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The function of urbanonyms in language and cultural space of the city (in terms of the analysis of urbanonyms of Arkhangelsk)



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Abstract. The study investigates the lexical system of urbanonyms, the theoretical foundations of cultural linguistics, the structure of urbanonym is designated, the functions and tasks of the nomination are considered. The analysis of the names of the Arkhangelsk was carried out, and functions of urbanonyms are revealed at this database. The statement that the nomination process (creating of urbanonyms) is stipulated by several factors such as the actual linguistic, extralinguistic and linguacultural ones, was confirmed. The most important factor is the social and cultural situation. In practical terms the results of the study can be used in a high school teaching of cultural linguistics, onomastics, in practice of linguistic and cultural expertise.

Keywords: *urbanonym, the language and cultural space of the city, the types of urbanonyms, Arkhangelsk*

In cultural linguistics there is the growth of the popularity of research related to the city and urban space. They cover many modern problems and phenomena. One of the areas of these studies is the study of urban space texts. In this series there is also be the study of nominations of urban objects (urbanonyms) as a linguistic and cultural phenomenon.

Based on the analysis of urbanonyms, actualizing business and cultural objects of Arkhangelsk, we characterize the functioning of urbanonyms in the linguistic and cultural space of the city. Urbanonym in modern linguistics is the name of any inner-city object [1, Podolskaya N.V.] Urbanonymy is the aggregate of all city urbanonyms. Linguistic and cultural space of the city (which is synonymous, in our opinion, to linguistic and cultural portrait of the city) — is a fragment of an individual picture of the world of a citizen, based on his background knowledge and ideas about the language and culture of the city, the specifics of life in it.

It is not accidental that we focus our attention during collection of materials on the city center facilities, where many trading offices, cultural, sports and entertainment establishments are located (we have analyzed 1093 items). In language and culture, the urbanonym, like any other onym, realizes communication, helps to recreate the conditions of communication, and the interaction of people in general. A nominator participates in the process of creating of an urbanonym. A nominator names the city's object. A recipient perceives and interprets the

urbanonym. Thus, there are two sides in the communication process associated with urbanonyms: the naming and the perceiving. As the main regulatory macro functions, we consider the functions of socialization, information and regulation.

Under the frame of the work, the study of urbanonyms has been conducted under the prism of microubanism. Microubanism is an area in studying the urban environment, where various city details are considered, for example, graffiti, public transport routes, public spaces and modern technologies inside them, etc. Through the consideration of details, the everyday life of citizens is revealed, the state of society, cultural processes are studied [2, Zaporozhets O.N., Brednikova O.E.]. To minimize the discrepancies in the interpretation of certain concepts, we designate what is meant by the definitions:

- factor of the denotative situation – at the heart of the denotative situation there is a certain event. Within the scope of our research, such events can be: the emergence of a new organization, the relocation of an object, the renaming of an existing object, and so on. In addition, this factor allows you to see how the specific physical conditions of communication: place, time, environment, affect the shape of the urbanonym (abbreviated, renamed, etc.). For example, now the building of the puppet theater is under reconstruction, that is why it is often possible to hear from busmen the name of the bus stop "Atrium shopping center ", "Europark shopping center", although previously only the urbanonym "Puppet Theater" had the dominant position;

- communicative situation — internal conditions of a conversation, the connection of a phrase with adjacent replies of an interlocutor, the place of a phrase in the general context of the conversation. To illustrate this thesis, let us turn to the reproduction of real colloquial speech, the reconstruction of the dialogue of a busman and a passenger:

- Does the bus stop at DZ? – the passenger asked the busman.
- And what is "DZ"? – the busman asked indignantly.
- "DZ" is the shopping center "Dvinskie Zori" (Dvina dawns), – explained the third participant of the communication, the third passenger.

The abbreviation of the urbanonym here is primarily due to the law of speech economy. It is also worth mentioning about one communicative case related to the same urbanonym "Dvinskie Zori" and causing, of course, a comic effect: the remark of the busman, which is repeated many times: "Dvinskie Zori. Getting off?".

In some communicative situations, the names of intracity objects realize the above-mentioned functions, of course, in different ways: as shown by linguoculturological analysis, such micro additives as nominative, contact-fixing, accumulative (storage and transmission of cultural

traditions), axiological, intertextual, etc. can be a dominant. It seems that this list is open and can be not ultimate, universal and final, since the possibilities of interpreting of any of the linguistic forms are endless in nature.

It is necessary to mention about transitivity of the urbanonym, which is largely due to the factor of the denotative situation, discourse. Urbanonym can acquire the features of a toponym, that is, be the name of a geographical object (urban geographic objects: public transport stops, railway stations, seaports, airports). For example, the bus stop "Dieta" (Diet) was named after the nearby shop "Dieta". There is no shop for a long time already, but locals and busmen are still guided by this name.

Defining the role of urbanonyms in the linguistic and cultural space of the city, it can be noted that modern urbanonymism is strongly dependent on the features of the development of this phenomenon in previous historical epochs. In addition, urbanonyms fit organically into the urban space and meet its aspirations and realities of life, namely, the trends towards dialogue, expansion of the advertising space, and compliance with the characteristics of a market economy. In Soviet times there was a specialized store for sailors called "Albatross" (the network was present in all port cities on the territory of the USSR), it was possible to buy food and clothing there using ration currency. Today in Arkhangelsk in shops of the trading network "Albatross" you can buy mainly seafood. The name remained the same, and the speakers of the language and culture living in the Soviet times often recall what it actualized at that time, indicating that they were buying seafood at another major store "Okean" ("Ocean") (this urbanonym is now difficult to find behind other colorful advertising inscriptions of the building).

The communicative function of an urbanonym has the features distinguishing it from communication in general. Usually the speaker (or the writer) and the listener (or the reader) are involved in the communication, constantly changing during this process. In case with urbanonyms, another situation is developed: there is a writer (the nominator: the one who calls the object), who invests his thoughts, the perception of the material and spiritual world. The title reflects the modern historical era of the nominator, the sociocultural situation, and the peculiarities of the language. There is also a person reading this information (the recipient). However, there may not be an exchange of roles.

Within the framework of communication, the urbanonym realizes the informational macrofunction. Urban titles keep the information, pass it on to the recipient.

The following facts testify to the representative function of urbanonyms in the linguistic and cultural space of the city. Typical for Arkhangelsk will be the inclusion objectifying the geographical

position of the city in the name of the words. Also, the titles are popular actualizing the main location of the activity that the object is engaged in. Firstly, these are the components of the "north" – "sever" ("Severgeoservis", "Severnaya Stolitsa", "Severniy Dom" (Northern House), "Sever Grand", "Nord-oil", "Nord Lady", "Nord Stone", "Norman", etc.), "Pomorye" ("Pomorskie shtuchki" (Pomor pieces of works), "Television and radio broadcasting company Pomorye", "Diamonds of Pomorye", "Pomorsky", etc.), "Belomorye" ("Belomorye", "Kuryer Belomoryia" (Courier of Belomorye), etc.) And "Arktika" — the "Arctic" ("Arctic Group", the National Park "Russian Arctic", the Museum of Art Development of the Arctic named after A.A. Borisov, the Northern (Arctic) Federal University named after M.V. Lomonosov, etc.).



Figure 1. The urbanonym of the National Park "Russian Arctic"

The most frequency component, which is included in the Arkhangelsk urbanonyms and directly relates to the theme of the city, will be the very name of the city "Arkhangelsk". For example, the driving school "Arkhangelsk", "ArkhCity", "Arkhangelsk-Garant", "Arkhshop", "Arkhangelsk Print", "Gorod A", etc. The name of the river on which the city is located – Dvina – is less popular, for example, the bakeries "Dvinskie", "Dvina", "Dvina-tour", "Dvina-mobile". In addition, other names with marine and regional themes are quite popular. The first group includes such names as "Volna" (Wave), "Flagman" (Flagship), "Zolotoy Kompas" (Golden Compass), "Koralovy Klub" (Coral Club), "Albatross" (Albatross), "Triton" (Eft), "Gardarika". The second – the real estate agency "Gostiny Dvor" (Guest House), "Nulevaya versta" (Zero Verst), "Solovki", "Belye Nochi" (White Nights). One more popular element of the Arkhangelsk urbanonyms — the number 29 (code of the Arkhangelsk region in the Russian Federation) can be attributed to the regional component. For example, "Zemlya 29", "RegionTrans-29", "SOS prizyv 29", "Potolok-29", "Pro-29", "iCase29", "Bilet 29", "a29", "Avtomoika29.ru" etc.

All the above-mentioned groups of names are a direct reflection of the existing image of Arkhangelsk as a northern city, which is closely connected with the sea, has its own cultural features and unique history.

It is also possible to say about informativity of the urbanonyms by how many thoughts, associations, facts are born when perceived by a recipient and how this information relates to reality. To clarify the previous idea, let us consider two examples of urbanonyms: the first nomination is the "Museum of Art Development of the Arctic named after Alexander Borisov" and

the second is "Behemothic" (small hippopotamus). In the first case, we can note a high degree of informative name. It reflects the type of institution (museum), the main theme (the development of the Arctic, artistic development, the work of Alexander Alekseevich Borisov).

Receiving this information from the urbanonym, we can make an initial idea of the institution, understand what it is. The second example ("Begemotik") requires a supplement in the form of the phrase a "toy store". Otherwise, the title risks remaining unclear or even causing confusion among visitors, since any type of institution – from the grocery store to the café can have such a name.

We note the following peculiarity: the names of state institutions (which include most of cultural institutions) have greater content, rigor, and canonicity. Most often they reflect the type of institution (museum, library, exhibition hall, etc.), subjects (visual arts, folk culture, history of the region and others), departmental affiliation (region, city, etc.). That is, we can say that in most cases the names of state institutions are built according to the scheme and with the inclusion of certain components. At the same time, the names of business objects are associative, so they can be perceived from different positions.

The informative function of urbanonyms is actualized with additional information in the form of a physical address, telephone number, website and other contacts. This helps the consumer to contact the management or employees of the institution, to find out the necessary information, to report on the quality of service, to make suggestions on the work of the institution or firm. Thus, there is one more function – contact-setting (phatic) – the function of creating the feedback. Urbanonym in most cases is aimed at creating positive emotions, the mood for friendly and productive communication. The phatic function in most cases is transient, since it correlates with information and regulatory functions.

Regarding the informative function, one can note one of the problems of modern urbanonyms — the verifiability of information. This concerns several aspects of the existence of urbanonyms. First, sometimes the location of the institution and the signboard proves to be false. For example, there is a signboard with a certain name on the building, but there are no enterprises, firms or institutions in this territory. Secondly, some of the meaning of an urbanonym can be lost.

For example, earlier in the building under the sign "Chaika" (Seagull) there was only atelier, now there are many other various organizations, the whole building is called "Delovoy Tsentr Chaika" ("The Business Center" Seagull). In addition to the atelier there is also the women's fitness club Chaika. Meanwhile, the name loses its original meaning or is partially deformed, divided between different institutions, the informative value of the name is lost (desemantization

takes place). Thirdly, additional information is subject to doubt, since the address (due to moving or closing) can be changed, contact information.

The second macro function of an urbanonym is regulatory. Urban names affect a person, force him to do something or, on the contrary, forbid doing something. Regarding this function, an urbanonym could orient people in space. To describe your way from one part of the city to another, we use the names of streets, large and well-known shops, dominant buildings. The bus stops of public transport are often called not by street name, but by the name of a major shopping center, a cultural institution ("Pyramid", "High-rise", "Puppet Theater", etc.).

Relating the peculiarity of directing people, influencing their behavior, thoughts, feelings, urbanonyms closely adjoin to the advertising function. This is facilitated by the fact that the city names are creolized text, that is, they combine the language and visual means of information transfer. So, along with the text of the urbanonym on the signboard the logo of the organization or an image can be placed able to cause the necessary associations for consumers.

Urbanonym is also often a part of the header complex or part of the advertising message. For example, a sign on the building of "Detsky Mir" ("Children's World") at Pr. Troitsky, 47: "The Orenburg cobweb. Exclusive handmade products from the goat down. Palatines. Pelerins. Gossamers. Shawls. Mittens. Socks. Yarn". Next to this text there is a picture of a beautiful girl who shows a shawl. Thus, the name of the object itself is only a part of the message intended to attract consumers.

Crossing of advertising and communicative functions allows you to inform consumers about goods and services. Bright and unusual urbanonyms draw attention and arouse curiosity, thus prompting to visit the institution. The audience to which the message is directed, may become interested and get in touch with the staff of the institution, thus, the phatic function is added.

The problem associated with functions of regulation and advertising — the clogging of space with all kinds of signs, billboards, stretch marks. Large shopping centers use the external space to place signage and advertising (often located inside organizations and enterprises). These banners are covered by a significant part of the building. And since the owners of objects tend to single out their establishment from a number of similar ones, they use bright colors, graphics and photographs. The city is filled with various color spots that "interrupt" each other and do not always go together, cause a sense of disharmony, "color noise."



Figure 2. «Color noise» of the city

We suppose it is largely due to the existing restrictions on the placement of signs. On the one hand, an enterprise can be called anyhow, if it does not contain non-normative vocabulary and insults in the name and does not repeat the already existing name (the choice and registration of the name is regulated by Article 1538, 1539 of the Civil Code of the RF, as well as laws on censorship, advertising, municipal legal acts). The choice of name depends on the taste and views of the business owner, fashion, his personal experience. On the other hand, through the deformation of the linguistic norm and the language game, invective meanings are manifested occultly, so we can talk about the presence of offensive (invective) function of urbanonyms. With the help of allusions, hints, associative and precedent constructions, the owner of the institution leaves responsibility. It is difficult to prove that the sign contains something hidden indecent, but it is possible due to linguistic expertise. Examples of this type of expert material can be found on the websites of expert organizations (GLEDID, Siberian Association of Linguistic Experts, etc.).

Only the names of cultural institutions do not have such a problem, since many of them get the names from the state. These names are stricter in form and content, they do not tend to compete, although they also have the advertising text, but not on signs on the building, but in posters, leaflets, announcements, etc. This topic requires a separate study.

Arkhangelsk in terms of creating urbanonyms and their use in the urban environment is much behind the large cities. According to E. Lapina-Kratasyuk, it is almost impossible to separate the electronic and physical world¹. Modern technologies fit into the city space, are actively used not only at home or in the office, but also on the street. And, consequently, you can increasingly see QR-codes on signs, walls of houses, in advertising (they are read by mobile devices and refer to

¹ Lapina-Kratasyuk E.G. Gorodskoe prostranstvo v tsifrovuiu epokhu. URL: <https://postnauka.ru/video/32900> (Accessed: 30 May 2016).

the Internet page). In Arkhangelsk this is apparently still a single phenomenon. But QR-codes can be used as a means of "unloading" from unnecessary information, the contamination of space. QR-codes can have useful and interesting information on the streets of the city, for example, the history of the building and the place, its official and unofficial name. And thus satisfy the need of modern people in the constant supply of new information.

The socializing macrofunction is aimed at the organization of people in social communities. As you know, every urbanonym has his own target group. For example, there are urbanonyms that are clearly oriented toward parents with children (Toy Shop "Kid and Mommy", "Tiny Tot", children's clothing stores "Kinder" and "Fashionable Child", etc.) or toward people who play sports or want to go in for sports (sport nutrition shop "Sport Active", sports goods shops "Sport Market", "K4sport", etc.). In addition, this function helps a person to adapt in a society that has developed at the moment, to adjust to interacting with other people, to form a personality.

Urbanonyms also implement several additional functions operating within the communicative, informative and socializing functions. The contact-setting and advertising functions have already been mentioned, but apart from them, city names act as elements of aesthetics. Eccentric urbanonyms attract additional attention, cause positive emotions. Some nominators think about to make the name not only meaningful, but also winning, successful, memorable, because this is another method that helps to establish communication between the nominator and the recipient.

Considering the functions of urbanonyms, we came to the conclusion that they can be divided into two groups: normative and non-normative, basic — macrofunctions (communicative, informative and socializing) and secondary or facultative (phatic, advertising, nominative, aesthetic, etc.) which are realized inside the main ones. All functions are aimed at ensuring a dialogue between the nominator and the recipient; to make this interaction productive and communicatively expedient.

Urbanonyms occupy a special place in the linguocultural space of Arkhangelsk. They are an integral part of the language of the city, function in accordance with the norms of language and are influenced by intra-linguistic factors. Urbanonym in most cases appears as a creolized text that uses linguistic and visual means of expressiveness.

The following linguistic and extralinguistic factors speak about the peculiarities of the functioning of urbanonyms in Arkhangelsk: the expansion of the borrowed vocabulary, distortion of the graphic appearance of the nomination, the introduction of signs not characteristic of it, the use of means of creolization, desemantization of stable linguistic structures, linguistic

constructions, the presence of language game, the use of language tools of expressiveness, the use of precedent names, actualization of the regional component. Thus, urbanism can be called a dynamic phenomenon, which needs to be fixed, and then explored. An important feature of urban names from this point of view is the ability to grasp the cultural, social, economic and other characteristic features of the era.

Thus, the use of urbanonyms can be called a dynamic phenomenon, which needs to be fixed, and then explored. An important feature of urban names from this point of view is the ability to grasp the cultural, social, economic and other characteristic features of the era.



Figure 3. Creolized urbanonym

In addition to the functions of urbanonyms, we have identified a number of problems and peculiarities of their existence in Arkhangelsk: "clogging up" of the city with signs and advertising, the absence of a single direction for the development of urbanonyms, dialogic texts, the conformity of nominative practice with the practice of other regions of Russia.

The study we have conducted is only part of a possible comprehensive study of urbanonyms in Arkhangelsk. There are several areas in which you can continue the research. This is undoubtedly the compilation, systematization and analysis of large number of urbanonyms, as well as checking the effectiveness of manner of production of urbanonyms, which can be useful in practice for those who create urbanonyms.

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