

TRENDS *in* TOPONYMY 4



THE UNIVERSITY *of* EDINBURGH

School of Literatures, Languages & Cultures

Celtic & Scottish Studies

Division of European Languages & Cultures
(Scandinavian Studies)

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Abstracts



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Terhi Ainiala

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‘Attitudes towards Street Names in Helsinki’

The paper discusses the linguistic perception and stance towards official street names in Helsinki. How Helsinkians feel about street names in their own home neighbourhoods? Which names are appreciated and which are disliked or even avoided? How people justify and explain their sympathy and appreciation or dislike towards certain names? These questions will be answered in the paper.

The primary sources of the study consist of focus-group and individual in-depth interviews conducted among Helsinkians in two neighbourhoods. The vast majority of the interviewees are Finnish-speaking, but even residents having Somali as their first language and Finnish as their second language were interviewed. The interviews were conducted between 2004 and 2008. Additionally, written questionnaires and opinion writings in newspaper have are used as a complementary material.

The study is based on a research project “Transformation of the onomastic landscape in the sociolinguistically diversifying neighbourhoods of Helsinki”, organized by the Research Institute for the Languages of Finland. In my research I combine methods mostly in socio-onomastics, folk linguistics and conversation analysis.

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Marcus Allsup

National Geospatial-Intelligence Agency, United States of America

**‘The Foreign Names Gazetteer Data Base:
GEOnet Names Server’**

The GEOnet Names Server (GNS) is the Internet search engine used to query the Geographic Names Data Base, which is maintained by the National Geospatial-Intelligence Agency. It holds the full corpus of foreign geographic place names approved by the U.S. Board on Geographic Names, along with non-official variant names for cross reference.

For any given geographical feature, the GNS will display the approved Standard name or names (*BGN Standard*) that have been verified according to established policies and procedures. If a name cannot be validated with authority rigorous enough to meet the *BGN Standard* designation, it is coded as *Not Verified*. In limited cases, *Conventional* names are approved for use for names of features commonly known and in widespread use by English speakers (i.e., Moscow for Moskva). BGN Standard Names may also have one or more associated *Variant* names. These generally are names that are no longer used, unofficial, or erroneous. The less common *Provisional* names are generally approved for



an interim period while waiting for a more authoritative name. The GNS also features the recently created *Historic* and *Non-Roman Script* name type categories.

Searches can be specifically tailored to a combination of parameters such as area, feature type, administrative division, feature class, name type, language, script, and other metadata elements. Output options for GNS data include Web Map and Web Feature Services, tab delimited, excel spreadsheet, XML, HTML Preview, Shapefile, and KML formats.

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Mustafa Arslan
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‘Revealing the History of a Region by Place Names’

Beysehir is a county in Konya province. It is in the south-west of Turkey and there are 52 towns and villages in Beysehir. 2769 place names have been composed in the region.

In this study the chronology of Beysehir is tried to be shown by historical place names. Since Beysehir and its vicinity have a very rich history, all the signs of previous cultures can be seen by archaeologically and literally. Evidences of these cultures can be studied by the help of archaeological findings. These archaeological findings will be supported by place names.

First written sources appeared in Anatolia at the beginning of 2000 B.C. Thus we are not sure about the cultures and the languages of Anatolia before the second millennium B.C. But after the adaptation of the writing system in Anatolia, some place names began to be mentioned in written sources. Because of this, the study begins by the Hittite Period and then Hellenistic, Roman-Byzantium and Turkish periods are mentioned. During the Turkish period Anatolia was invaded by Mongolians and this period is also mentioned by a place name.

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Laimute Balode
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‘Livonian Traces in Latvian Hydronymy’

Approximately half of the contemporary territory of Latvia used to be inhabited by Finno-Ugric tribes – Livonians or Livs – even till the early Middle Ages. There is a large number of borrowed place names of Finno-Ugric origin in Latvian (especially hydronyms, which usually preserve the most ancient features).



This report deals mainly with water names (limnonyms and potamononyms) which could be of Livonian origin. Mostly the names of the largest hydronyms in Latvia are of Baltic origin, while quite a lot of smaller rivers and lakes have Finno-Ugric names. Hydronyms of Livonian origin are concentrated mainly in Vidzeme and North-West Kurzeme. In general, this localization corresponds to the data of archaeologists.

Such names are considered to be of Livonian origin due to the following corresponding lexemes: the lake *Lilastes ezers*: Liv. *līluD* 'reed, rush, cane', the river *Ķīlupe* // *Ķīllupe* // *Ķīlupe* // *Ķīlupe* // Latvian calque *Ciemupe*: Liv. *kilà*, Est. *küla* 'village', the *Jogla* and *Jugla* rivers, *Juglas ezers*, a lake in the Riga vicinity: Liv. *jog*, *joig*, *jok* 'brook, rivulet' [LvV I, 400, 402] (this was already recorded in the 13th cent. – *Yogele* [Bielenstein 1892, 45]).

Unadapted hydronyms of Livonian origin (recorded from native speakers) in the territory of Latvia have to be mentioned separately: *Pitka-tabar-küvor* (which is also known by the Latvian calque *Gar-ast-līcis*): Liv. *pitka* 'long' + *tabar* 'tail' LvV IV 91.

Sometimes the morphology of the name testifies to possible borrowing. Usually the second component of lake-names with *-eris*, *-ēris*, *-ieris* is thought to be of Finno-Ugric origin (though not always of Livonian origin): *Siveris*, *Kaņieris*. Some of these composites are hybrids: the first component Latvian, the second component Livonian: *Dūņeris*, *Gulbēris*. Also *-uži*, *-aži* are probably of Finno-Ugric origin: *Ādaži*, *Limbaži*, *Pabaži* ('Pabasille', 'Babsel'), and the limnonym *Pabažezers* ('Pabbasche See' 1638) – a secondarily derived limnonym from an oikonym – is thought to be a Livonianism included into the Latvian toponymic system.

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Pauls Balodis
Riga, Latvia

'What Has Left from Livonian Language in Latvian Anthroponymic System?'

Anthroponymic system of Latvian – one of the Baltic language – contains a lot of borrowed names. Usually a strong impact of Livonian (Finno-Ugric language) has been emphasized. Substratum of Livonian language can be noticed not only on the level of appellatives, but also in the level of proper-nouns.

The main attention shall be paid to the first names and surnames used nowadays in Latvia which could be of Livonian origin. It is not easy to distinguish Livonian roots from those of Estonian or Finnish.

Sometimes it is rather problematic to determine possible Finno-Ugrisms in Latvian: as specific features, which indicate that some name could be of foreign (also Finno-Ugric) origin, could be peculiar phonetics of the personal name (for instance, consonant *h*: *Helju*, *Helmi*, double consonants: *Imme*, *Malle*, diphthong *ei*: *Eino*, *Leida*). Usually inflexible personal names with ending *-o*, *-i*, *-ul/-ū* are of Finno-Ugric origin: *Raimo*, *Raivo*.

Nowadays the most popular names of Livonian origin are: *Aiga* (1861 records in 2009) < ? Liv. *aig* 'pike' or Liv. *aiga* 'edge, bank' (KS 44) (also derivatives *Aigija*, *Aigisa*, *Aigita*, *Aigins*) and *Imants* (6297 records in 2008) < Liv. *im* 'miracle' + *and* 'gift' (KS 162).

Such widespread Latvian personal names as *Līvs*, *Līvis* *Līva* probably are related to Livonian ethnonym *līvs* 'Livonian'.

Historical documents of the 13th–16th cent. testify much more personal names of possible Livonian origin (*Imme*, *Lembe*, *Peite*), but they are not recorded nowadays in Latvia as first-names, only sometimes they can be met as surnames: cf. Latv. surnames *Imma* (1), *Imake* and *Imaks* (4), *Kalle* (1), *Musts* (1), *Sula* (1). The Latvian surnames of Finno-Ugric (and possibly Livonian) origin are also under review (*Katajs*, *Kilpis*, *Kuningas* etc.).

Part of personal names of Finno-Ugric /also Livonian/ origin nowadays are adapted in Latvian and have taken stable place in Latvian anthroponymic system.

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Maimu Berezkina
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**'Commercial Names and Linguistic Landscape in
One of Oslo's Multicultural Districts'**

This paper aims to describe the linguistic landscape of Grønland – one of the most multicultural districts of Oslo, the capital of Norway, that has become a very multi-ethnic city during the last decades. Grønland has a high concentration of non-western immigrant population and is a popular trading area with a big amount of shops and restaurants owned both by Norwegians and by foreigners. This makes its linguistic landscape extremely complex.

The method for the analysis of the words displayed in public spaces in Grønland was to take pictures of all visible elements of the language environment (names of shops, restaurants and cafés, signs, posters, hand-written notes on the walls) and to divide them into groups after the language(s) used in them and after whether they belong to the so-called "top-down" flow (street signs and other official signs) or "bottom-up" flow (items issued by individual social actors). The most obvious and expected tendency is that Norwegian is the most frequently found language in the area's linguistic landscape, especially when it comes to the official sphere. The second most widely used language is English, chiefly in the names and slogans of commercial enterprises. The non-western immigrant languages, such as Urdu, Arabic and Tamil, are mostly found in unofficial, hand-written notes. The paper discusses the reasons for English often taking over Norwegian on the modern commercial signs, and the problem of determining the point when an English word becomes fully integrated in the vocabulary of Norwegians. It also suggests some possible reasons for the use of non-western immigrant languages to be restricted to a highly unofficial part of the linguistic landscape of the area.

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Andrea Bölcskei

**Károli Gáspár University of the Hungarian Reformed Church, Budapest,
Hungary**

‘Contrastive Analysis of English and Hungarian Toponym Types’

The paper compares the linguistic features of some basic types of toponyms found in the English and Hungarian languages. As a result of the common human mental representation of the surrounding geographical reality, practices of place-name formation in the past were definitely influenced by many similar motivational factors in these languages, which could result in establishing toponyms of parallel semantic and/or grammatical structures, e.g. *Whitchurch – Fehéregyháza* (‘white church’); *Newton – Újfal* (‘new village’). However, the expression of the same motivation sometimes led to slightly different semantic contents and/or grammatical compositions in comparable place-names, e.g. *Rede* (‘the red one’) – *Veres-patak* (‘red brook’); *Preston* (‘the village of the priests’) – *Papi* (‘priest’ + suffix *-i* indicating ownership). The rules of the use (e.g. intelligibility, frequency, dialect restrictions) of some name-forming lexemes can also be different in the two languages, e.g. the name *Kirkby* (‘church village’) consists of dialectally bound lexemes; *Egyházásfal* (‘village with a church’), its Hungarian equivalent in its first element preserves the original meaning (‘saint house’) of a word used only in abstract sense (‘the Church’) today. The connotations of some lexemes occurring in place-names are strongly culture-dependant, e.g. the ethnic names appearing in English settlement names (*Frieston*; *Danby*; etc.) usually indicate former conquest; those applied in Hungarian habitation names (*Németfal* ‘German village’; *Olaszfal* ‘Wallon village’; etc.) mostly suggest (re)population. Comparing prototypical functional-semantic, lexical and grammatical structures adopted in English and Hungarian toponyms helps us to identify some nearly identical as well as some entirely unique trends in place-naming practices of two genetically unrelated languages. Contrastive analysis combined with historical linguistic methods and a cognitive linguistic approach in place-name studies can cast light on the fact how humans conceptualise similar geographic entities and in what forms these ideas are conventionalised in their distinct languages.

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Ellen S. Bramwell

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‘Personal Naming and Community Practices in the Western Isles of Scotland’

Both official and unofficial personal names are used alongside each other within the anthroponymic system of the Western Isles of Scotland. The naming system described in this paper contains a diverse range of practices which fit together to form a coherent



model for indentifying members of the community studied and putting them in their social context.

The study discussed was conducted within a close-knit community on one of the islands of the Western Isles. Data on the naming practices were obtained through qualitative, semi-structured interviews. These interviews were extensive in nature, covering official and unofficial names bestowed in English and Gaelic over a wide age range.

What emerged was a system of personal naming owing much to local society and identity. A connection to relatives has played an important part in naming on the islands, and this is still important, though not as pervasively as in the past. Translation of personal names, using English and Gaelic name 'equivalents' which are often unrelated, relates to the status of the two languages. Continued use of patronymics highlights the importance of local identity and having a 'place' in the community. An extensive system of unofficial names is partially a result of a small number of surnames being used by a large percentage of the population, as well as being a feature of a community which is very close-knit. These, and other, features of the naming system allow for a picture of community practices tied closely to the society in which they are used.

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Alison Burns
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'Field Names of Balmedie'

Field-names no less than major place-names preserve important information on local history, language and society. Apart from the holdings of the Scottish Field-Name Survey archive in Edinburgh, little systematic work has been carried out in this area of onomastics in Scotland. Collection of material urgently needs to be undertaken, as the information may otherwise be lost. This is strikingly illustrated by the situation in Balmedie, where the planning application for a golf course, spa and hotel stretching over 1400 acres submitted by Donald Trump will, if successful, result in the eradication of topographical features as well as former farms. Indeed, although the application is currently still under consideration by Aberdeenshire County Council, it has already resulted in changes of land ownership and purpose. This paper presents the results of a study of field-names of Balmedie for three farms; Balmedie Farm, Newton of Menie Farm and The Mill of Menie Farm. Following a brief discussion of methodology, the main focus is on analysis and interpretation of the corpus, with particular attention to evidence for land use, farming practices, and the position of women in agricultural society.

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James O. Butler
University of Glasgow, Scotland

‘Naming Worlds: Literary Dystopian Toponymy’

The field of literary onomastics lies in a cross-section between onomastics and literary criticism: the scope and range of literary onomastics are therefore vague and undefined. One of the reasons for this indistinct position is that, unlike other areas within either discipline, there is a lack of established methodology or theoretical framework. Place-names and personal names are analysed systematically within their geographical and historical context, but no protocols have yet been formulated for the study of literary names, where the etymological approach adopted within other areas of onomastics is not appropriate. The study of literary onomastics requires an approach not confined solely to etymology, but as part of a wider art. A more salient parallel with other naming fields would be the systematic study of the entire corpus of names that appear within categorially organised selections to establish the manner with which names are utilised as a literary tool; namely, to arrange literature according to genres.

This paper will examine the importance and relevance of the named-settings within a number of related literary texts. The primary aspect under investigation is how the naming schemes mesh with the overall thematic stylistics of the genre to which they belong. I shall explore dystopian fiction in this paper, using an archetypal approach developed for my Masters research. From the sterile and nameless streets of Zamyatin’s *We*, through to the rigid numbering system for every zone of the world of Karp’s *One*, each onomastic system encountered is different, but all ultimately conform to contextual thematic motivations for their usage. Yet such names must never be considered disposable or mere background, for their development and placement is vital for the worlds of their respective texts to be defined.

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Manuela Cipri
Sapienza, University of Rome, Italy

‘Place Names from a Eurolinguistic and Intercultural Perspective’

This paper deals with aspects of Italian place names and street names from a Euro-linguistic viewpoint; interactions will be shown between historical, geographical, social and economical events and the evolution of the names of places and streets, especially in Rome. We shall try to establish certain relationships, certain regular groupings, certain continuities and gaps, and the frequencies of certain features in order to discover the cultural coherence of a given area in a given time-span. The city is seen as the centre of religious or secular power, the seat of monetary economy, an area of collective activity by

people who regard themselves as citizens and see their citizenship as a factor uniting them as one body. A city, moreover, consists of the sum total of all the material signs that have been maintained or eliminated over the course of the centuries, and which are the expression of the culture, the ambitions and mentalities of its inhabitants, and of the economic and political structures that they have set up or that have been imposed upon them. Place names and street names are part of these signs: the names, like the gravestones, plaques, epigraphs and inscriptions on monuments are a representation of the culture of a society and its communal historical heritage. These signs, taken as a whole, are a source for rediscovering the culture and mindset of a certain area in a certain era of time. Often the history of places and their names do not always have a direct correspondence as certain names are assigned to determined places, and the names are changed over time. City place names preserve valuable traces of the functions that each place performed and bear witness to moments of transformation in the city, and thus are an indispensable source for the study of urban history.

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Georgeta Cislaru
Sorbonne Nouvelle, Paris, France

‘Country Names: Official and Common Forms in Use’

Different naming patterns coexist in toponymy. One may distinguish official country names that usually contain a category marker (like *the French Republic*), and more common “simple” forms (like *France*). The status of these forms has been a subject to discussion in recent years (see Long 1969, Lomholt 1983, but also Van Langendonck 2007). On the one side, the problematic of the relationship between onoma and categorisation is crucial for the theory of names; on the other side, the functioning of official and common forms raises the question of naming equivalencies in toponymy.

The study of the official and common country names in discourse (mainly media discourse) points out some usage preferences as well as some distributional constraints: these naming variants are specialized and context-dependent. For instance, official country names are not semantically adapted for sports news and are never used with sport predicates: cf. *Zimbabwe were bowled out for 93 (The Times, 07.07.03)* and ?? *the French Republic were bowled out*. The same principles function in different languages, such as English, French, Romanian, and Russian.

I discuss these preferences and constraints and show that the selection of the naming variant is regulated by reference negotiation in discourse, but also by ideological and cultural representations. I propose then a modelization of the semantic-referential complexity of toponyms.

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Thomas Owen Clancy
University of Glasgow, Scotland

'The Settlement Toponymy of Medieval South-West Scotland: Revisiting the Paradigms for *baile*, *achadh*, **trev* and *by*'

The linguistic and place-name history of the south-west of Scotland is in a state of flux, with previous arguments relating to the linguistic sequence and historical context having substantially changed. Changed too is the way in which scholars are prepared to work with the primary methodological tool of the past 50 year for understanding place-names and linguistic change in Scotland—the distribution map. This paper reviews the previous ways in which four significant settlement generics, Gaelic *baile* and *achadh*, Northern British **trev* and Old Norse *by* have been interpreted in studies of the place-names of the south-west, and suggests some considerably different paradigms through which we might interpret their distribution. In particular, the phenomenon of clusters of names employing these elements, noted by Watson, is revisited, as is the very uneven distribution of *baile* and *achadh* (no *baile* names in Cunninghame, for instance), and the considerable evidence for late coining of *baile* names in Galloway.

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Ian D. Clark
University of Ballarat, Australia

'Nineteenth Century Colonial Travellers to Victoria, Australia, and Their Preference for Aboriginal Place Names – An Exploration of This Stark Contrast with Immigrant Attitudes to Colonial Place Names'

'A stage journey took me from the green reaches of Mortlake through a very beautiful and prosperous district, rich in native names, such as Keilambete, Moorat [sic], Colac, Terang, Corangamite, into Grenville county. The re-baptizing of most of the country with the home names drowns it in prose. Many of the aboriginal names are musical, and all have a meaning, though in a few cases it has been lost, and they constitute a guide to the present and



traditional peculiarities of the country. Who would not prefer Kara Kara, Wangaratta, Toorak, Wimmera, Dandenong, Dunboola (sic), Bundoora, Kararoit, Moorabool, Colac, Yarra Yarra, Keilambete, Purrumbete, Terang, Geelong, Corangamite, Mitta Mitta, Moriac, Koala, and a host of similar terminations, to repetitions more or less endless, and always meaningless, of English and Scotch names; varied by such products of early pioneer colonisation and digger 'rushes' as Fainting Range, Big Hill, Despair, Prospect, Broken Creek, Muddy Creek, Bulldog, Duck Ponds, Happy Valley, Long Gully, Miner's Rest, Peter's Diggings, Weatherboard, Scotchman's Lead, Fiddler's Creek, Lilliput, and the like?' (Bird 1877: 220).¹

This paper is concerned to understand the common attitude of travellers to colonial Victoria, Australia, such as Isabella Bird, cited above, who often commented on how appropriate Aboriginal place names were and how strange it seemed to them to find transplanted British place names in the place of Aboriginal names. The travellers' preference for indigenous naming will be contrasted with that of colonists who preferred to use transplanted colonial place names. The conflicting loci of home and exotic place will be contrasted with that of different perspectives of tourists and immigrants.

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Leo Dillon

**Office of the Geographer and Global Issues, Department of State,
United States of America**

**'Processing a Multilingual World of Toponyms for the English Language User:
The Experience of the United States Board on Geographic Names'**

The United States Board on Geographic Names (USBGN) is the body responsible for providing standardized and uniform toponyms for use in the United States Government. The official USBGN source for foreign toponyms is an online searchable gazetteer called the GeoNet Names Server, which accesses a database containing USBGN-approved names and variant names for features outside the United States and its territories. Containing more than seven million names for more than four and a half million geographic features, it is probably the largest single source of standardized worldwide toponyms currently available.

This paper will discuss the challenges faced by the USBGN's Foreign Names Committee in attempting to provide standardized place names to users requiring different contexts, including those who need names rendered in local official languages to those needing names more suitable to English speaking users. The long-held USBGN principle of univocity – one name for one feature, whenever possible – has over the last decade been

¹ Bird, I.L. 1877, 'Australia Felix: Impressions of Victoria' in *The Leisure Hour. A Family Journal of Instruction and Recreation*, no. 1319. 218-220.

challenged not only for its application to foreign names but also for United States domestic names, with potentially destabilizing results. The USBGN's mission to provide standardized names that are relevant to its intended users is complicated by issues involving language, non-Roman scripts, what constitutes an official name, and the massive and indiscriminate diffusion of toponyms on the Internet.

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Laura Carmel Diver
Trinity College Dublin, Ireland

'Conflicting Attitudes and Policies Regarding Bilingual Signage in Occitan France'

France has a long history of legislation in relation to linguistic matters, whether it is the linguistic unification of the country or the protection of the French language from the spread of English. In recent years, however, there has been a noticeable difference in the policies of the national and regional governments as regards the use of the various regional languages of France. While the State allows for only the use of the French language in public life, several regional councils throughout France have been supporting, both financially and socially, the regional languages in their area. A clear example of these conflicting policies can be found in the road signage in southern France. This paper examines the motivations for the establishment of bilingual French-Occitan road signs in southern France, focussing particularly on the city of Toulouse (where the debate over the use of regional languages has recently come to the fore with the introduction of bilingual French-Occitan announcements in the city's Metro) in light of national linguistic policy.

With the use of French regional languages in decline, this paper examines how bilingual French-Occitan signage can influence an individual's perception of the regional language and its possible use in aiding the revitalization and legitimization of the language. The position of those in opposition to such signage is also highlighted, with particular focus on the use of social networking sites such as Facebook as a medium of expression for both sides of the debate.

Finally, the paper aims to show how the policies of the national government are out of sync with those of the regional councils in relation to the use of Occitan in road signs and public life, and whether the policies of the latter are a more accurate representation of the what people want from their linguistic landscape.

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Benjamin Foster
Board on Geographic Names, United States of America

‘Russian Naming Practice in Abkhazia’

Shortly after the August 2008 war between Russia and Georgia, Russia recognized Abkhazia as an independent state. Their support was not shared by the international community, making Russia the breakaway region’s only champion. The Russian government and press continued to call the region by its Soviet and Georgian name of *Abkhaziya*, although the Abkhaz name for it is *Apsny*. While this practice is similar to calling a country by its colonial name, the Russian government evidently has its reasons for doing so.

In this paper I want to examine the cases for why and why not Russia would want to refer to Abkhazia as *Abkhaziya* as opposed to *Apsny*. The paper will survey the ethnolinguistic and geopolitical context of the Abkhaz-Russia relationship; the use of the terms *Abkhaziya* and *Apsny* in Russian language press and official documents; and the toponymy of Abkhazia. Finally, the author aims to determine how Russia’s toponymic practice towards Abkhazia measures against both its support for Abkhazia as an independent state, and the fears that Russia is seeking once again to expand its influence beyond its present borders.

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Aline Francoeur
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‘French and English Nicknaming Practices in Canadian Ice Hockey’

As in most sports, ice-hockey players are given nicknames which become widely used by the fans and the media. What is particular in Canada, where ice hockey is the national sport, is that some players have two nicknames. Many of these players originate from Québec, a province of Canada which has the status of a distinct society, in part because in Québec French is the first language of a majority, whereas elsewhere in Canada English is the first language. In Québec, where hockey is a religion, the tradition of nicknaming shows, at some points in its social and political history, a tendency to stand apart: very particular French nicknames have been given to players especially cherished by the population.

According to Kennedy and Zamuner (2006), various paradigms dictate nicknaming: thus, nicknaming-practices can be adapted “to their cultural context”, and they can have a more strictly social role. Guy Lafleur, a famous player from Québec in the 70s and 80s, was called “The Flower” in English Canada, a simple translation of his last name. In Québec he was the “Démon blond”, a nickname that referred to the combination of his intense play

and his long, streaming blond hair, as he flew over the ice. Another example is Patrick Roy, referred to generally in Canada as “St. Patrick” for his miraculous goal-keeping. In the more local Québec from which Roy hailed, he was simply “Casseau”. This word is unique to Québec French: it is the name for the paper-container in which “patates frites” (chips) are served. Roy’s nickname came from his customary social-eating habits which he continued to indulge even as a star player.

My presentation will, along these lines, be an occasion to share my recent findings on the creation and use of hockey players’ nicknames in Québec as compared with those used elsewhere in Canada.

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Xavier Gouvert
University of Nancy, France

‘Toponymy and Contact Linguistics: On Romance-Germanic Symbiosis in *saltus Brixius* (Burgundy) During Post-Ancient and Pre-Medieval Times’

The idea that toponymy “uses, enriches and tests the discoveries of archaeology and history” has been generally admitted within the scientific community, and by historians themselves, for a long time. Most trials in this field are nevertheless restricted, in the French research, to the etymology of isolated place names or to the listing of toponymical series *in absentia*, without any attempt to put them in a (micro)structural and interdisciplinary perspective. Such a perspective turns, however, to be successful in many cases.

On the basis of some disparate but converging evidences drawn from texts, archaeology and place names analysis, we intend to throw light on the history of a micro-region of ancient Gaul, the so-called *saltus Brixius* (now la Bresse in Ain department), during Late Antiquity and the Early Middle Ages. The existence of a sort of human desert in the former marshy forest zone extending from Lyons to Besançon, the belonging of this area to the public domain of the Roman Empire and the attempt of settlement planned by the Frankish State in the 6th-7th centuries are reflected by place-names, which make possible to outline, with quite acute precision, the stages of settlement on the territory and the coexistence of native Roman population with newcomers from Germanic stock. Ethnic designations of localities such as *Romanisca* > *Romanèche*, *Frankione* > *Françon* etc. get clearer in this approach. Combined with other methods, the linguistic means (toponymical dating) also lead to perceive the continuities and ruptures in organizing the living space, from the “Dark Ages” up to Carolingian and feudal eras.

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Erzsébet Gyórfy
University of Debrecen, Hungary

‘Slang Toponyms’

As linguistics is more and more focussed on describing language in the theoretical framework of social contact, onomastics is being gradually oriented towards the aspect of sociology. The starting point of socio-onomastic research becoming more and more popular in international onomastics is the idea that toponyms, in addition to their function of identifying places, can be interpreted as means of expression for social identity.

Researchers engaged in this topic, frequently analyse toponyms of towns and cities from the socio-onomastic viewpoint and, very often, they use the term *slang toponym*, usually without indicating the actual criteria they use for this qualification. In my lecture, I attempt at defining this term since research (the collection and analysis of names) should definitely be preceded by determining the subject of the study.

In order to be able to define the concept of *slang names*, we have to clarify first what is considered a slang toponym by those giving and using the names themselves. The intuitive evaluation of the name users’ community and the study of language data may bring us closer to understand why and due to what needs slang toponyms are created, together with their typical language forms. It is also important to explore whether there are any typical slang name formation ways in each language or universally.

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Carole Hough
University of Glasgow, Scotland

**‘From River-Names to Street-Names:
Onomasticon and Lexicon in the History of English’**

Recent research has identified a split between lexical and onomastic terminology from an early stage in the development of the Indo-European languages (e.g. Nicolaisen 1995; Insley 2006). Most work to date on the relationship between these two registers has focused on pre-historic developments, using evidence from ancient strata such as river-names (e.g. Kitson 1996). This paper suggests that as regards the history of English, differences between onomastic and non-onomastic language have continued to develop throughout the medieval and early modern periods up to the present day. Evidence will be drawn largely but not exclusively from later strata such as street-names.

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Andrew Jennings
Shetland College, UHI Millennium Institute, Scalloway, Scotland

‘Keeping the Romance Alive – Aspects of New Shetland Naming’

Although by no means the only inspiration, a romantic attachment to one’s cultural heritage can provide a powerful motivation for the creation of new names. A building or street name, chosen to commemorate a historical place, person or local linguistic peculiarity, is a clear way of expressing the cultural identity of a community. In the case of Shetland this motivation seems to be particularly strong. For example, after public consultation, the newest high-profile building in Lerwick, an art and cinema complex, has been named *Mareel*. This is the dialect word for sea phosphorescence.

New Shetland names usually have Scandinavian connotations, Jakobsen’s dictionary of Shetland Norn, Shetland’s deceased Scandinavian language, is a popular source, particularly for house names. However, sometimes a certain randomness appears to prevail. The housing scheme in Lerwick with the Norwegian-looking name Sandveien is a case in point. This choice of Scandinavian style names goes back to the 19th century, when Shetland began to exercise its ‘difference’ from Mainland Scotland with the promotion of a ‘Norse’ identity.

During the 19th century a group of native Nordophiliacs, heavily influenced by the Romantic Movement, effectively created Shetland’s ‘Norse’ identity from surviving fragments of folklore and dialect, and from discontent borne of marginalisation. One of the immediate effects of their work was the choice of suitably Norse names for the new streets in the developing town of Lerwick. The choice at that time included the names of important Norwegian kings, newly revived with the translation of *Heimskringla*. This romantic tradition is still going strong.

This paper will document this romantic socio-linguistic phenomenon and highlight Shetland’s unique naming culture. It will seek to present the views of Shetlanders and discuss the motivation for the choice of some names rather than others.

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Gwyn Jones
Welsh Language Board, Wales

‘Standardizing the Place-Names of Wales’

Welsh Place-names have long been the topic of popular interest and discussion. During the 1960’s they were put on the political agenda as the Welsh Language Society campaigned for bilingual road signage. Bilingual road signs were only erected for the first time in Wales during the 1970’s which meant that people had only seen English forms of place-names, Anglicized spellings of Welsh place-names or Welsh place-names on signage until then. Consequently many Welsh place-names which are perceived to be official were not spelt according to standard Welsh orthography. This called for government intervention and a long-term standardizing process.

Until 2001 the Place-names Advisory Committee (PNAC) was responsible for advising on the standard form of Welsh place-names. In 2001 this statutory responsibility was given to the Welsh Language Board. The Board seeks the advice of experts in the field and has convened a Place-names Standardization Team to aid the work.

The proposed paper will outline the policy history in the field of Welsh place-names and give an insight into the current work undertaken by the Welsh Language Board to standardize place-names in local authorities in Wales. Its main focus, however, will be the comprehensive standardization guidelines developed by the Board. Attention will be given to the socio-linguistic context in which this work is undertaken. The status of the Welsh language in terms of numbers of speakers and use varies across the country and this paper will offer some original and insightful comments regarding the influence of the linguistic make-up of the areas in question on the standardization process. The paper will also consider the work of standardizing place-names in the context of the statutory obligation placed on public bodies by the Welsh Language Act 1993 to treat Welsh and English equally when providing public services.

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Peter Jordan
Austrian Academy of Sciences, Vienna, Austria

‘Criteria for the Use of Exonyms’

Exonyms in the sense of place names in a language for places where this language is not spoken are a much disputed topic. It is supposed that their use is associated with political claims (And this sometimes true!) and their use seems to be (and sometimes is) connected with political, economic and cultural domination. In 2002, the United Nations Group of Experts on Geographical Names (UNGEGN) has installed a Working Group on Exonyms to analyse the problems in this field and to develop guidelines for the use of exonyms.



This discussion has advanced and produced some intermediate results, but – due to very divergent opinions and viewpoints – so far not led to a recommendation of UNGEGN guidelines for the use of exonyms.

The paper intends to reflect this discussion and its preliminary results by highlighting the various viewpoints and by presenting the items of potential guidelines which had been discussed, but not completely been accepted. The paper will be structured according to major categories of criteria for the use of exonyms, i.e. feature-related criteria, linguistic criteria, audience-related criteria, medium-related criteria. The author of this paper is the acting convenor of the UNGEGN Working Group on Exonyms and interested in receiving further inputs to this issue.

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Adrian Koopman
University of KwaZulu-Natal, Pietermaritzburg, South Africa

**‘The Zulu Names of Schools and Shops: Are These
‘Genuine’ Toponyms or Are They the Names of Institutions?’**

Schools and shops occupy specific places in a landscape, so the names of schools and shops should indeed be regarded as ‘place names’, or ‘toponyms’. On the other hand, shops and schools are also *institutions* – organizations consisting of staff and customers, with certain goods for sale, and a particular history and ethos. In most cases, when one hears the name of a particular school or shop, one thinks immediately of its character as an institution, rather than its precise location.

A comparative study of the Zulu names of schools and shops on the one hand, and the names of geographical features like mountains and rivers on the other hand, show that schools and shops share distinctive semantic features which are seldom if ever found among the names of geographical features. While it is accepted that the primary function of any name is to identify (the *referential* function), and that the primary meaning of any name is likewise a referential meaning, the secondary functions of the three named identities (schools, shops, and geographical features) and the secondary meanings that go with them, show quite distinctive and different patterns. The names of geographical features seldom have any secondary function, and where underlying meanings can be found, these are usually descriptive of the feature itself, and so emphasise the referential function of the name. On the other hand the secondary function of school and shop names is very distinctly a marketing function: the name sends a message to potential customers: “Attend this school! Buy at this shop!”

The paper concludes by looking at the importance of message-sending in Zulu names generally, and how important this is in the naming of people and animals.

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Laura Kostanski
Office of the Surveyor-General of Victoria, Australia

**'Grampians – As Aussie as Shrimp on a Barbie:
An Exploration of Toponymic Attachment'**

In 1836 a range of mountains in south-east Australia, until then referred to as *Gariwerd* by the Jardwadjali people, were given the toponym *Grampians* by Sir Thomas Mitchell, Scottish-born Surveyor-General of Australia. This Scottish-flavoured appellation remained in exclusive use for official purposes until 1989, when the Government of the State of Victoria proposed to rename the mountains, and various features within them, with their traditional Indigenous names.

This paper will explore the notions of toponymic identity and dependence which the local Indigenous and non-Indigenous population had formed with the official and traditional names. The author's newly developed theory of toponymic identity and its key components of *history, community, emotions* and *actions* will be rationalised through analysis of data collected from members of the Grampians (Gariwerd) community. Similarly, an introduction to the new theory of toponymic dependence will be provided through discussion of its key components *location, promotion* and *identification*. The intention of the paper is to introduce the audience to the author's meta-theory of toponymic attachment, which is comprised of toponymic identity and dependence, and to explore ways in which it is related to, but distinct from, existing widely-published theories on place attachment.

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Éva Kovács
University of Debrecen, Hungary

'Toponyms Derived from Personal Names'

Toponyms derived from personal names are important in the name system of every language, especially as regards Hungarian. In toponyms, a similar semantic content, that is, a relationship between a person and the territory denoted by him (possession, use) is expressed by different lexical and morphologic structures. The chronological changes and historic development of such names is worth being followed in Hungarian and in the system of toponyms of other languages, too. The lecture attempts at presenting how the relationship of these two name categories (personal names and toponyms) developed in the Hungarian name-giving of the last thousand years. In Hungarian, toponyms are created from personal names by several formation methods, including the mere use of the personal name, derivation and compounding.

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The formation of toponyms merely using personal names was typical in old Hungarian name-giving, a Hungarian specialty and, according to the literature, the most ancient name-giving form. Traditionally, this way of toponym formation in Hungarian is strictly limited in time (cf. János Melich, István Knieszsa). Other researchers (cf. Attila T. Szabó) say that toponyms formed merely using personal names were characteristic even after the age of the Árpád dynasty. The literature generally accepts that Indo-European languages may not form toponyms by merely using personal names. However, in Turkic languages, toponyms formed by merely using personal names are frequent. The lecture should discuss the role these toponyms had in onomastic systems and the historic periods they were formed.

In Old Hungarian, personal names plus derivatives could have been used as toponyms, too. In addition to this, toponyms with the structure 'personal name + geographical appellative' also appeared by the end of the age of the Árpád dynasty. However, there was a change in the trends of Hungarian appellative formation, that is, word formation by derivatives was more and more pushed into the background by word formation by compounding. As this change process was parallel as regards the system of appellatives and that of toponyms in Hungarian, the question emerges whether this resulted from a direct Indo-European influence as regards toponyms, or whether it was only an indirect effect through the system of appellatives.

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Johanna Lehtonen
City Planning Department, City of Helsinki, Finland

'Street Names in Helsinki: 65 Years of Systematically "Naming Streets" in City Planning'

Street names in Helsinki first became ratified officially in 1820. The first Street Naming Committee was appointed in 1945, just around about the time that Helsinki grew significantly in size through the incorporation of outlying districts into the Capital's remit. The incorporation of these neighbourhoods caused huge adjustments in the whole naming system because the names of the new areas had to be harmonised with the city's existing names. The Street Naming Committee was renamed in 1960 to the Name Committee. The Name Committee is a body of experts whose expertise is well established.

In the course of the 20th century the quantity of ratified street names has multiplied significantly. The naming of streets, squares and parks belong to City Planning nomenclature. Here, names of streets are decided in connection with the making of new detailed plans or plan amendments.

Currently the Name Committee prepares 100 - 150 naming proposals each year. This paper will take a look at the number of naming proposals the Name Committee has made over the years and the trends behind the new names. Main principles when giving names are also discussed but one focus lies in the criteria and process of commemorative naming



of streets, parks and facilities. Local residents may take the initiative in naming matters as well. What kind of response do they get?

In modern Helsinki there are numerous city planning projects which demand resource allocation. Where does the Name Committee get its ideas for the names for these new areas? What kind of challenges is the Name Committee facing? These issues will be explored within the paper to be presented.

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Katharina Leibring
Institute for Language and Folklore, Uppsala, Sweden

**'Women's First Names in Sweden 1650-1800:
Why Such a Small Onomasticon?'**

From the early 1800's, women's first names have shown a larger variety than men's names in Sweden. Earlier, fewer female names were used. This paper concerns itself with the limited onomasticon for Swedish women, belonging to the rural population, from 1650 to 1800, and what kind of attitude towards women and their names this small name-stock reflects. How were female namesakes in the same village distinguished? Were they in general referred to with their husband's or father's name as identifier, thus making their own name less important as a distinguishing factor? What role did the Church play in promoting certain first names that could become extremely popular? Are there regional differences in the female onomasticon that could perhaps be seen as reactions to this central power? What female first names lose in popularity during this period? Can some general reasons for their decreasing use be identified? These questions will be discussed from a large sample of first names collected from parish registers, estate inventories and land survey records from different parts of Sweden.

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Carol Jean Léonard
University of Alberta, Edmonton, Canada

**'The Elaboration of an All-Encompassing Corpus:
A Complex of Toponymic Issues Specific to Minorities'**

Completing the entire corpus of minority toponymies may prove to be extremely challenging. Compared to the toponymy of majorities, which are founded on the more solid notion of territory, minority toponymies are more often based on the more fluid notions of language and culture. For instance, Italian toponymy focuses on the territory encompassed by Italy's borders and all place names designating a location within the borders of France are French, whether they are *Breton*, *Basque*, *Provençal*, *Limousin*, *Alsatian*, *Corsican*... or *French*. On the other hand, in attempting to elaborate an all-encompassing

corpus of toponyms of French origin or influence in the Canadian provinces of Alberta, Saskatchewan and Manitoba, our team of researchers was soon confronted with the difficulties inherent in minority toponymic research. The goal of finding simple criteria for deciding which names to include in our corpus rapidly became more challenging because of the complexity of the linguistic phenomena involved which included, among other things, France's multilingualism and the constitutive heterogeneity of the French language. The search for a stringent notional framework for a selection process soon gave rise to a reflection on the vague or indeterminate character of a significant number of components, including unsettled (or rather, non-existent) interlinguistic borders and more or less clearly identifiable borrowings. This paper focuses not only on these pitfalls but also on a set of criteria for addressing the epistemological, linguistic, historical and geographical issues confronting minority groups who wish to compile an exhaustive inventory of the toponyms related to their language and culture.

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Johan Lubbe

University of the Free State, Bloemfontein, South Africa

**'Name-Changing in South Africa:
A Historical Overview, with Specific Reference to the Period after 1994'**

As is the case in other multilingual countries, the changing of place names in South Africa is an emotive issue. The process of name-changing in five historical political dispensations is investigated in this article:

- i. The period from 1652, with the permanent settlement of Westerners at the Cape;
- ii. from 1795 to 1803, during the temporary British occupation, and from 1806, with the permanent British occupation of the Cape Colony;
- iii. from 1910, with the unification of South Africa;
- iv. from 1948, when the National Party came to power;
- v. the period since 1994, when the African National Congress took over the reins.

It will be shown that, especially after 1994, and more specifically since 2000, a definite orchestrated process of name-changing has occurred. During this period, name-changing has been used as an empowerment tool; and the Africanisation of place names has become a symbolic resource that contributes towards the decolonisation of the political landscape, with a view to transformation.

This standpoint will be illustrated mainly on the basis of reportage in the printed media, with specific reference to two name-changes that elicited widespread public reaction, viz. the changing of the name of the administrative capital of South Africa, *Pretoria*, to *Tshwane*; and the renaming of the main access route to South Africa, the *Johannesburg International Airport*, as the *OR Tambo International Airport*.

Jonas Löfström
University of Rennes 2 – Upper Brittany, France

‘Criteria for Synchronic Toponym Analysis’

Dealing with toponyms in a synchronic perspective implies trying to find regularities in the language system, with the ultimate aim of making a statement about lexicon structure and speaker competence. The criteria used in etymological research cannot provide the tools required for this task. Formal analysis enables us to arrange data in order to subcategorize them and thus give a more detailed description of this domain, comprising very varied terms.

Typical toponyms are simple words like *Bath*, *London*, but also more complex ones like *Oxford*, *Ipswich* with different degrees of transparency in a synchronic perspective. In actual use, written or spoken, we also encounter another type of complex or compound words like *the Isle of Man*, *Hudson River*, etc. (W Van Langendonck (2007)) The different morphosyntactic forms seem a central criterion for analysis, ranging from simple form, compounds with or without a hyphen, to compounds in two or more words. These noun phrases can take different forms, with or without a definite article, with or without a preposition.

In the perspective of contrastive studies between different languages, an intermediate level of analysis is proposed, taking into account the status of proprial and non-proprial components as well as the status of generic or specific elements in the toponym. This analysis on a relatively abstract level seems even more pertinent when comparing languages and their different structures (Löfström & Schnabel (2005)).

The proposed method enables not only the comparison of languages but also the internal analysis in a given language concerning the structure of endonyms and exonyms. This concern is central in the UN recommendations to prefer endonyms in international communication. Research reveals frequent structural problems in foreign endonym integration in other languages (Brodal 1999). The proposed method could help treat these problems systematically (help in the systematic treatment of such problems).

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Dan MacInnes
St. Francis Xavier University, Antigonish, Canada

**‘A Missing Referent: Gàidhlig/English Road Signs in the
Former Gaeltachd Areas of Eastern Nova Scotia’**

This paper will deal with the origins of the current signage initiative as well as with the manner in which the places were selected and the Gaelic names were determined. The first problem of *initiative* predictably arises from the manufacture of tradition literature. Over the past ten years, there has been a revival of Gaelic and there were unique political opportunities. The second problem addressed in the paper has to do with the *referent*. Where does the name come from? Since the everyday use of Gaelic has declined significantly since the apogee census period of 1901 and still more since World War II, and since Gaelic language maps had never been developed when Gaelic was in everyday household use, and finally, since contemporary Gaelic speakers are not likely to have a rich geographic vocabulary (speakers revert to English for modern terminology and commonly used references like place names), it appears that folklore collections and academic scholars became the main toponymy sources.

Given the variability of potential referents for Gaelic names – from simple transliteration of English, Acadian and Mi'kmaq names, through to idiomatic translations – I am interested in two related choices: first, how selections are made from among the possible referents; second, how Gaelic names then emerge from the selected referents. In the latter instance, I take my lead from a comment made by the late Alasdair MacLean in *Night Falls on Ardnamurchan* wherein he laments the loss of Sanna place names (fields, streams, places on the shore and turns in the road) used locally by the Gael but never recorded and seldom translated for the incomers.

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Alan Macniven
University of Edinburgh, Scotland

**‘Old Norse *borg* in Islay Toponyms: The Place of Names,
Etymologies and Semantics in Hebridean Settlement History’**

The Inner-Hebridean island of Islay has a turbulent early history. The struggle of its Gaelic-speaking inhabitants with the Anglophone mainland is well documented from the later Middle Ages onwards. Perhaps surprisingly, however, there is also evidence that the fiercely Gaelic identity of the locals in this period had evolved in a linguistic milieu shaped by Norse (or Viking) settlers during the Viking Age (c. AD 800 – 1050). The nature and distribution of Norse toponymic material is of central importance here. Its continued presence in almost every part of the island is extremely difficult to explain without

cultural or even population disjuncture from the preceding Gaelic speaking era. Careful study of this material can tell us a lot about settlement and society during Islay's Norse interlude. But of potentially greater interest is the light it could shed on the relationship between Norse and native in the early Viking Age. In this paper, I will explore the value of the Old Norse generic *borg* in identifying ancient territorial units and the extent to which these were appropriated by the incoming Norse.

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Kay Muhr
Queen's University, Belfast, Northern Ireland

'Cultural Change and Names of Saints and Churches around Lough Neagh'

Detailed research on the parish and townland names near Lough Neagh has revealed the existence of churches and cults antedating the spread of O'Neill influence in the area late in the first millennium. Saints and churches of Airgialla and Dál nAraide include those associated with the legends of St Patrick, the eruption of Lough Neagh and a different founder of a church called *Daire*.

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Marjut Männistö
University of Vaasa, Finland

'One Neighbourhood, Six Names. What, Why and When?'

This study examines the place names used by Vaasa citizens who live in the Asevelikylä neighbourhood. Specifically, I explore why one neighbourhood has six different names and why the citizens need so many different ways of naming places in Asevelikylä. Additionally, I compare the lifelong residents' nomenclature to that of residents who have lived there firstly about twenty years and secondly that of residents who have lived there less than ten years.

My material consists of the official and unofficial place names of the Asevelikylä neighbourhood. I have collected the material through individual interviews of informants between 25 to 80 years old. In addition to naming place names, the interviewees have recited connected stories and events. So the place names have been a part of the taped conversation. The data cover a total of 18 hours of discussions.

This research falls into the category of sociolinguistic onomatology. Its theoretical frame of reference is in sociolinguistics, traditional onomatology, and in the research on the knowledge and use of place names.

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Kristina Neumüller
Uppsala University, Sweden

‘Competing Settlement Names’

In my work with Swedish cadastral maps from the 17th century, I have come across settlements registered with two alternative names. For instance, a farm today called Klämnesbol is recorded as “Clämmitstorp eller [‘or’] Clemetzboo”, and another farm is recorded as “Nyby Torpp heller [‘or’] Vretan”.

In my paper I will follow some of these name pairs over time, and I will discuss different aspects of competing place-names. Which kinds of settlements carry competing names? Are there any recurring morphological patterns? Are there differences between how the names have been recorded in different kinds of written sources? And for how long can two competing names survive side by side?

I will also discuss the origin of competing names, for example whether they are the result of conflicts between official and unofficial names. Of great interest in this context is also the role played by different groups of speakers, in the naming process as well as in deciding which one of the competing names that will survive.

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Leif Nilsson
Institute for Language and Folklore, Uppsala, Sweden

‘Place-Names and the Standard for Location Addresses in Sweden’

As a result of the Swedish Apartments Register Act (2007) the responsibility to name location addresses has partly been regulated by law, stating that for every entrance in residential buildings the municipality shall establish a location address. Before that an agreement existed between Sweden Post and the Swedish Association of Local Authorities (from 1994) implying that the municipalities are responsible for the address assigning.

In the Swedish Apartments Register Ordinance, it is regulated how, within each location address, unique designations for dwelling units shall be composed. To help the local officials responsible, the Swedish Standards Institute has produced a national standard for location addresses.

The location addresses always contain place-names. It is with the help from place-names that a location address becomes unique and unambiguous. In order to use a place-name in an address it must be known in a larger circle of place-name users. The place-names are at the same time an important carrier of a country’s cultural heritage.

When establishing the names in location addresses, “good practice for place-names” shall be observed in compliance with section 1 § 4 in the Swedish Heritage Conservation Act. This means that place-names shall be written in compliance with established rules for

linguistic correctness and that established place-names may not be changed without compelling reasons. This is supported by the standard. The standard is supplemented by a recently published handbook which in an informative manner describes and exemplifies how the standard may be used in practice. There are obvious problems as regards the treatment of place-names in this task. I have been involved in the creation of the handbook. In my paper I intend to make a presentation of the handbook and discuss some place-name issues in this connection.

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Staffan Nyström
Uppsala University, Sweden

**‘Naming Parks, Foot-Paths and Small Bridges
in a Multicultural Suburban Area’**

The name drafting committee of Stockholm has been commissioned to suggest names for a number of small parks, foot-bridges and foot-paths in some of the city’s north-western districts, primarily Rinkeby and Tensta. These highly multicultural city districts (or suburbs) were planned, built from scratch and densely populated in the 1960s and 1970s. Today more than 30 000 people live in these two districts alone, speaking more than a hundred languages side by side with, or instead of, Swedish. Approximately 88 % of the population have a foreign background according to the city’s statistics office. One political wish is that this multicultural manifoldness be expressed also in the urban toponyms of the area, but not everyone agrees that such a naming strategy is the wisest.

Based on a number of interviews, conversations and enquiries I will elaborate these thoughts and doubts in my paper discussing different opinions and attitudes expressed by politicians, name planners, police and firemen, and certainly by ordinary people living in the area, grown-ups as well as children.

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Ellen Osterhaus
Purdue University, Indiana, United States of America

‘Onomastic Trends in the Gendered Branding of Hygiene Products’

This paper presents an analysis of gender-specific naming trends from a corpus of common hygiene products: antiperspirant, hand soap, and shampoo. The brand names (e.g. *Sure*) and model designations (e.g. *Fresh*) of hygiene products employ distinctive linguistic patterns that target consumers based on socially constructed gender rather than biological sex. The function of name and model designations is ostensibly to differentiate items with unique features from a wide range of similar products. However, the name for the product is what consumers actually interact with in daily life, and this is viewed in

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isolation from media commonly identified as *advertising*. These names serve to reinforce a persistent heteronormative gender dichotomy.

The product names that are routinely and rapidly introduced into our collective cultural lexicon play an important role in identity formation. The products in question are categorized as “men’s,” “women’s,” and “gender-neutral.” The scent-specific designations on otherwise gender-neutral products are predominantly feminized, following the same naming patterns as hygiene products that are overtly labeled as “women’s.” The deep-seated cultural assumptions inherent in, for instance, an antiperspirant that promises silky underarms (e.g., *Secret*) or sexual prowess (e.g., *Axe*) can be explored through the names of these everyday products.

The analytical paradigm applied by Ingrid Piller in *American Automobile Names* provides a basis for interpreting the data. A small corpus of US-based names will be compared and contrasted with a small corpus of UK-based brand names. The names and their supplementary model designations are addressed at the levels of lexical categories, syntactic phrases, and semantic connotations. This interdisciplinary research draws on studies in fields from sociolinguistics to marketing in order to address this conjunction of culture, language, and identity. Ultimately, onomastics is the field in which to begin an analysis of trends in product names.

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Keri Pagnozzi

Board on Geographic Names, United States of America

‘Losing Beauty: The Plight of Language Diversity’

Progressive urbanization, population growth, and globalization fuel the movement toward a unified and collaborative world, where standardization policies mark the political sphere. Yet greater integration coupled with environmental change on a global scale threatens bio-cultural diversity. Along with fragile environments, it is estimated that 3600 languages presently face extinction and 1 language vanishes every 2 weeks. This paper explores the expanding role of Toponymy from science to cultural conservation and stewardship. With a careful selection of evocative place names in stories, poetry, and verse from languages presently facing extinction, an argument is made for deepening efforts toward maintaining cultural diversity in an increasingly integrated world.

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Elin Pihl
Uppsala University, Sweden

**‘Changes in Fieldnames from the 17th Century to Today:
A Study in Fieldnames in the Parish of Almunge, Sweden’**

In Sweden we have some exceptional map material, dating back to 1640. These maps were ordered by the state in order to get an indication of how much the country could produce, in terms of crops and other edible assets. The arable and pastured land were measured and classified and sometimes described with names. Even though most of these names make a stereotyped impression, they are in most cases the oldest example of Swedish fieldnames. The state kept on producing different kinds of official maps through the centuries, and from the great redistribution of land holdings, starting from the 18th century, there are many maps containing a great deal of fieldnames.

During the 20th century toponyms of all sorts were taken down in most parts of Sweden, rendering a large number of formerly unknown fieldnames in our archives. These names are of course unofficial, common names, used by the farmers in their everyday work.

In this paper I will compare the fieldnames from different sources, i.e. from the oldest maps in the 17th century and the maps from the great redistribution of land holdings, from the records from the 20th century and from my own, modern records. I will examine if the names differ in style and/or formation, which they should, considering both the age difference and the official difference of the sources. I will also look into which names survive throughout the period and thereby exist in both formal and informal sources. The area I have chosen for my research is a parish in middle parts of Sweden called Almunge, and for this paper I have selected the two villages Edeby and Kamsta.

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Alexander Pustyakov
University of Tartu, Estonia

‘Reflection of Personal Names in Oikonyms of Mari El Republic’

The aim of the work at hand is to analyze personal names and their reflections in oikonyms in the Mari El Republic. The semantics of the oikonyms found in the investigated region are quite diverse. When naming an object, the dominating sign of numerous ones is distinguished. They can be divided into two big groups according to the way of name.

1. Oikonyms characterizing an object from a physiogeographical perspective and revealing particular features of flora and fauna.



2. Oikonyms concerning a person, his way of life, activity and frame of mind. Among the part of names of the second group are mostly oikonyms that are significant to us because they are originated from the first, last names and nicknames of people.

I have examined oikonyms regarding the following aspects: 1) structure and semantics of oikonyms, based on personal name origins; 2) identification of male and female names at the heart of settlement names.

Traditionally, as regards the quantity of radical and word-building suffixes in the structure of oikonyms, one can differentiate between simplex, complex and compound names.

1. Simplex names include only one root. They in turn on participation word-building suffixes share on absolute (suffixally not properly executed) and suffixally issued. The following processes take place in the formation of oikonyms in this group: truncation of personal names' bases (v. *Шепеке (Shereke)* < male name (of. Шепекей (Gor.)), the use of people's full names (v. *Карай (Karay)* < male name (Vol.)), pluralization (v. *Гришунята (Grishunyata)* < male name (Orsh.), v. *Агапенки (Agapenki)* < female name (Nov.)), transition of possessive suffixes to toponym (v. *Веденкан (Vedenkan)* < male name (of. ВЕДЕНЬКИНО (Nov.)), v. *Надеждино (Nadezdino)* < female name (Mar.)).

2. Complex names are formed from two or more bases. They constitute the largest group among oikonyms of Finno-Ugric origin. In combination with personal names, different types of words are used: designations of settlements (v. *Якайсурт (Yakaysurt)* < male name (Kuz.), *Марьясола (Maryasola)* < female name (officially Сарамбаево (Gor.)), of patronymic groups (v. *Матародо (Matarodo)* < male name (of. Куракино (Par.)), terms of geographical objects (v. *Чавайнур (Chavaynur)* < male name (Mor.), v. *Обипаташ (Obipatash)* < female name (Par.)), etc.

3. Compound oikonyms in most cases include characteristics of the time when the settlement was established, of the arrangement of objects (v. *Кўшыл Ядыкплак (Kyushyl Yadykplak)* < male name (of. Верхний Ядыкбеляк (Nov.)), of ethnic structures of settlements (v. *Русское Есимбаево (Russkoe Esimbaevo)* < male name (Nov.)), etc.

Personal names, participating in formation of village names, are possible to divide into actually (properly) Mari and borrowed. Personal names borrowed from Turkic languages and Russian are widely used in oikonymy. Names borrowed from Turkic languages were used in an earlier time period than those loaned from Russian.

About 82 % of antropooikonyms based on people's names are based on men's names, which illustrates the dominance of men in society at the time in which the names came into use. Only a smaller part of oikonyms are based on female names.

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Guy Puzey
University of Edinburgh, Scotland

**‘Counter-Hegemonies and
Attitudes to Place-Names in *Alba*, *(Ny)-Noreg* and *Padania*’**

Attitudes to names, both the ‘bottom-up’ attitudes of the general public and the ‘top-down’ attitudes of authorities, can reveal much about the dynamics of power. This paper will refer to theories of hegemony and of nationalism to discuss attitudes to names and naming in three varied contexts: Scotland, Norway and Italy. Visions of post-colonialism have led to calls for changes to the toponymicon that are key to the (re-)imagination of all three of these nations.

Recent changes to the toponymic landscape in the Highlands and Islands of Scotland could be seen by some to be redressing the balance in relation to earlier cartographic wrongs committed against Gaelic, whereas others view these changes as symptomatic of nationalist trends in Scottish politics. Meanwhile, the reporting of these changes in the media has encouraged scepticism among much of the population.

In Norway, the Norwegianisation of Danish or what could be called ‘less Norwegian’ names has played a significant role in the struggle between the radical Nynorsk movement and the conservative Riksmål movement, with name changes such as *Kristiania* to *Oslo* in 1924/1925 triggering lively debate. As well as the nationalist dimension of the discourse in many such name struggles, particularly urban ones, other sides also come to the fore, not least an element of class conflict.

The *Lega Nord* (Northern League), a regionalist political party, has attempted to use language and place-names both to legitimise its existence and to construct the idea of a northern Italian nation, *Padania*. This is illustrated both through their well known road sign campaign and the naming of places in their party publications. For many Italians, though, this idea of the North is nothing more than a mere figment of (re-)imagination.

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Kaisa Rautio Helander
Sámi University College, Guovdageaidnu, Norway

**‘The Power of Administration in the Officialization of
Indigenous Place Names in the Nordic Countries’**

The Sámi languages are indigenous languages in the Nordic countries, as well in the Kola Peninsula in Russia. In Norway, the legalization of Sámi place names is based on the Place Name Act which entered into force on July 1st 1991. The other Nordic countries have no similar place name act to that of Norway, but in both Finland and Sweden the Sámi



Language Act is used as a juridical basis for the legalization of Sámi place names, and in Sweden also the Ancient Monuments and Finds Act.

In my paper, I will discuss the questions connected to the use of power by administrative authorities in officializing the Sámi nomenclature. I will especially concentrate on a comparison of the situation in Norway and Finland, and I will discuss both differences and similarities of the official treatment of Sámi place names. Hence, the power use of different authoritative bodies will be discussed and compared. In this paper, particular attention will be paid to the treatment of settlement names, especially village names, to compare the role of administration in the cultural self-determination of the Sámi people.

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Riemer Reinsma
Amsterdam, Netherlands

**‘Placenames Indicating the Number of Houses:
At Which Point Did the Counter Stop, and Why So?’**

Tens of placenames in the Netherlands and Flanders consist of a numeral and an ending that means ‘houses’, ‘huts’, ‘farms’ and the like: *Driehuizen* (‘three houses’), *Vierhuis* (‘four houses’), *Zevenhutten* (‘seven huts’). The lowest numeral stands out to be *two*, in the placename *Tweehuizen*, and the series ends with *twenty* (*Twintighuizen*). One of the questions that one may ask, looking back, is, why the counter sometimes stopped so soon in *Tweehuizen*, and relatively late in the case of *Twintighuizen*. The paper will suggest that names of this type must have needed a certain lapse of time before they got stable, and became fixed.

This does not explain, however, why some numerals occur much more often in placenames than other ones. For example, *three* and *seven* occur no less than 28, respectively 20 times, in contrast with *two* (once). It has been suggested that the popularity of *three* and *seven* should be associated with the magical status these numbers used to have.

What strikes one most, is the absence of the numbers above 20, considering the fact that parcel names like *Honderd Roeden* (‘hundred rods’) or *Duizend Morgen* (‘thousand acres’) are very common. The paper will propose an explanation.

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Anu Reponen
University of Helsinki, Finland

‘Place Name Use and Linguistic Identity of Helsinkian Russian Speakers’

In my paper I will discuss the identities constructed by discussing of places and place names, and the relationship between linguistic identity and place name use.

Russian speaking immigrants have become Finland’s largest immigrant group since the 1990s, when the repatriation of ethnical Finns and Ingrian Finns from Russia to Finland began. Together with traditional Russian minority, the number of the native speakers of Russian in Finland is some 50 000. In Helsinki 2 % of inhabitants speaks Russian as a native language.

Data has been collected by making interviews of Helsinkian Russian-speaking immigrants. The results show that interviewees make use of their linguistic resources in place naming: they have a remarkable repertoire of name variants in both Finnish and Russian (sometimes even Swedish) languages. I will discuss what name variants are preferred by individual speakers and how they evaluate their choices in the light of linguistic identity. Linguistic identity of focus group speakers was defined by asking about the languages they know, prefer in different situations and consider as they mother tongue. By using conversation analysis method I will examine the ways in which identities are negotiated in place categorizing discourses of Russian-speaking immigrants.

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Noora Rinkinen
University of Helsinki, Finland

‘Toponyms’ Functions and Migrants’ Identities in a Conversation’

The aim of my paper is to discuss migrants as users of toponyms in Helsinki. What kind of functions the different place names – official vs. unofficial – have in a conversation? What kind of identities are the migrants representing by choosing a specific toponym in different situations? The research represents partly socio-onomastics and partly sociolinguistics because the topic is approached by studying, firstly, the toponyms which the migrants use and, secondly, by viewing their first personal singularis pronoun *I* and its possible Finnish variants.

The material has been collected by making focus-group interviews with a specific theme, i.e. Helsinki place names. The informants were born in eastern Finland but have later on migrated to Helsinki. They are of varying ages and have lived for different lengths of time in Helsinki.

As far as the migrants’ identity is concerned, the preliminary results show that the longer the informant has lived in Helsinki the more he or she promotes the new

subculture e.g. by using more unofficial name variants. The newly-migrated are either more dialectal or use more standard language and prefer official name variants. However, a few exceptions prove that migrants are more heterogeneous as a group than one could even imagine. When it comes to different functions, by using the unofficial place name variant *Hesa* for *Helsinki*, the capital of Finland, the informants can express that they belong to a certain group, those who have migrated to Helsinki. The informants can also express their feelings towards a place by using a specific name instead of another. On the other hand, some place names are used because of practical reasons.

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Betina Schnabel-Le Corre
University of Rennes 2 – Upper Brittany, France

'Particularities in Toponyms Compared to Common Nouns in German'

Differentiating proper names from common nouns, especially toponyms, has always been a challenge in linguistics and remains a problem for modern synchronic approaches in structural linguistics. Formal analysis of toponyms in a contrastive perspective however shows a certain number of particularities in toponyms compared to common nouns in nearly every language.

In German such particularities firstly concern complex toponyms like compounds and noun phrases on a morphosyntactic, prosodic, and orthographic level.

Some attributive adjectives in toponyms having the form of noun phrases seem to behave in quite a different way from common noun phrases. Examples like *Rotes Meer* follow the usual declination system: *das rote Meer* (nominative), *des roten Meeres* (accusative), but do not share their semantic interpretation as a real epithet assigning a quality to a noun. Other occurrences like *Britisch Kolumbien*, *Bayerisch Eisenstein* (\neq *britische Politik*, *bayerische Witze*) on one hand and *Hamburger Hafen* und *Pfälzer Wald* on the other are invariable in the different grammatical cases. Analyses on a functional basis seem to enable the establishing of rules for these morphosyntactic variations.

Compound toponyms with a transparent structure differ in their prosodic patterns from compound common nouns. In toponyms like *Neu'ulm*, *Alt'ötting*, *Weiß'rusland* the main stress (') is assigned to the second determinate component of the compound whereas in common nouns the stress nearly always remains on the first determining component 'Neubau', 'Altwaren', 'Weißkohl'. Such prosodic pattern variations can be observed in other German languages as well. Functional and formal structures seem to explain the differences.

Finally, on the orthographic level as well, such analyses can help to explain different uses of capital letters.

The results of this study may be a useful contribution to the growing body of knowledge concerning not only structural and contrastive linguistics, but also automatic speech recognition and synthesis.

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Maggie Scott
University of Salford, England

'Attitudes to Scots: Insights from the Toponymicon'

Questions about the status of Scots and its roles in everyday life, education and government continue to be debated, perhaps particularly because the devolved Scottish Government now openly recognises Scots as one of the varieties of language spoken by many school pupils. Despite the growing interest in Scots as an aspect of national heritage, there is no consensus about Scots in the wider population. Respect for Scots has support from the European Treaty for Regional or Minority Languages, yet actual support in terms of financial investment remains minimal. The struggle for greater public acceptance is largely left to dedicated individuals like the writer and educationalist Matthew Fitt, who has succeeded in raising the level of debate by demonstrating the educational and creative potential of schoolchildren who are allowed to explore their bilingualism in Scots and English through writing and drama.

Attitudes to Scots vary a great deal across the spectrum of acceptance and rejection, yet when Scots is used in place-names, especially names that have a long history and 'pedigree', they rarely generate controversy. This paper will explore the dichotomy between the relative acceptance of Scots in place-names and 'heritage' contexts, and the challenges faced by the pro-Scots movement at the present time. While sociolinguists have striven to inculcate respect for language varieties that fall outwith the pale of 'Standard English' for many decades, there is a perhaps inevitable time-lag between these scholarly debates and their wider dissemination amongst – and consideration by – the general public. Yet, in the quest for respect for forms of communication, it is the general public, through their own beliefs and their influence on representatives at local and national government level, who will decide the fate of so-called 'minority' varieties of language, including Scots. A better understanding of the reasons why Scots is appreciated in onomastics yet largely rejected in formal public life may help to unravel some of the emotive and contentious debates about language in Scotland.

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Malcolm T. Smith
Durham University, England

'Landscapes of Personal Naming among Irish Migrants to England and Wales in the Late 19C: Generational and Geographical Variation'

Among the late nineteenth-century population of Irish descent in England and Wales, there was a dramatic difference in the frequency of common forenames borne by first- and second-generation Irish migrants. Using age-matched samples from the 1881 census, we show that characteristically Irish/Catholic names such as Patrick, Michael, Mary and Bridget were at much lower frequencies among the second-generation Irish, whilst English/Protestant names George and William had increased. Beside these average effects, there were also marked geographical differences in forename frequencies among first-generation migrants, and these do not seem to be explicable in terms of migrant origins alone. Irish/Catholic names were more common in the north of England, and in the south of England Patrick, Michael, Mary and Bridget were lower than predicted, whilst George and William were higher. We discuss whether the frequencies of names borne by migrants and chosen for their children represented a deliberate attempt to deflect prejudice, or whether they were a passive reflection of ambient name frequencies in the new environment.

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Peter K. W. Tan
National University of Singapore, Singapore

**‘Mixed Signals: Names in the Linguistic Landscape
Provided by Different Agencies in Singapore’**

Messages displayed or exposed in public spaces are significant tools for sculpting the linguistic landscape (Shohamy & Gorter 2009) of a place: 'it is the languages it speaks out and the symbols which it evinces that serve as the landmarks of this space where "things happen" in society' (Ben-Rafael 2009: 41). In multilingual societies, which languages are presented and the order in which they are presented may be dictated by the state or agencies of the state. In the case of Singapore, the constitution identifies four official languages: English, Malay, Mandarin Chinese and Tamil. These four languages also become the basis of the state's bilingual policy, often christened the 'English-knowing bilingual policy' (Pakir 1994). Singapore has to struggle to be even-handed with its treatment of the official languages, although it also stresses the need to take on a pragmatic (as opposed to ideological) approach to problem-solving.

In this paper, I examine the way names are represented in the linguistic landscape by considering signs put up by several agencies: in particular, street names, names of schools and public buildings, names of MRT (metro) stations and names of tourist attractions. The extent and kind of cross-linguistic representation in these signs is different. Some of this is the result of the difficulty surrounding the issue of the translatability of names and of whether names 'belong' to language (Edelman 2009). Another issue is whether the language employs a writing system that is closely identified with the language itself. The fact that two of the official languages, English and Malay, share the same Latin script makes it difficult to distinguish between them. I see the resulting mixed treatment of names in the linguistic landscape as a result of the tension between ideology and pragmatism; it is also a result of when, during the swing between the two, the guidelines for signs in particular agencies were drawn up.

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Simon Taylor
University of Glasgow, Scotland

‘Scottish Place-Names: The Cultural and Linguistic Challenge’

Besides a brief 'state of the nation' overview of Scottish toponymics, this paper will look at the linguistic diversity of Scotland through the prism of place-names. Historically it will cover briefly all nine toponymic zones so far identified, and consider some of the source material, its limitations and variability, and what we can learn from the toponymic record as regards linguistic relationships, language-expansion, language-contraction and

language-death. It will also bring the linguistic situation up to date, looking at language survival and modern bilingualism as it affects social and political attitudes to place-nomenclature.

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Paul Tempan
Queen's University, Belfast, Northern Ireland

**'Road- and Street-Names in Northern Ireland and
Approaches to Their Gaelicisation'**

The requirement for all public roads in Northern Ireland to have an official name was introduced in the 1970s in order to bring postal addresses in line with those in other parts of the United Kingdom. Whilst this decision encountered little resistance in urban areas, it met with some strong reactions in rural areas, where it was regarded by many as the imposition of a foreign system unsuited to rural Ulster and likely to erode the status of the native townland system. This paper considers how the decision was implemented by local authorities, some characteristics and anomalies of the newly-coined names, and the range of reactions from other state bodies, voluntary groups and the general public. It also examines the ways in which some local authorities have subsequently amended non-directional road signage to accommodate local feeling or to respond to other issues, e.g. by adding townland names to them or by erecting bi-lingual English/Irish signs.

A number of schemes to provide Irish forms of road-/street-names, and their different approaches, will then be discussed, including initiatives by councils, academic units, local societies and individuals.

The speaker participated as a member of a research team working on a scheme to provide Irish forms of postal addresses at the Northern Ireland Place-Names Project within Queen's University, Belfast. The scheme, funded by the Irish language body Foras na Gaeilge with a view to facilitating those wishing to send and receive correspondence in Irish, focussed on translating road- and street-names in selected areas of Northern Ireland. This paper draws on the research carried out under this scheme. Examples will be provided of the challenges facing those researching and translating this particular set of names, methods that proved fruitful, and some fringe benefits of the research.

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Annette C. Torensjö
Lantmäteriet, Gävle, Sweden

'Improper Place-Names: Do They Exist?'

My paper will deal with different cases concerning people's requests for change of principles of place-name standardization and the care and preservation of place-names.



Sweden today is a multicultural society, where Swedish as the principal language exists side by side with the minority languages and the native dialects. In some parts of Sweden there is a strong desire to be able to use dialect forms of place-names in official usage. Jointly for these requests and desires are that there is a common ambition to attain positive values with the help of place-names, to be regarded as unique and to gain respect. Another aspect is the high level of knowledge of English language among Swedes. This results in associations with the English language instead of the original meaning of the genuine Swedish place-names. Are we expected to give up our genuine and traditional way of creating place-names to embrace the new trends in society? Are these desires from the ordinary public a sign of changes in the Swedish language?

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Valéria Tóth
University of Debrecen, Hungary

‘Change Typology of Toponyms’

The description of the system of toponyms should be multi-levelled. In addition to their structural description including grammatical analysis, the semantic characterisation and the lexical-morphologic description of names, the determination of name formation processes contributing to the formation of names has an important role, too. However, in the context of historical approach, it is important to consider change processes of names, that is, the change types of names, too, besides the typology of the formation of names.

In my lecture, I am going to present the historical change typology the creation I mainly based on the characteristics of Hungarian name system, including for example that Hungarian being an agglutinating language, the level of morphology is predominant in that, however, I think that it is well applicable for the description of the onomastic system of any language which is not agglutinating. Naturally, significant differences may occur in the pertinence of certain change types when describing the toponyms of each language, nevertheless, it would not affect the universal applicability of the model.

Change typology includes three main change types. 1. As regards complex changes, I discuss the change processes (disappearance of names, differentiation of names, integration of names) where the semantic and the lexical-morphologic structure of names are both changed. (Here the meaning of toponyms is their denotative meaning.) 2. Changes of meaning include those changes (cases of expansion of meaning, reduction of meaning, re-assessing of meaning) where the denotative meaning of the name changes, however, its form remains the same. 3. The most diverse change types of the typology occur among the formal changes. This includes such changes where the name form is changed, however, the denotative meaning is not (the main categories are full changes: replacement of names, and partial changes: changes which are subject to rules and can be predicted and those which are irregular and unpredictable).

When presenting the change typology, apart from the changes of the Hungarian name system, I am also going to consider examples from other European languages for each change process in my lecture.

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Jean-Louis Vaxelaire

Institut national des langues et civilisations orientales, Paris, France

**‘The Name Bièvre Translates to “Beaver River” in English:
Etymology and Meaning of Toponyms’**

Terminological misunderstandings are current in proper names studies. When somebody says Mr Butcher is not a butcher or that no angels live in Los Angeles and, through these examples, concludes that proper names have no meaning, he is amalgamating etymology and meaning. The etymology may not match the referent, but it does not imply that this name has no meaning at all.

The title of this paper is a quotation from Wikipedia where *Bièvre* is translated as "Beaver River" in English. The process of translation is a matter of interpreting meaning and *Beaver* is certainly not the meaning of the toponym Bièvres (nor necessarily its etymology), so it is definitely not the best translation to be found: if I wrote, in an historical essay, that Napoleon crossed the Beaver River, it would only be a mistake.

We will first define the difference between etymology and meaning of proper names, then we will confirm that translation is a question of practice and norms: this explains why *Tour Eiffel* is translated as *Eiffel Tower* while *Tour Montparnasse* does not become *Montparnasse Tower*.

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Jani Vuolteenaho

University of Helsinki, Finland

**‘Attitudes to Working-Class Inheritance, Gentrification, Bohemianism
and Informal Toponyms as Their Stylistic Expressions:
The Case of Kallio Inner City Neighbourhood’**

In the study of Paunonen, Vuolteenaho and Ainiala (2009), it was found that the uses of slang toponymy both facilitated practical communication and formed the basis of alternative, anti-elitist conceptions of urbanity among the bilingual groups of working-class male juveniles of Sörnäinen (and its biggest neighbourhood of Kallio) in the early 20th century Helsinki. In the informal parlance of these ‘Sörkka lads’, the majority of slang names were of Swedish origin. In contrast, during its later phases Helsinki slang has transmuted into a cross-class and cross-gender street language of the youth used throughout the metropolitan region. In the immediate post-war decades, the slang was

influenced by new types of 'American' youth and popular culture. The next period of transition came in the 1970s and 1980s, as the previously uniform youth culture – with the English-influenced youth slang as its central stylistic expression – was differentiated into various subcultures with their own ironic and humoristic vocabularies. Although there exist continuities between the old and the new Helsinki slang, the urban context that gave originally rise to the local working-class language has thoroughly changed. Returning to the study area of 'greater Kallio' of today, this paper addresses following research questions: How do the currently used slang names mirror the development of Kallio from the cradle of working-class slang to today's partly gentrified, partly bohemian neighbourhood? How have the spatially manifested class relations changed in the light of informal toponymy? On which kinds of domains of urban life the current slang vocabulary concentrates across its different types of users? The analyses of the paper are based on focus group interviews conducted in Kallio between 2004–2008.

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Justyna Walkowiak
Adam Mickiewicz University, Poznań, Poland

'Personal Names and Language Policy: Who Plans What Names for Whom and How?'

Language policy (synonymous for some with language planning) is a relatively new discipline usually assumed to comprise the status, corpus and acquisition planning aspects of a language. Personal names, whose choice and shape is heavily influenced by extra-linguistic factors, constitute a language component. The interface of the two, though a promising interdisciplinary research area, has attracted little scholarly interest so far.

Two problems need to be addressed here. First, depending on how language policy is understood (overt or covert, official or de facto, by the government or by other polities), its application to the sphere of personal names may be analysed in its narrower or broader sense. Second, since the relevant data is scattered in books devoted to such diverse disciplines as law, history, political science, anthropology, minority studies, cultural studies, gender studies, policy studies, onomastics, sociolinguistics, linguistic human rights and others, there arises the problem of what lies within the domain of language policy and what does not.

The theoretical framework of language policy as a discipline can by analogy offer useful insights into policies regarding personal names. For instance, the famous 1989 'policy' question by R.L.Cooper (*Who plans what for whom and how?*) can easily be adapted to naming policies. However, a complete adaptation is not possible: personal names do not equal language, they are merely a particular sub-system of it. Moreover, surnames, their feminine forms (wherever they exist), given names, hereditary titles – each of these categories merits a separate approach since it is policy-controlled in a unique way, though across cultures similarities can naturally be found that allow for attempts at typology.

Finally, there remains one more question: do all regulations concerning personal names qualify as language policy?

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Michael Walsh
University of Sydney, Australia

**'Introduced Personal Names for Australian Aborigines:
A Range of Choices from Appropriate to Quite Poor'**

Since sustained contact from outsiders, beginning in 1788, Australian Aborigines have acquired a range of introduced personal names. On the positive side, this was a useful initiative as most Australian Aborigines do not want their Aboriginal personal names used in a public arena. Less positively, however, some of the introduced personal names assigned to Aboriginal people are, if not clearly pejorative, at the very least questionable as appropriate choices e.g. Charcoal, Darkie, Hitler, Kaiser, Long Legs, Monkey, Mussolini, Sambo, Savage. Some less problematic choices started their life as toponyms: Auvergne [the name of a cattle station in northern Australia]; Borneo; England; Red Bank; Tipperary [another cattle station]. Other names derive from such domains as artifacts, fauna and flora, occupations: Bandicoot, Big Chicken, Boxer, Brandy, Bricklayer, Buffalo, Bullfrog, Deadwood, Engineer, Flourbag, Flying Fox, Gum-Pipe, Onion, Pussycat, Quartpot, Rook, Sugar, Tadpole, or, remain difficult to classify: Jack in the Box; Paddles.

But the nature of Australian languages makes some introduced names more easily assimilable than others. Typically these languages do not have vowel-initial words so adjustments have to be made as these English loans into Murrinh-Patha will illustrate: *nganhin* <'onion'; *yigulu* <'igloo'; *yindhin* <'engine'; *wuyil* <'oil'. As all but a few languages do not have fricatives an English word like 'horse' presents a challenge: *wudhi* in Murrinh-Patha, where the initial 'h' has been replaced with 'w', 's' with 'dh' and, perhaps because most Australian languages eschew monosyllabic words, an epenthetic vowel has been added.

Nevertheless some of the introduced names seem almost perverse in terms of their rarity/obscurity and their phonotactic incompatibility: Alphonsus, Annunciata, Assunta, Chrysostom, Concepta, Immaculata, Lazarus etc. And it would seem that where Aboriginal people have had some control over the process a more compatible CVCV pattern has been preferred: Betty, Biddy, Billy, Kitty, Lena, Nelly, Teddy, Winnie etc.

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