Onomastics in Contemporary Public Space

Edited by

Oliviu Felecan and Alina Bugheşiu

CAMBRIDGE SCHOLARS PUBLISHING

Onomastics in Contemporary Public Space,
Edited by Oliviu Felecan and Alina Bugheşiu

This book first published 2013

Cambridge Scholars Publishing

12 Back Chapman Street, Newcastle upon Tyne, NE6 2XX, UK

British Library Cataloguing in Publication Data
A catalogue record for this book is available from the British Library

Copyright © 2013 by Oliviu Felecan and Alina Bugheşiu and contributors

All rights for this book reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the copyright owner.

ISBN (10): 1-4438-4765-8, ISBN (13): 978-1-4438-4765-0

CONTENTS

Foreword x

Contributors xvi

PART ONE: THEORY OF NAMES

Functions of Advertising Names in Different Types of Russian Texts 2
Irina Kryukova

Classes of Proper Names within Misantonyms 11
Ephraim Nissan

On a Few Categories of Personal Names Considered to Be Apt or Paradoxical 28
Ephraim Nissan

On the Semantics of Proper Names 50
Ştefan Oltean

PART TWO: NAMES OF PUBLIC PLACES (LINGUISTIC LANDSCAPES)

A Quantitative Study of Linguistic Landscape in Some Asian Urban Neighbourhoods 68
Yuan Jiang and Kazuko Tanabe

Onomastics in the Public Space of Barcelona: A Compared Study between the Old City and the Eixample District 86
Joan Tort-Donada

PART THREE: NAMES OF PUBLIC, ECONOMIC, CULTURAL, RELIGIOUS AND SPORTS INSTITUTIONS

Section One: Names of Business Establishments

From *Solar Valley* to *Shadow Mountain*: Identity Construction in Location-based Company Names 106
Angelika Bergien

Names of Companies in Poland 120
Barbara Czopek-Kopciuch

Company Names as Imitations of Personal Names: Models with a Borrowed Etiquette Word 131
Sergey Goryaev and Olga Olshvang

The Influence of the Idea of Prestige of a Foreign Country as Regards Naming Commercial Entities and Urban Microtoponyms 148
Michel A. Rateau

Commercial Names in Finnish Public Space 161
Paula Sjöblom

Baxter, *Gyproc* and *Passe-vite*: Deonyms from Commercial Names in Belgian French 172
Aude Wirth-Jaillard

Section Two: Names of Religious Institutions (Places of Worship) and Cultural Associations

Names of Romanian Places of Worship 186
Oliviu Felecan and Nicolae Felecan

Identity/Alterity in Names of Romanian Associations in America and Asia 207
Adelina Emilia Mihali

Section Three: Names in Journals and Magazines

The Articles and Notes in *NAMES: A Journal of Onomastics* as a Window into Current Research Interests in Onomastics 224
Frank Nuessel

PART FOUR: NAMES OF OBJECTS/ENTITIES RESULTING FROM VARIOUS PROCESSES IN PUBLIC SPACE

Section One: Names of Foods, Drinks and Food Brands

Innovation and Creativity in the Coinage of New Names for South African Wine: A Few Case Studies 242
Bertie Neethling

Italian Commercial Names: Brand and Product Names on the Globalised Market 259
Paola Cotticelli Kurras

Dish Names Constructed on Non-Standard Lexemes and on Obscure Proper Nouns: Semantic Opacity as a Selling Point to Satisfy Ingenuous Tourists' Appetite 279
Jérémie Delorme

Names of Chinese Hawker Stalls and Foods in Singapore 296
Lee Cher Leng

Antonomasia, Lexical Usage and Permanence of Brand Names 318
Marcienne Martin

The Pizza and the Pitta: The Thing and Its Names, Antecedents and Relatives, Ushering into Globalisation 332
Ephraim Nissan and Mario Alinei

Names in Romanian Gastronomy 345
Mihaela Munteanu Siserman

From *Acentino* to *Villa Gusto*: Italian-sounding Brand Names in the German Food Industry 360
Marie Antoinette Rieger

Coca-Cola, Chek Cola, or Rally Cola?: A Comparison of Famous Name Brand Sodas and Their Private Label Imitators 380
Laurel A. Sutton

Tu y yo, *Prendi e vai*, *Saveurs d'ici*: How Brand Names Mirror Socio-Economic Conditions in Romance Languages 396
Antje Zilg

Section Two: Code Names (of Collaborators to Secret Service Organisations)

Cover Names of *Securitate* Collaborators 412
Wolfgang Dahmen and Johannes Kramer

Aspects of Naming and Sociolinguistic Behaviour in Code Names 419
Georgeta Rus

Section Three: Names in Literature

The Carnivalistic Aspect of Character Names in Literature 430
Anna Fornalczyk

Esoteric Meanings of Toponymy in Mircea Eliade's Prose 441
Gheorghe Glodeanu

Translation of Literary Proper Names 449
Georgiana Lungu-Badea

Section Four: Nicknames/Bynames/Pseudonyms in the World of Politics, Highlife, Art and Sport

Nicknames of Football Champions in Italy 464
Daniela Cacia

Contextual Variation of Surnames and First Names of Political Figures in Romanian Public Space 476
Margareta Manu Magda

Polish Artistic Pseudonyms 491
Kinga Zawodzińska-Bukowiec

Section Five: Names in Virtual Space

Italian Students' E-Mail Nicknames: When the Private Enters the Public Space 512
Davide Astori

User Names as Unconventional Anthroponyms 527
Daiana Felecan and Alina Bugheşiu

Section Six: Zoonyms

Cat-Breed Names in Contemporary Romanian 540
Adriana Stoichiţoiu Ichim and Melania Roibu

PART FIVE: MISCELLANEA

Graphemic Puns and Software Making Them Up: The Case of Hebrew vs Chinese and Japanese 556
Yaakov HaCohen-Kerner, Daniel Nisim Cohen, Ephraim Nissan and Ghil'ad Zuckermann

Naming Your Car: Personalised Number Plates in Malta 565
Joseph M. Brincat

Onomastic Maltreatment as a Symptom of Discrimination 573
Ricard Morant and Arantxa Martín

Charon's Semantics. Naming Weather Systems: Between Scientific Tradition and Media Lore 586
Nicola Reggiani

Names as Commercial Values: Names of Celebrities 606
Andreas Teutsch

Index auctorum et operum 618

Index nominum et rerum .....

FOREWORD

Introductory considerations

The book *Onomastics in Contemporary Public Space* aims at analysing names and name-giving from an intercultural perspective, within the context of *contemporary public space* (especially in urban society, but also in the rural one).

The concept of *public space*, defined as a common place governed by official laws and regulations, distinct from *private space*—ruled by customs that pertain to familial milieus and individual subjects—, has played a fundamental role throughout history.

The structure of public space is itself worthy of our attention, especially since it affects the configuration of its secondary constituents, such as the use of words, rhetoric in general and the development of names (and of naming implicitly).

Like on other occasions (see *Name and Naming: Synchronic and Diachronic Perspectives,* Newcastle upon Tyne: Cambridge Scholars Publishing, 2012), the *geographical areas* investigated in the studies included in this volume are very diverse, referring to the European cultural space, as well as to the American, Asian or African ones. This book is a collective work that brings together forty-nine specialists from eighteen countries: Australia, Belgium, Finland, France, Germany, Israel, Italy, Japan, Malta, the Netherlands, Poland, Romania, Russia, Singapore, South Africa, Spain, the United Kingdom and the U.S.A.

Theoretically, the volume distinguishes itself by the field that it researches (which is currently of high interest) and by the modern approach of the topics analysed: the chapters delve into issues related to the *development of intercultural naming and communicating abilities*, two of the most valuable skills individuals today need, in the context of a world that is subject to globalisation.

The research starts from the widely acknowledged fact that against the current background, sociocultural changes are almost unmediatedly mirrored by *onomastics*, in the sense that people are free to name people, places or products resulting from their activity.

The originality and topicality of the subject lies in the multidisciplinary viewpoint adopted in the research, where onomastics merges with adjacent

linguistic disciplines, such as sociolinguistics, psycholinguistics and pragmatics, but also with other sciences, like history, literature, anthropology, politics, economy, religion, and so on. The stages in the development of one's intercultural competence refer to:

- the perception of "cultural patterns" that are different from one's own, in view of valuing them without imposing any positive or negative hierarchies;
- the extension of the "patterns" of one's cultural behaviour through the flexible use of "cultural rules";
- the selective adoption of norms from other cultures;
- the achievement of rational cultural choices in various given situations;
- the surmounting of "intercultural conflicts."

The topics proposed by this volume are approached from diverse perspectives: references include both fundamental, classic studies on the investigated issues and the latest corresponding bibliography that can be found worldwide.

Thematically, the book is organised so that it may cover all the dimensions of public space, as far as onomastics is concerned. Therefore, the following parts and sections have been delineated:

Part One: Theory of Names

The chapter deals with several (especially theoretical) aspects related to advertising names, classes of proper names within misantonyms, categories of personal names considered to be apt or paradoxical and the semantics of proper names.

Part Two: Names of Public Places (Linguistic Landscapes)

Toponyms are classified according to the types of places they designate and the structure of the names used to individualise them. The most relevant socio-geographical toponymic classes that result from the application of the first criterion are illustrated by oikonyms. *Urban toponyms* are conceptually founded on the idea of ornament; as Aristotle said, "The principal ornament to any city lies in the siting, layout, composition and arrangement of its roads, squares and individual works."

Part Three: Names of Public, Economic, Cultural, Religious or Sports Institutions

Section One: Names of Business Establishments

The studies included in this large section of the book illustrate best—through the analysed names—the dynamic of the national and international onomasticon that is directly connected to the evolution and structure of contemporary public space.

Anthroponymically, the registration of *names of firms* in legal documents corresponds to the *officialisation of civilian naming*, but social implications are immediate as regards communication and advertising.

Sociolinguistically, names of firms are diagnostic indices of the social structures and interactive processes specific to a community. Psycholinguistically, one can predict the relationship between the structure of the names and the mental processes of the individuals that create them and value them in a given communicative context. Cognition, memory, emotions and temperaments, all play a significant role in the appearance and structure of names of business establishments.

Section Two: Names of Religious Institutions (Places of Worship) and Cultural Associations

This segment of the book deals with the public relevance of religious institutions in contemporary public space, based on a corresponding onomasticon. Names of places of worship are analysed in the context of a multi-confessional space, where Orthodoxy coexists with Catholicism and diverse (neo-)Protestant churches or even Jewish synagogues.

Names of cultural associations "copy" the names of various material creations that are of public interest on a local, national or international level and that have all the qualities that guarantee their becoming social, political or religious landmarks for a given linguistic community.

Section Three: Names in Journals and Magazines

Written by the editor of the only ISI journal on onomastics, this chapter introduces us to the editorial universe of *NAMES: A Journal of Onomastics*, to its editorial board and collaborators, fields of interest, criteria for paper selection and journal rankings.

Part Four: Names of Objects/Entities Resulting from Processes in Public Space

Section One: Names of Foods, Drinks and Food Brands

The studies included in this rich subchapter develop the empirical claim that names given to various food products have an important commercial function, performing as *captatio benevolentiae* for potential customers of eating/drinking houses. The choice of appropriate names for certain types of food is often the key to success in gastronomy. Before seeing and tasting the products served in a restaurant, the menus list numerous names that can be established or novel, foreign or local. Eloquent studies in this section consider food names in French, German, Italian, Romanian and Singaporean/Chinese landscapes.

Names of drinks also have connotations that are worth noting. Studies on this topic regard innovation and creativity in coining new names for South African wine, or a comparison of famous name brand sodas and their private label imitators.

Section Two: Code Names (of Collaborators to Secret Service Organisations)

Through the topics analysed, the present subchapter refers to delicate aspects in our recent history: the period of the Cold War, of the world's division into deeply antagonistic socio-political spaces.

At first glance, this subject may seem taboo; however, anthropologically, code names exert a particular attraction, especially if they pertain to the totalitarian-communist age (which most of the studies in this section focus on). As a part of a diabolical mechanism, many people, some willingly, others by force, were drawn into activities of informing intelligence agencies against their fellows. In order to avoid being "demonised" by the society and to stay out of the public eye, they took on "camouflage" names (sometimes even more than one per individual).

Section Three: Names in Literature

The chapters in this section of the volume highlight, by means of subtle onomastic analyses, the fact that literature favours names that would be unlikely to function in the real world, just as the interpretation of these names reveals some of the authors' intentions, which are useful in the

proper reading of a literary text. This onomastic category draws the attention of three researchers relative to the carnivalistic aspect of character names in literature, the esoteric meanings of toponymy in Mircea Eliade's prose and the translation of literary proper names in general.

Section Four: Nicknames/Bynames/Pseudonyms in the World of Politics, Highlife, Art and Sport

This subchapter discusses unconventional anthroponyms in public space: nicknames, bynames and pseudonyms. It includes studies that refer to nicknaming people that belong to different ethnic groups in the context of multicultural areas and to the classification of nicknames of sportspeople, politicians and artists based on age or status. The notion of characterisation is relevant to most names and pertains to a person's salient attributes: physical appearance, psychological peculiarities, behaviour, social status, profession, occupations or other activities.

Section Five: Names in Virtual Space

The subchapter refers to how the dissemination of the Internet as a new medium of public communication has influenced the domain of names and naming, by developing *new onomastic structures and practices.*

In specialised studies, the Internet, called "the fourth form of mass media," is seen as a free, democratic, decentralised, autonomous and interactive space, where *all forms of communication are possible*: interpersonal and mass communication, or combinations of the two, which are difficult to obtain in classic media forms. *Online communication*, or *cyber-communication*, implies the interaction between individuals via the Internet. The forms of interaction can vary from textual, audio and visual signals, to web conferencing.

In this context, name-giving is a speech act, whose performative nature is salient in the name giver's intention to interfere in linguistic reality by attributing names to extralinguistic realities: *log-in names, chatroom names*.

Section Six: Zoonyms

Even if in specialised literature zoonyms are not dealt with as related to public space, we consider that they can be included in this volume. We start from the premise that when animals are owned by people, they are subject to their owners' onomastic preferences and to certain onomastic

trends. The study in this sector of the book analyses especially generic names: names of cat-breeds in Romanian.

Part Five: Miscellanea

The last part of the book comprises several studies that round up the universe of onomastics in public space: *Graphemic Puns and Software Making Them Up. The Case of Hebrew vs Chinese and Japanese*; *Naming Your Car: Personalised Number Plates in Malta*; *Onomastic Maltreatment as a Symptom of Discrimination*; *Charon's Semantics. Naming Weather Systems: Between Scientific Tradition and Media Lore*; and *Names as Commercial Values: Names of Celebrities*. As is the case with the other (sub)chapters of the volume, studies in this part tackle various particular aspects of naming, which were not dealt with in previous sections.

Concluding remarks

Along with *Name and Naming: Synchronic and Diachronic Perspectives* (Cambridge Scholars Publishing, 2012), the book *Onomastics in Contemporary Public Space* offers new approaches to the phenomenon of naming from modern, interdisciplinary perspectives. The common denominator of the chapters is expressed by names in contemporary public space. The contributions of renowned specialists from all continents give the volume a multicultural complexity and openness that provide a well-grounded outlook on onomastics.

OLIVIU FELECAN

CONTRIBUTORS

MARIO ALINEI, Emeritus University of Utrecht, Netherlands
DAVIDE ASTORI, University of Parma, Italy
ANGELIKA BERGIEN, University of Magdeburg, Department of Foreign Languages, Germany
JOSEPH M. BRINCAT, University of Malta
ALINA BUGHEŞIU, Technical University of Cluj-Napoca, North University Center of Baia Mare, Faculty of Letters, Center of Onomastics, Romania
DANIELA CACIA, University of Turin, Department of Foreign Languages and Literatures and Modern Cultures, Italy
DANIEL NISIM COHEN, Jerusalem College of Technology (Machon Lev), Department of Computer Science, Jerusalem, Israel
PAOLA COTTICELLI KURRAS, University of Verona, Italy
BARBARA CZOPEK-KOPCIUCH, Institute of Polish Language, Polish Academy of Sciences, Kraków, Poland
WOLFGANG DAHMEN, University of Jena, Germany
JÉRÉMIE DELORME, FNRS & University of Liège, Belgium
DAIANA FELECAN, Technical University of Cluj-Napoca, North University Center of Baia Mare, Faculty of Letters, Department of Philology and Cultural Studies, Romania
NICOLAE FELECAN, Technical University of Cluj-Napoca, North University Center of Baia Mare, Faculty of Letters, Center of Onomastics, Romania
OLIVIU FELECAN, Technical University of Cluj-Napoca, North University Center of Baia Mare, Faculty of Letters, Department of Philology and Cultural Studies, Romania
ANNA FORNALCZYK, University of Warsaw, Institute of Applied Linguistics, Poland
GHEORGHE GLODEANU, Technical University of Cluj-Napoca, North University Center of Baia Mare, Faculty of Letters, Department of Philology and Cultural Studies, Romania
SERGEY GORYAEV, Ural State Medicine Academy, Ural Federal University, Russia
YAAKOV HACOHEN-KERNER, Jerusalem College of Technology (Machon Lev), Department of Computer Science, Jerusalem, Israel

YUAN JIANG, Nikkei Research Inc., Japan
JOHANNES KRAMER, University of Trier, Germany
IRINA KRYUKOVA, Volgograd State Social-Pedagogical University, Department of linguistics, Russia
LEE CHER LENG, National University of Singapore, Department of Chinese Studies, Singapore
GEORGIANA LUNGU-BADEA, West University of Timişoara, Timişoara, Romania
MARGARETA MANU MAGDA, Institute of Linguistics "I. Iordan—Al. Rosetti" of the Romanian Academy, Bucharest, Romania
ARANTXA MARTÍN, Universitat de València, Department of the Theory of Languages and Communication Sciences, Spain
MARCIENNE MARTIN, Laboratoire ORACLE [Observatoire Réunionnais des Arts, des Civilisations et des Littératures dans leur Environnement], Université de l'île de la Réunion, France
ADELINA EMILIA MIHALI, Technical University of Cluj-Napoca, North University Center of Baia Mare, Faculty of Letters, Center of Onomastics, Romania
RICARD MORANT, Universitat de València, Department of the Theory of Languages and Communication Sciences, Spain
MIHAELA MUNTEANU SISERMAN, Technical University of Cluj-Napoca, North University Center of Baia Mare, Faculty of Letters, Department of Philology and Cultural Studies, Romania
BERTIE NEETHLING, Xhosa Department, University of the Western Cape (UWC), South Africa
EPHRAIM NISSAN, University of London, Goldsmiths College, United Kingdom
FRANK NUESSEL, University of Louisville, U.S.A.
OLGA OLSHVANG, Ural State Medicine Academy, Ural Federal University, Russia
ŞTEFAN OLTEAN, Babeş-Bolyai University, Department of English, Cluj-Napoca, Romania
MICHEL A. RATEAU, Société Française d'Onomastique, France
NICOLA REGGIANI, University of Parma, Italy
MARIE ANTOINETTE RIEGER, University of Bologna, Department of Foreign Languages and Literatures, Italy
MELANIA ROIBU, University of Bucharest, Department of Linguistics, Romania
GEORGETA RUS, Technical University of Cluj-Napoca, North University Center of Baia Mare, Faculty of Letters, Center of Onomastics, Romania

PAULA SJÖBLOM, University of Turku, Finland
ADRIANA STOICHIȚOIU ICHIM, University of Bucharest, Department of Linguistics, Romania
LAUREL A. SUTTON, Catchword Brand Name Development, U.S.A.
KAZUKO TANABE, Japan Women's University, Japan
ANDREAS TEUTSCH, Alicante, Spain
JOAN TORT-DONADA, University of Barcelona, Department of Physical Geography, Catalonia, Spain
AUDE WIRTH-JAILLARD, Université Catholique de Louvain, Belgium/ Technische Universität Dresden, Germany
KINGA ZAWODZIŃSKA-BUKOWIEC, Polish Academy of Sciences, Institute of Polish Language, Cracow, Poland
ANTJE ZILG, Justus-Liebig-Universität, Department of Romance Linguistics, Giessen, Germany
GHIL'AD ZUCKERMANN, University of Adelaide, School of Humanities, Chair of Linguistics and Endangered Languages, Adelaide, Australia