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The Model of a Generic Concept and Structure of Functional Onomastics

Model ogólnej koncepcji i struktury funkcjonalnej onomastyki

1. INTRODUCTION

1.1. The term *model* in the presented paper is understood as a schematic expression of the most general structural, systemic, and functional attributes of a matter, which pertains to the *nomina propria* category in terms of language and communication. Formulating a "model" presupposes detailed knowledge of the processed matter in the whole variety of its forms and causes of origin, existence, arrangement, use, and developmental processes. The basic methodological principles require a high abstraction level; the individual components of the model are logically interconnected, and the matter is studied as a whole. Mathematical linguistics identified this requirement as early as the 1960s. It resulted from the methodological requirements in quantitative linguistics (statistical), but according to Theodor Lewandowski (1994, p. 700), it is understood in two ways: a) ...*als eine Theorie von Daten...* [= as data theory], b) but also ...*als eine Wissenschaft von hochgradig abstrakten Prinzipien und Strukturen...* [= science of highly abstract principles and structures, and its formalised form is modelling (Petkevič, 2017).[1]

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[1] Anoikonymy characterised by a variety of material was used to perform an experiment while working on the principles pertaining to *the Slovník pomístních jmen Moravy a Slezska* (*Dictionary of Local Names in Moravia and Silesia*). Valuable knowledge on the role of mathematical methods in modelling was formulated by Pleskalová (1974, 1992). See also Ševčíková (1977).

In theoretical onomastics after the 1950s, two levels of abstraction can be observed:

a) The focus of studying highly abstract attributes pertaining to proper names, e.g. determining the classification principles and appellative meaning of etymons, motives for the formation of proper names, the line between appellative and proprial object, "micro" vs. "macro" (Gałkowski and Gliwa, 2014), etc. This kind of abstract analysis draws from theoretical onomastics or its objective contents. In terms of onomastics it is oriented internally – the theory of onomastics here represents the basic characteristics distinguishing the study of proper names from other scholarly fields. However, it does not mean that it does not result in discoveries, which (can) significantly contribute to the knowledge of nomina propria "as a whole", but also onomastics as a specific scholarly discipline. Such works include e.g. Friedhelm Debus's study on the relationship between onomastics and cultural history (Debus, 2009) or Vladimir Šmilauer's revealing study of the so-called small types in which he uses the Czech oikonymy to examine the structure, chronological values, and area (Šmilauer, 1958).

The author has been studying the topics in onomastics since the 1970s, dealing with the general theory of onomastics, its perception, and onomastics as a scholarly field (Šrámek, 1999, 2007, 2016a, 2016b, 2017a, 2017b).[2] He has also been active in onomastic organisations and often it was necessary to clarify the position of onomastics within the system of scholarly disciplines and define the study of proper names, describe its theoretical and methodological starting points and specificities. In the 1990s, the International Council of Onomastic Sciences (ICOS) began working on an international dictionary of onomastic terminology. Of course, it required a unified understanding of onomastics as a specific scholarly field as well as a full review of its research content. Therefore, at the XX International Congress of Onomastic Sciences (Santiago de Compostella 1999), the author submitted a proposal entitled "onomastics as a whole" (Šrámek, 2002). Although the aim of the proposal was to create an overall view of the "current thematic content" of onomastics, the theoretical concept was approached functionally. The original theses were formulated as follows (Šrámek, 2002, p. 886):

– a functional approach to language per se and proper names in particular;

– the existence of proper names as an area of language that can be clearly distinguished from appellatives, categories of the onymic object;

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[2] The theoretical concept is identical in both the aforementioned articles as well as the older ones. Over time, it has extended, argumentation is added, and the state of theoretical research is referred to.

– the systematic nature of proper names as a class, the act of propriation (giving a proper name);

– the positions and functions of proper names in communication.

The thematic content of onomastics is elaborated in great detail (Šrámek, 2002, pp. 888–896) in more than 150 subject fields:

– General onomastics. Theory and methodology. Terminology. Sources;

– Name classes;

– Partial disciplines in onomastics. The relationship with other specialised disciplines;

– The life of onomastics as a specialised discipline.

b) In terms of more advanced abstraction, the general (categorial) attributes of proper names as a "whole" instead of merely components of its thematic contents were analysed. This means that the "aerial" view of the "whole" is a view from the outside – outside the analysis of the thematic contents of the discipline. It allows for two significant operations: a) onomastics can be seen (understood) "as a whole", as a specific scholarly discipline studying proper names (proper names as a class), b) we can distinguish typical general features of its position among other scholarly disciplines as well as features differentiating onomastics from other fields. It is an advanced abstract aerial view of specific onomastic work. The basic criterion, in this case, is "functionality". It means that the attributes pertaining to subject a) are always subordinated to the attributes pertaining to subject b) in terms of their existence and function. These attributes represent a specific implementation, systemic and communication manifestation.

The aforementioned circumstances can, therefore, be understood as the starting point for a general theory of onomastics. At this point, it was clear that onomastics as a scholarly discipline offers more than just "explanations" ("etymology"). The effort to explain proper names per se cannot uncover the general conceptual and functional nature of onomastics or its structural and systemic arrangement – but the abstracting theoretical study of onomastics "as a whole" can. This process also allows the determination of its position within the system of scholarly disciplines. The concept of "onomastics" employs "functional elements". They determine "the contents of onomastics as a whole".[3] Therefore, "functional" onomastics can be specified.

1.2. The "Model" is developed based on the *general theory of onomastics* principles (formulated by Šrámek in 1999, for earlier studies see Šrámek, 2007a), specifically the *functional understanding of propriality* as an individualising

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[3] An "aerial" view of onomastics can be found in important studies by Erika Windberger-Heidenkummer (2008, 2011) along with a broad range of relevant literature.

semantic opposite to appellatives, and functionally different role of proper names in communication.

The model takes the form of a *structure*, bindingly arranged into a *progressive sequence*. The elements in this sequence represent the *functional elements of the model*. In terms of its general attributes, every functional element is of a two-fold nature: e.g. settlements whose establishment required removal of a forest precondition the emergence of an oikonym area including proper names such as *Zhoř*, *Žďár*, *Rozseč* (referring to their origin in Czech); it also allows the placement of a proprial phenomenon into a broader context, i.e. proprial systemic relations. Therefore, an oikonym area that incorporates the names of places, which required forest removal differs from e.g. ethnonymic oikonym areas with the *-any* topoformant (*Dubany*, *Hradčany*, *Lažany, etc.*). Each functional element in the model represents its two-fold ability: 1) *to build a structure* and 2) *to be placed into the system of proper names*. The elements also serve as a logical connector and stabiliser within the model, but also among proper names as a class, especially in the way objects acquire their proper names.

The sequence of functional elements in the model requires the most advanced type of abstraction determined by the relationships between the meaning, origin, existence, and use of proper names in communication, i.e. the basic signs of proper names. Therefore, the sequence begins with the social need to name an individual object/person (see the KOM[1] element in the model below). It ends with KOM[3], or in other words the use (life) of the proper name in communication. As can be seen in the model, the functional elements are arranged into chains. Rainer Wimmer, a famous theoretician in onomastics, (1995) came to the same conclusion when thinking of communication as the starting point for the emergence of proper names. He considers the act of naming to be the key component; he refers to the structure of conditions necessary for this act to take place as follows: "Kausalkette…, die auch als eine Kommunikationsgeschichte interpretieren werden kann" [causal chain... that can also be interpreted as communication history] (Wimmer, 1995, p. 179). A similar idea was formulated by Wimmer in 1978 regarding the "meaning of a proper name". Our model is broader as the act of naming is not limited to the mere linguistic creation of a proper name. It also incorporates the process of proprial nomination. See **Stage B – Nominal** in the model below.
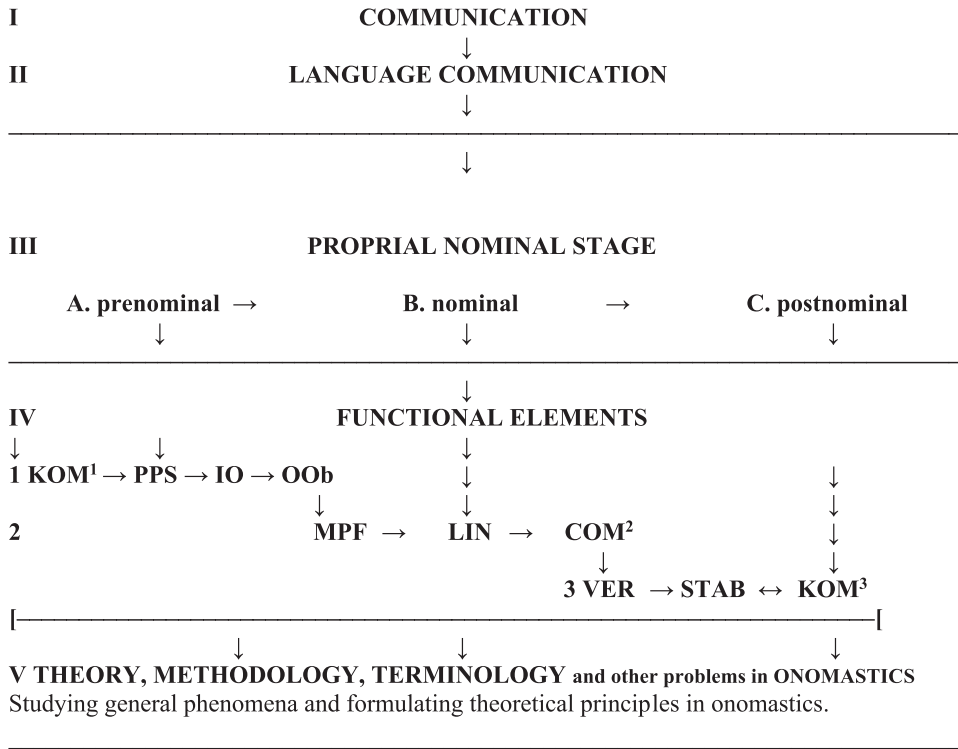
The functional elements or partial components may be manifested and therefore can also be studied separately, e.g. the proprial motive, anthropoformants pertaining to hypocorisms, emotionality of proper names, etc. or in combination, e.g. the relationship between endonyms and exonyms, type of the onymic object, structure of its name, fashionability of first names and their social determination, etymological interpretation of old European hydronymy and onomastic contactology, diminutives

and emotionality of proper names, standardized forms of proper names, communication variability, etc. In the model of functional onomastics, sets of functional elements or their components represent signs and interdisciplinary bonds, i.e. interdisciplinarity as one of the typical features of onomastics in general. As for topics, these sets differ in terms of the examined subject, e.g. study of the relationship between anthroponyms and ethnographic phenomena and folk culture standards; anoikonyms and geographic environment, chrematonyms (mainly names of products), effects of fashion or advertising, etc. Some of these sets may lead to the constitution of new sub-disciplines in onomastics. For example, studying proper names in literary texts resulted in a specific sub-field, "literary onomastics". It is widely interdisciplinary, onomastic, linguistic, textological, literary history, aesthetic, ideological, national and other functional factors are at play here. As shown in Pavol Odaloš's work (2012), the interdisciplinarity of literary onomastics manifests as methodological complexity. Similar features can be found in Žaneta Dvořáková's monograph (2017).

1.3. Viewing onomastics as a whole has a significant impact on its definition as determined by its thematic content (see sub 1.1a) and structure of its functions (see 1.1b). It is understood (Šrámek, 1999, pp. 50–51) as a sub-discipline of linguistics studying the social need to name objects (phenomena) in an individual way and linguistic materialisation of this need as well as the functions and position of the proper name created in all types of communication. It studies how proper names are formed and how their systems work, but also the specificities or components of individual proper names. The high level of autonomy in onomastics is determined not only by its interdisciplinary nature but mainly by the presence of categories that can create systems; these categories differ from those typical for the appellatives. Specifically, the categories of onymic content, singulative referential relationships to the reality named, categories of functions in communication, and model-system nature of the proprial naming act. Vincent Blanár (1996) works with this concept in detail, interpreting the proper name as *signum sui generis*. See chapter 3.

2. THE MODEL

2.1. Proper names are linguistic forms and as such are created for the purpose of communication in which they fulfil the function of specific signs. The model consists of five fields: **I** Communication as a social fact. **II** Language (and proper names as a class) as a means of communication. **III** The stage between the origin of a proper name and the beginning of its use (see sub 1.2). **IV** Functional elements in an obligatory set of three blocks (1–3). **V** Theory, methodology, and terminology.

I	**COMMUNICATION**
	↓
II	**LANGUAGE COMMUNICATION**
	↓

↓

III   **PROPRIAL NOMINAL STAGE**

A. prenominal →   **B. nominal**   →   **C. postnominal**
            ↓   ↓   ↓

↓

IV   **FUNCTIONAL ELEMENTS**

↓   ↓   ↓
1 KOM^1 → PPS → IO → OOb   ↓   ↓
              ↓   ↓   ↓
2   MPF →   LIN →   COM^2 ↓
                                              ↓   ↓
                                          3 VER → STAB ↔ KOM^3

[———————————————————————————————————[
            ↓   ↓   ↓

V THEORY, METHODOLOGY, TERMINOLOGY and other problems in ONOMASTICS
Studying general phenomena and formulating theoretical principles in onomastics.

The systematisation of contents pertaining to V is not the focus of this article. In terms of the current state of development in onomastics, it would provide material for a separate study. However, the general theoretical principles in onomastics are referred to in this article. More on this topic can be found in Rudolf Šrámek (1999) and selected articles (2007, 2016a, 2016b).

2.2. The commentaries on the model's functional elements do not provide enough space to discuss their thematic characteristics in detail – each of these elements incorporates complex theoretical and methodological aspects and deserves to be elaborated in a monograph. However, such work is not easy in today's onomastics. The state of research in general onomastic theory varies around the world and so do the starting points for resolving theoretical questions.[4] Oftentimes, the study of theoretical questions is consciously overlooked or underestimated, and it is argued that the goal of onomastics is to explain proper names, and it should deal with etymology and word formation instead of studying the position and functions of proper names in language and communication.

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[4] Differences can be observed on the national level as well as in different onomastic centres and schools.

As already explained, the study of functional elements can focus on a specific element, their combination, or relationships among them. Due to the multidimensional nature of the proper names as an area of language (in general as well as in a specific language, e.g. Czech and Polish, Slavic and non-Slavic, etc.), it can cover a broader field, e.g. a combination of functional elements whose analysis allows for a comparison in terms of formal typology or area, research of textological attributes in proper names, chronological layers, etc. In general onomastic theory, the following topics can be studied: priority of the functional element **OOb** ("onymic object") before and above the **MFP** element ("motive for the formation of a proper name"); **LIN** element ("linguistic processing of the motive"), while traditional onomastics usually does not distinguish the lexical meaning of an etymon (or the original word) and the motivational meaning,[5] the stylistic determination of proper names in media, unity, and differences in terms of language development in appellatives and proper names, etc.

In the commentaries, the attributes that characterise an element are selected to emphasize their ability to form a system of proper names. The relationships among the elements are not elaborated on.

For easier navigation, the model takes a linear form and each of the three blocks of functional elements is underlined.

2.3. Blocks of functional elements

1 <u>COM¹ → PPS → IO</u> → OOb → MFP → LIN→ COM² → VER → STAB → COM³

COM¹

Overall communication situation in society. The knowledge of language as a medium in communication, proper names as linguistic (naming) facts, which are inherent and essential for a society to function. **COM¹** is a universal anthropocultural category. It is a precondition (starting point) for the emergence of the **PPS** element.

PPS

Proprial space in a society is an extralingual category. As far as we know, in the general theory of onomastics, this concept (term) is not defined or used. Therefore, this issue was first introduced and dealt with in Šrámek, 2017.

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[5] In the oikonym *Poruba* the root is *rub-*, however the proprial motive is broader in terms of semantics and more complex: "rubat = cutting down trees" + "the place where a settlement has been established". Therefore, *Poruba* is "a place" + "non-forest" (=other activity that cutting down trees, e.g. ploughing, establishing a settlement).

It applies to the part of the social environment in which nominal and proprial communication activities, i.e. those which lead to the emergence and use of proper names as a specific type of names. They include the following:

– Social need (necessity, obligation) for proprial naming in order to communicate, specifically to create an individual relation. As a result, the knowledge of proper names as an area of language is further specified. **PPS** is also an environment where onymy and therefore also onomastics have originated.

– The knowledge of the relationship between a proper name and "its" object. Only within it, an "onymic object" as a category can originate (see sub **2 OOb).**

– The knowledge of language phenomena related to the origin of a proper name, i.e. its anchoring in the language.

– The knowledge of proper name values: national, historical, ideological, emotional, etc.

– According to the social situation, the knowledge of administrative and legislative frameworks regarding proper names exists or develops.

– Raising awareness of appellatives and proper names as areas of language, often in the context of orthographic or morphological differences.

IO

The process of selecting and individualising an object to give it a proper name is largely subjected to a variety of extralingual circumstances. In the given social conditions, "the object that is to be given a proper name" is selected purposefully or spontaneously. The process is bound to social norms, history, tradition, politics, ideology, emotionality, etc.

2 COM¹ → PPS → IO → OOb → MPF→ LIN→ COM² → VER → STAB → COM³

OOb

The onymic object is an extralingual category – the result of processes that establish **PPS** and **IO** (see Block I); without them, **OOb** could not originate. The proper name is always bound to **OOb**, which carries the communication-specific goal – to give something a proper name,[6] i.e. as an individual object, to distinguish it from other individual objects, specify its position within a system of individual objects of the same type, within the total set of proper names in a language, and the respective communication environment. A proper name, therefore, apply only to

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[6] Onymic object can refer to any entity. For example, the call published by the National Supercomputer Centre |T4| for the public to think of "a name for the new supercomputer" (see www. it4i.cz) shows that anything can acquire a proper name.

an "object" with onymic relevance. It differs from the essence of object relevance in appellatives. By constituting **OOb** the limits are set in a language along with foundational relationships between the appellatives and proper names. It means that **OOb** has (carries) the value of an onymic category instead of an appellative one. **OOb** allows for the creation of systems and structures, representing a component of key importance and universal meaning: Based on **OOb**, onymy is further categorised into bionymy, geonymy, and chrematonymy, which represent the material basis of onomastics. The types of **OOb** determine the basic division of onomastics into sub-disciplines.

In the linguistic structure of a proper name, **OOb`s** are the sources and carriers of the motives for proprial formation (see sub **MFP** below). In this structure, they can be present in two ways: a) implicitly (*Visla* "river", *Alpy* "mountains", *Slovenská strela* "express train", *Thymolin* "toothpaste"), or b) explicitly. Since **OOb's** are components of proper names as a class, they determine the border between proper names and appellatives. Examples include: the urbanonym *Most Leoše Sýkory* (instead of *most…*) in Ostrava is a proper name of an individualised object named with the motive to honour something;[7] on the other hand, *most Leoše Sýkory* would be an appellative indicating a possessive relationship of a person towards a bridge. This also applies to proper names such as *Třída Václava Havla*, *Náměstí Svobody*, *Mys Dobré naděje*, *Země královny Maud* instead of *třída*, *náměstí*, *mys*, *země* (for more details see Šrámek, 2017a, p. 87). The issue also affects lexicography: *Cape of Good Hope, Kap der Guten Hoffnung*, or Paris urbanonyms such as *Place du Général Koenig, Rue des Grande Augustine* can be found under letters C, K, P, R in an index – according to the initial letter of the respective proper name. The orthography of Czech names does not work with the **OOb** category and according to its current rules, the *Cape of Good Hope* can be rendered as *mys Dobré naděje* or listed under D as *Dobré naděje, mys* (IČE, 2011). If "most" (Czech: bridge) as an object turns into an onymic object, its appellative semantic substance "any bridge" ("any structure functioning as a bridge") is modified not only into "a bridge among a lot of bridges", it also acquires the attribute of immutable individuality – "this specific bridge and no other", thus manifesting the basic attribute of propriality. In this way "a **particular** bridge" becomes a proprial object and becomes a part of the class of proper names within a language. Its proper name functionally identifies a single specific individual object, not **any** individual object pertaining to the set of all "bridges". This is the difference between appellative and proprial objects and appellatives and proper names respectively.

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[7]   *Most Leoše Sýkory* (literally: *The Bridge of Leoš Sýkora)* in Ostrava bears the name of a citizen who sacrificed his life to protect the bridge when the city was liberated in 1945.

Within the structure of toponymic (especially anoikonymic) and certain types of anthroponymic names, a proper name's **OOb** can be bound to an "object-related in terms of onymy" to further specify the functions (orientation and differentiation) of the respective proper name. E.g. the following attributes can be further specified: location (*Mezi ploty*, *U Kamenného* = located nearby a field called Kamenné; *Zápotočí* = across a brook), in relation to the whole (*Horní* and *Dolní Boří* = upper and lower Boří); in anthroponyms (nicknames and unofficial names – studied mainly by Slovak onomastics); structure (*Hanka mlýnská* = Hanka from a former mill, *Jozef od kříže* = Jozef from a house in front of which a cross used to stand); an old, extinct circumstance (*Martin od brány* = Martin from a gate that used to be in the fence around a meadow; *Janek kovářů = Jan* from a former smithery), a familial relationship (matka/mother *Ika* < hypocorism of *Marie* > dcera/daughter: *Ička*) aj. For more see 1992, pp. 23–25; Pleskalová, 2011; Šrámek, 1999, p. 18.

The meaning, value, or objective attributes of **OOb** can vary in different circumstances. E.g. The Moravian patronymic oikonyms – *Holešovice*, *Prostějovice*, *Tišnovice* were originally "villages". As their importance grew and the villages developed into "cities" (or castles were built there), the original formant *-ice* was substituted by *-ov*: *Holešov*, *Prostějov, Tišnov*. Their German versions – *Prossnitz*, *Tischnowitz* – originated during the patronymic period. For more details, see Ladislav Hosák and Rudolf Šrámek (1970, 1980).

MPF

The motive for proprial formation is a semantic representation of an internal or external attribute of an onymic object, which manifested in a linguistic form or structure of the proper name created. E.g. The "located in a muddy place nearby a riverbank" motive can be expressed using the etymon *brъn* – "river mud" in the oldest layer of Slavic toponyms. Further, it can be linguistically processed to form a nominal adjective in an oikonym: *Brno* < *Brnno* (neuter, the onymic object is a "city") or *Brnen* (masculine, the onymic object is the Brno "castle").

However, **MPF** is not identical with the meaning of the etymon, which is analysed by etymology in terms of its goals and using its own methods. As for the circumstances in which the oikonym originated, the type of soil ("muddy") and its location ("mud nearby a river") were relevant. The set of semes pertaining to the appellative meaning of the etymon with the motive for proprial formation can only be applied to the extent determined by the possibility to express the motivating attribute of the object in the respective proper name. The oikonym *Lipník* does not refer to a "lime tree forest", but to a "stream flowing among lime trees". Metonymy and metaphors are also used, e.g. *Vrba* as a surname can be motivated by "vrba" as

the "willow tree", or can refer to "long, flowing hair" as indicated in the following phrase found in Czech and Silesian dialects: *vłasy ma dłuhe ani vrba.*

The most advanced type of abstraction leads to a universally valid categorisation of **MPF** into 4 groups:

1 Location = "where", "where to", "from where", "which way".

2 Objectness, reality = "who", "what".

3 Quality, attribute, circumstance = "what things", "what people"

4. Possessivity, affiliation (to a family, etc.) = "whose".

Honorification is a variant of possessivity as a motive.

MPFs are strongly anchored in social conditions. Significant anthropocultural, social, and area differences can be found between them. They have certain types. For more details, see Šrámek (2007b).

LIN

A functional element incorporates linguistically formal, lexical, and structural means used to create a proper name. They represent the surface structure of the proper name, linguistically manifested as motives for proprial formation (see **MPF**). Analysing a proper name as a "lexeme" results in an interpretation in terms of word formation in the given language, i.e. proper names are hereby interpreted using appellative models. The study, as well as interpretation of proper names as results of the propriation act, have a broader framework; it results from an interaction in which an onymic object, naming motive, and linguistic processing are at play in order to express the functional signs of propriality. It results in an interpretation, which allows for establishing an opinion[8] in which a proper name is understood as *signum sui generis*. The two-fold approach to the **LIN** element, therefore, represents the basic starting point for distinguishing between etymological and functional onomastics. In today's onomastics, a combined study of word formation and etymological approach holds a strong position. However, credit must be given to etymological onomastics, since it has triggered the scholarly interest in proper names; the knowledge of proper names as a material and their etymological interpretations have provided the starting point for research in functional onomastics. Jaromír Krško took this course and created the concept of an "onymic communication register" (Krško, 2016).

The linguistic manifestation of a proper name is the central point of the proprial naming act. However, it is not a mechanic copy of the way appellatives are formed in the given language. Language means with the proprial function are bound with

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[8] In Poland, the issue of *nazwotwórstwo* was researched by Henryk Borek (Šrámek, 2007c), who largely contributed to the theoretical interpretation.

the motive for proprial formation instead of appellative semantics or the onomasi-ological categories used in their formation.[9] Proper names must manifest the signs of propriality. Therefore, proper names as well as the ways of their formation, anchored in the appellative area of language, create a specific parasystem in terms of onomastics (Pleskalová, 2000). The use of its elements follows the onymic norm in regional, temporal, social, and other variants. Therefore, for example, the for-mation of diminutives from oikonyms such as *Petrovice > Petrovičky* a *Petrovice > Petrůvky* or anthroponyms *Urban > Urbánek || Urbančík, Toman > Tománek || Tomančík* can differ in terms of time, frequency, or area.

In terms of the **LIN** element, the ways proper names are formed are studied, in particular, the organisation (origin or genesis) of various formal structures, e.g. derivation composites, sets of multiple lexemes, etc. It also analyses the propri-alisation processes (transposition) in appellatives, types of transonymisation; in chrematonomastics – formation of abbreviations, virtual formation, transposition of foreign names, etc. Attention is paid to the types, age, layers, areas, frequency/productivity, metalinguistic comparison, ethnological attributes, synchrony and diachrony, etc. These topics pertaining to the **LIN** functional element have under-gone major changes since its origin. For instance, the area and statistical attributes were incorporated in onomastic "word formation" as a permanent methodological element only in the 1930s. However, to this day, there remains significant differ-ences among different research centres and schools.

The **LIN** functional element deals with two issues: disunity of classification principles and terminology. Remarkably, in the areas where analytical and eval-uative onomastic work applies the principles of general theory, the classification principles and terminology achieve greater unity and systemic complexity. This can be observed in Scandinavian onomastics, especially Swedish and Danish. These incongruences represent a major obstacle in the implementation of certain interna-tional projects such as the Slavic Atlas of Onomastics. Therefore, the preparation of its version addressing the Polish territory is welcome.[10]

It seems that an analysis of the **LIN** functional element is necessary to de-termine the contents and create the theoretical concept of the so-called onomastic grammar (Tušková, 2016).

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[9] The theory of word formation and respective onomasiological categories were elaborated by M. Dokulil (1962) in accordance with the Prague Structuralist School.

[10] See the article by R. Łobodzińska in this volume.

COM²

The **COM²** functional element covers the moment in which the newly created proper name is incorporated into social communication. It is the first stage in which the use of a proper name begins in social communication, e.g. hypocorism – only within the family, a new urbanonym – in the respective city; the proper name of a newly established orchestra, etc. The proper name is not stable in terms of its linguistic form or use yet, which allows for the emergence of variants, or causes the need to repeat the whole naming act from scratch, e.g. if the public does not agree with an urbanonym (changed) given to an object, naming committees meet again to reconsider it. The social (ideological, political, national) and regional viewpoints are very strong. The importance of the **COM²** stage can be illustrated by the research of proper names given to goods and products, which provide direct effects in business and advertising practice.

The breadth and intensity of the **COM²** stage are always caused by specific social relationships, forms, and contents of the communication processes. Although the element itself is of an extralingual nature, it usually manifests linguistically in the proper name. The **COM²** element is therefore in a close relationship with the **VER** and **STAB** elements. Often, it is present when they originate and the transition between them is fluent (see below). Onomastics observes not only the linguistic surface of the name's structure, but also the use of new proper names in communication and their relation towards other components (e.g. awareness of the historical tradition, regionalisms, fashion influence, etc.).

3 COM¹ → PPS → IO → OOb → MFP → LIN→ COM² → <u>VER → STAB → COM³</u>

VER

The process of linguistic manifestation, especially the way proper names begin to be used, is constantly verified in order to meet the requirements and type of communication. As a structural element whose basic function is to observe the systemic rules of proper name formation, this phenomenon was studied by Rudolf Krajčovič (1970) who focused on toponyms. It takes place on the level of effects the proper name can achieve in communication. The criteria applying to the use of proper names include their perception as: necessary, good, appropriate, fashionable, representative, whether they are anchored in the folk culture relations (selection of child's name in accordance with the family tradition or religion), "nice", and how the respective hypocorism "sounds like", etc. The set of semantic as well as functional circumstances in verification is large. The general attributes of these circumstances resulted in the establishment of socionomastics (Debus, 1988), psychonomastics, and the study of phenomena shared by onomastics and aesthetics.

As a specific type of verification, the linguistic aspects of proper names are studied to see whether they are in compliance with the standards in terms of culture or naming rules. This aspect can be observed in the communication environment at the "higher" level and it usually depends on the speakers' level of education.

The **VER** functional element allows for a gradual development in proper name variability (mainly their communication variants) (Šrámek, 1981; Harvalík, 2006), providing proper names as a class with dynamics.

STAB

Stabilisation of the relationship between the "onymic object" and "its proper name" represents the basic, obligatory, and functional bond in proper names as a class. It is present at the birth of all systemic bonds. Without it, proper names could not be used, i.e. their communication goal could not be achieved. The stabilisation process results in the category referred to as "proprial meaning". It has three stages: a proper name as a linguistic phenomenon names an individualised object; this relationship is subsequently stabilised in terms of relations; the name becomes a proper name – a semantic sign *sui generis*. Remarkably, this subject was already referred to in 19th century works, starting with the philosopher John S. Mill (1843). Of course, the terminology used is different and without the theoretical relation to the proper names as a category, presenting contemporary philological opinions. The "proprial meaning" as a category is referred to by almost all authors dealing with the onomastic theory in the modern period. Although the opinions, argumentation, and theoretical starting points differ, the conclusion is always the same – the "meaning of appellatives" and the "meaning of proper names" are immutable in terms of contents and function and are incomparable as categories. See for instance Holger Sørensen (1963), John Searle (1971), Saul Kripke (1980), Willy van Langendonck (2007) and many others.

Using proper names in communication is only possible in coordination with their "proprial meaning", not the "etymological" one. The latter mediates only the basic semantic content of the motive for proprial formation. Therefore, the surname *Mlynář* no longer means "miller" – it refers to a "specific male". During the stabilisation process, the naming motive is desemantised, which is one of the basic characteristics of proper names as a class, but it also provides the basic condition upon which the proper name can be used and fulfil specific functions in communication. In specific communication situations, the appellative meaning of the motive can be activated and used to some extent. However, it does not disrupt the "proprial" function, i.e. proper name of a person or an object[11] as in this case, the connotations with appellative meaning are deliberately at play. It can be observed

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[11] An "individual object" can refer both to "a piece" and to "a series, type" e.g. *Kozel* beer.

in the advertising goals of chrematonyms: *Convalaria* perfume shop; *Samolesk* cleaning fluid; *Sklizeno* retail chain; *Dobrej špajz* grocery store, etc.

The **STAB** element also incorporates the phenomena defining the framework of other elements, mainly **OOb, MPF**, and **LIN**. Their coordination can represent a partial research topic in certain "non-object" sub-disciplines in onomastics – onomastic grammar, onomastic stylistics, onomastic lexicology, standardisation activity, etc.

COM³

In the **COM³** stage, the proper name is fully incorporated in all types of communication. The functional range of the proper name is complete. The richness of proper names or onymy represents the material base of proper names as a class. Its structure is arranged into a system, not only within **OOb** or the linguistic level of proper names but also in terms of the circumstances in which proper names are used in social communication. As an example of the systemic nature of the so-called living personal names can be used, their emergence is in direct compliance with the local and regional norms of living.[12]

The presented model includes three **COM** elements. **COM¹** applies to the default situation in which the proprial naming act is initiated; **COM²** ensues immediately after the linguistic form of the proper name is created; **COM³** incorporates the complete proper name into communication, thus enriching the given onymy by a new element. Communication, therefore, provides the framework for proper names as a class – the environment in which the proper name is born, created, incorporated, and lives by being used in communication acts. This phenomenon is studied by the developing field of socionomastics. Krško combined the study of onymic structure and "communication registers", based on which he formulated the concept of the onymic communication register and researched its toponymic and anthroponymic variants (Krško, 2016). The trend in current onomastics is to pay increasing attention to onymic functions and forms. This topic was dealt with at the ICOS international onomastic congress in 2014 entitled Names in Daily Life. The proceedings clearly show that the interdisciplinary and communication-functional approach to onomastic efforts prevails over the traditional explanation of origin, development, or contact in onymy (see ICOS XXIV).

The position and use of proper names in communication are often accompanied by contradictory categories. The most serious contradictions can be found in the following cases:

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[12] It is elaborated by Slovak onomastics, see the first related monograph by Vincent Blanár and Ján Matejčík (1979, 1983).

– formality vs. informality of the origin and sometimes use of proper names, their standardised and non-standardised forms,

– the emergence of the communication variants to proper names, i.e. dialectic or slang forms (currently frequent, mainly in media texts),

– transformation of the relationships towards proper names of domestic and foreign origin, mainly first names and exonyms,

– discrepancies in specialised terminology, often halting the field in its "etymological" stage,

– an intensive digitalisation of onomastic material, research and projects – if applied without proper compliance with the principles of onomastic work, it bears the risk that some phenomena may be overlooked, e.g. communication variants of proper names, standardisation deviating from the historical development of the proper name, etc.

The Czech environment also deals with the following:

– different opinions on feminine surname forms (motion),

– a strong reduction in anoikonyms, the enormous growth in chrematonyms formed based on foreign, mostly English models,

– as a result of international contact, a reduction in exonyms accompanied by the hasty reception of foreign names (Austrian *Villach* as *vilach* instead of "*filach*", German *Düsseldorf* as "*dízldorf*", Swiss *Obertal* as "*obrtejl*", etc.),

– a surprisingly increasing interest in toponyms, anthroponyms and their regional distribution as well as in folk etymology and functions of proper names in folklore texts[13],

– the systematic activity of naming committees on different administrative levels, specified in the legislation,

– the dynamic development of topics and rise in popularity of onomastics. It demonstrates how much proper names as a phenomenon are determined by social communication.

3. CONSEQUENCES

The trends in linguistics leading to the rebirth of philology into modern linguistics have not affected onomastics very much, therefore the functional and communication aspects have been studied more consistently since the 1950s. Researching onomastic theory has also pointed out that a unifying "aerial view" is missing – one

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[13] The source of "proper name as a memory carrier" largely developed by the onomastic centre at Ostrava University led by Jaroslav David (2016).

that would analyse the study of proper names "as a whole". The absence of this view directly determines the position of onomastics in the system of scholarly fields, as well as its general and universally applicable theorems and concepts, which establish a specific network of systemic relationships, functions, and bonds. The presented model aims to help resolve the complicated and topical problem with the consequences in formulating the definition of today's onomastics. Proper names are a language fact. Their relationship to the reality is expressed merely through nomination, whilst appellatives can predict the reality. Proper names take part in predication only as structural elements, without any elaborate syntactical or lexical-semantic potential; their formal means are limited also in terms of lexeme formation (derivation).

The author defines (Šrámek, 1999, pp. 50–51) onomastics as a sub-discipline of linguistics studying the social need to name individualised objects (phenomena) and linguistic materialisation of this need as well as the functions and position of the proper name created in all types of communication. It studies how proper names are formed and how their systems work but also the specificities or components of individual proper names. The high level of autonomy in onomastics is determined not only by its interdisciplinary nature, but mainly by the presence of categories that can create systems; these categories differ from those typical for the appellatives. Specifically, the categories of onymic content, singulative referential relationships to the reality named, categories of functions in communication, and model-system nature of the proprial naming act.[14] This view of onomastics as "a whole" applies the principles pertaining to the general theory of onomastics in a unified and complex way to all the elements of proper names as a class. The author's aim was to incorporate everything with proprial relevance in language and communication and specify a functional and semantic border between proper names and appellatives as categories. It also proposes a paradigmatic shift from traditional philological onomastics (etymological) towards functional (systemic) onomastics, in which the explanation of origin and development of proper names is a necessary precondition, not the goal. By the incorporation and constant updating of general theoretical knowledge, the quality and speed of this transformation can be increased.

Translated into English by Marianna Bachledová

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[14] The same opinion was also formulated by Blanár (1996 and especially 2001).

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IČE, 2011 – *Index českých exonym. Geografické názvoslovné seznam OSN ∗ CZ. UNO Gazétteers of Geographical Names ∗ CZ.* (2011). Praha: Český úřad zeměměřický a katastrální

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ABSTRACT

The aim of this article is to capture the basic knowledge pertaining to the general theory of onomastics and explain the two dimensions of onomastic abstraction: a) advanced abstraction of individual elements pertaining to proper names as a class, and b) onomastics as a "whole", as an even more advanced type of abstraction. An aerial view of the subject is presented. Theoretical research of onomastics as a "whole" enhances the knowledge of its nature in terms of its conceptual and functional aspects as well as its structure. The concept of "onomastics as a whole" integrates elements (categories, functional elements) that determine the "contents" of onomastics as a "whole". In the model of functional onomastics, they represent "functional elements". Besides functionality, the model can also be characterised as systemic, dynamic, and processual. Each element in the model of functional onomastics results from the previous element, which determines it. The "society's need for proper naming" represents the initial element in the chain that ends in the "use of the proper

name in communication" element; the relationship between them can be described as "onomastics and language communication". In conclusion, onomastics can be defined as an interdisciplinary sub-discipline of linguistics studying the social need to use individualised naming, its practical manifestations in a language as well as functions and position of individual proper names in all types of communication. This general definition applies to onomastics as a "whole".

Keywords: onomastics, general theory of onomastics, onomastics and language communication, model of functional onomastics, elements in the model of functional onomastics

ABSTRAKT

Celem artykułu jest ujęcie podstawowej wiedzy z zakresu ogólnej teorii onomastyki i wyjaśnienie dwóch wymiarów abstrakcji onomastycznej: a) zaawansowanej abstrakcji poszczególnych elementów odnoszących się do nazw własnych jako klasy, b) onomastyki jako „całości", jako jeszcze bardziej zaawansowanego typu abstrakcji. Temat został przedstawiony w ujęciu ogólnym. Teoretyczne badania nad onomastyką jako „całością" poszerzają wiedzę o jej naturze w zakresie aspektów konceptualnych i funkcjonalnych oraz jej struktury. Pojęcie „onomastyki jako całości" integruje elementy (kategorie, elementy funkcjonalne), które określają „treść" onomastyki jako „całość". W modelu onomastyki funkcjonalnej reprezentują one „elementy funkcjonalne". Oprócz funkcjonalności model ten można scharakteryzować również jako systemowy, dynamiczny i procesowy. Każdy element w modelu onomastyki funkcjonalnej wynika z poprzedniego elementu, który go determinuje. „Potrzeba właściwego nazewnictwa w społeczeństwie" jest początkowym elementem łańcucha, który kończy się na elemencie „używania właściwej nazwy w komunikacji"; relację między nimi można określić jako „onomastykę i komunikację językową". Podsumowując, onomastykę można zdefiniować jako interdyscyplinarną subdyscyplinę lingwistyki badającą społeczną potrzebę stosowania zindywidualizowanego nazewnictwa, jego praktycznych przejawów w języku oraz funkcji i pozycji poszczególnych nazw własnych we wszystkich typach komunikacji. Ta ogólna definicja ma zastosowanie do onomastyki jako „całości".

Słowa kluczowe: onomastyka, ogólna teoria onomastyki, onomastyka i komunikacja językowa, model onomastyki funkcjonalnej, elementy modelu onomastyki funkcjonalnej