names of individuals that were distinctive, in a good way, in a certain field of social life are used as street names). In general, the choice of an anthroponym that is to be employed as a street name is based on a solid connection between the *initial referent* (the anthroponym bearer) and the street being named (the *secondary referent*). This paper deals with theoretical aspects related, on the one hand, to *interdisciplinary transfer*, i.e. the conditions in which some anthroponyms change their status and become hodonyms and, on the other, to the functioning of the latter.

Inspired by the interdisciplinary openness of the field to which the present study pertains – onomastics –, the research uses, as *methodology*, the theoretical precepts promoted in *anthroponymy*, *sociolinguistics*, *cultural studies* and *urban toponymy*, and as working method, *survey investigation*, based on a questionnaire made the author.

2. The paper *Antroponime neconvenţionale "înmatriculate" în epoca integrării europene. Cazul plăcuţelor de înmatriculare auto* ["Licensed" unconventional anthroponyms in the age of European integration. The case of number plates], presented on the occasion of the Fifth International Conference "European Integration – between tradition and modernity" (IETM), organised by "Petru Maior" University of Târgu-Mureş, Faculty of Sciences and Letters, in October 24–25, 2013, discusses the motivations that precede the choice of a certain licence number (LN). At the same time, it establishes some subclasses within the category investigated, based on the structural criterion. The author takes into consideration only LNs in whose structure one can identify an anthroponym and refers especially to number plates of personal cars, belonging to natural persons and not to persons holding social functions.

Starting from the premise that most licence numbers are chosen preferentially, Romanian licence plates, which were created after the Western model of the 90s, contain a series of identification elements that convey information about owners' personality, job or hobbies. As language signs, they sum up – in two or three figures and three letters – a word, an acronym or an abbreviation of the name of a person, company, occupation, and so on.

ALINA BUGHEŞIU – junior researcher

Conference participations abroad

1. The study *A Sociolinguistic Approach to Virtual Names in the Context of Migration* was presented on the occasion of the 19th International Congress of Linguists, in July 21–27, 2013, in Geneva, Switzerland. The paper starts by interpreting the sociolinguistic, economic and cultural aspects that define Romanian emigrants in places such as the USA, Canada, Italy, Spain, France and Switzerland. The research aims at analysing the onomastic behaviour developed by Romanian migrants in the context of computer-mediated communication. Virtual names on forums of discussions designed for the communities in question are approached from the viewpoint of language and intercultural contact. On this level, (self-attributed) electronic names mirror their bearers' linguistic and cultural hybridity.

2. *Linguistic Landscape, Microtoponymy and Unconventional Anthroponymy on the Border: Vama Veche, Romania* was presented at the International Conference *Trends in Toponymy 6*, organised by Ruprecht-Karls-Universität, Heidelberg (Germany), in October 7–10, 2013. The paper aims at describing the linguistic landscape of Vama Veche, an unconventional Romanian seaside resort, situated on the border with Bulgaria. The research deals with commercial microtoponyms (names of public places and accommodation locations) in the aforementioned area. Starting from the identification and analysis of onomastic trends in the commercial public space of Vama Veche, the paper discusses especially those commercial names that are derived from unconventional anthroponyms (nicknames, in particular).

Moreover, on the occasion of the conference *Trends in Toponymy 6*, Alina Bugheşiu also carried out research at the library of the host university, which enabled her to study specialised literature.

GEORGETA RUS – junior researcher

Published paper

Aspects of Naming and Sociolinguistic Behaviour in Code Names appeared in Oliviu Felecan and Alina Bugheşiu (eds.), *Onomastics in Contemporary Romanian Public Space*, Newcastle upon Tyne, Cambridge Scholars Publishing, 2013, p. 413–422.

The elements that constitute the starting point of the sociolinguistic analysis proposed are the *code names* given to collaborators of the *Securitate* (the Romanian communist secret police) and the subjects it monitored. Based on the idea of *secret*, *hidden*, *illegal* and *clandestine*, the onomastic status of this anthroponymic subcategory can help one decode the functionality of these name forms at a certain point in Romanian history. This analysis is accounted for by the desire to diachronically integrate the code-naming phenomenon in Romanian onomastics.

This research deals with Romanian communist space (1921–1989) and focuses on establishing a direction of investigation in what concerns the attribution of code names and some criteria that underlie this process, in the attempt to delineate the onomastic paradigm promoted by the Romanian communist system. Therefore, this study aims at identifying code names given especially to intellectuals (writers) and the informants mentioned in surveillance records. The study of the Securitate archives made this possible.

The corpus was compiled as a result of the research conducted at the archives of the C.N.S.A.S. (The National Council for the Study of the Securitate Archives), where the author studied numerous informative records containing files on writers and intellectuals monitored by the Securitate.

Conference participations

- in Romania:

1. *Questions sur la traduction anthroponymique. Étude de cas: l'espace public franco-roumain* [Observations regarding anthroponymic translation. A case study: the Romanian public space] was presented at The Second International Conference on Onomastics Name and Naming: "Onomastics in Contemporary Public Space", in Baia Mare, in May 9–11, 2013.

This paper aims at analysing proper names, in general, and anthroponyms, in particular, from the point of view of translation studies, with reference to French and Romanian. The specific context, which facilitates the approach from the aforementioned perspective, is the public space, the undeniable witness of the transformations undergone by onomastic items that are typical of oral and written public discourse.

This approach focuses on the field of personal naming, taking into consideration the following unconventional categories: anthroponyms, nicknames and anthroponymised appellatives.

2. *Quelques stratégies traductives dans l'anthroponymie sémantique* [Several translation strategies of semantic anthroponyms] was presented at the Third Symposium of Doctoral Students, organised by the West University of Timişoara, in June 10–16, 2013.

The anthroponymic density revealed by the present-day mass media mirrors the significance of a phenomenon revolving around unofficial name-giving. This can mainly be accounted for by contextual realities that determine the appearance and/ or use of new units, consisting of an official anthroponymic basis and referring to types of individuals that inhabit public space. The study refers especially to constructions that are calqued on Latin patterns: *Tiranus Imbeciles*, *Gratarus nesimtitus*, *Homo Interlopus*, *Homo Limbus Catifelatus*, *Ankylosaurus Oltenitsensis*, and others.

Starting from a rich inventory of names promoted by the mass media, in general, and satirical newspapers, in particular, this paper aims at analysing anthroponymic forms in context and verifying the hypothesis according to which translation strategies can be built on a discursive model that depends on the construction of the name forms in the source-language. This process takes into consideration the difficulties caused by the peculiarities of the Romanian system of onomastics.

For the rendition in the target-language (in this case, French) to be as faithful to the original as possible, one needs to be mindful of the extralinguistic context of the units subjected to translation.

The corpus used was collected from online editions of French satirical newspapers and Romanian periodicals, such as *Atlas de mitocănie urbană* [Atlas of urban insolence], *Academia Caţavencu*, *Caţavencii*, *Kamikaze*, and others.

- abroad:

3. *Regards sur la traduction des anthroponymes: fonctionnement, représentations discursives et non uniformisation contextuelle* [Observations on the translation of anthroponyms: functions, discursive representations and contextual non-uniformity] was presented on the occasion of the *Colloque international de doctorants en Sciences humaines des universités d'Europe centrale et orientale "La langue et la culture à l'ère de la mondialisation"* [International Colloquium of Doctoral Students in Science and the Humanities from Universities in

Central and Eastern Europe "Language and Culture in the Age of Globalisation"], organised by CODFREUCOR (Collège Doctoral Francophone Régional d'Europe centrale et orientale en Sciences humaines) and hosted by the State University of Moldova, Chişinău, in May 2–3, 2013.

Disseminated in public space along with the development of the satirical mass media, the anthroponymic structures discussed in this study are notable due to their specific behaviour and discursive function. Formally outstanding, anthroponyms follow a meandering path in the process of translation; this happens, on the one hand, due to the sociocultural information that anthroponyms convey and, on the other, because they determine one to observe translators' intentions.

When analysed in context, unconventional name forms account for the presence of a significant language contact in the society that produced them. Therefore, the stake of translation lays in preserving sociocultural richness, which has to be communicated in the target-language without distorting the message expressed in the source-language.

4. *Pseudonyms dans la presse satyrique* [Pseudonyms in the satirical press] was presented at the 16th Colloquium on Onomastics, organised by the French Society of Onomastics (Société Française d'Onomastique, Paris) and the Royal Board of Toponymy and Dialectology (Commission royale de Toponymie et de Dialectologie, Brussels), at the Palais des Académies in Brussels, in June 6–8, 2013.

In the particular context of the satirical press, phenomena related to the giving of anthroponyms are often the object of studies that are related, on the one hand, to the deeply subjective nature of these forms and, on the other, to the changes that they trigger in the system of onomastics.

The present paper focuses on recording the dynamic of pseudonyms used by journalists in the French and Romanian satirical mass media, by means of a comparative and contrastive analysis on the linguistic, cultural, social and translational level.

The particular attention paid to circumstances that favour and, at the same time, govern the self-attribution of pseudonyms and the interest in this onomastic subcategory can be accounted for by how widespread these creations are in the contemporary mass media, which is defined by remarkable formal and semantic variability.

The approach in question is build around the author's identifying the likelihood of faithfully translating a pseudonym.

This paper aims at identifying the relationship between the content of a pseudonym (for variable pseudonyms) and the limits of translation, while attempting to establish some criteria for a more accurate translation of pseudonyms used in the satirical mass media.

Project manager,

Associate Professor Daiana Felecan, PhD