

CONTENTS

FOREWORD.....	11
CUVÂNT-ÎNAINTE.....	13
AVANT-PROPOS.....	15

ONOMASTIC THEORY

ANGELIKA BERGIEN, <i>Names as frames in current-day media discourse</i>	19
SHAWN CLANKIE, <i>An overview of genericization in Linguistics</i>	28
GEORGETA CORNIȚĂ, <i>Stylistics of name and naming. A point of view</i>	35
MILAN HARVALÍK, <i>The dynamism of the development of contemporary Czech onymic systems</i>	44
CLAUDIA PISOSCHI, <i>On the current perception of proper names</i>	52
JEAN-LOUIS VAXELAIRE, <i>Names of public spaces: Diversity in the service of theory</i>	69

COMMERCIAL NAMES

ALINA BUGHEȘIU, <i>Names of Transylvanian hotels in the context of globalisation</i>	81
IUSTINA BURCI, <i>Current names of companies from counties in the Oltenia region</i>	91
ENZO CAFFARELLI, <i>The (tasty) inventory of names of pizzas in Italy</i>	107
SARAH FLEMING, GHILAD ZUCKERMANN, <i>One name, two parents: The marketing potential of Phono-Semantic Matching in China</i>	119
ALFONSO GERMANI, <i>Italian mineral water names</i>	139
SERGEY GORYAEV, OLGA OLSHVANG, <i>Anthroponyms in commercial name models: Surname imitation</i>	148
MIHAELA MUNTEANU SISERMAN, <i>Names of Romanian wines and grape varieties</i>	157
MICHEL A. RATEAU, <i>On the notion of grammar in the act of naming: The case of South African speakers giving names of French origin to commercial places</i>	170
MARIE ANTOINETTE RIEGER, <i>Warthog Camp Two Brothers and Mashariki Palace Hotel: Hotel names in Tanzania</i>	190
ALDA ROSSEBASTIANO, <i>From the Tre Re to the Pacific and Parlapà, through the Croix d'or: A linguistic-cultural journey through the hotels of Turin</i>	202
JUSTYNA B. WALKOWIAK, <i>Foreign branding in Poland: Chrematonyms and anthroponyms</i>	218

TOPONYMS (HYDRONYMS, OIKONYMS, ODONYMS)

PIERRE-HENRI BILLY, <i>The influence of the Middle Ages on modern odonymy in France</i>	231
ANDREA BÖLCSKEI, <i>Contemporary Hungarian settlement names reflecting former ecclesiastical possession</i>	243
GHEORGHE CALCAN, <i>Street names from settlements in the Săgeata Commune, the Buzău County</i>	254

PATRICIA CARVALHINHOS, ADRIANA LIMA, <i>Names in Brazilian public spaces: A few words about São Paulo</i>	263
PATRICIA CARVALHINHOS, ADRIANA LIMA, <i>Portuguese villages and the medieval naming pattern</i>	277
MIRKO CASAGRANDA, <i>From Empire Avenue to Hiawatha Road: (Post)colonial naming practices in the Toronto Street Index</i>	291
JÉRÉMIE DELORME, <i>An emerging process of naming public ways: Institutionalizing and reinventing modes of referring to public ways in a French Alpine community in 2013</i>	303
OLIVIU FELECAN, <i>Romanian odonymy – Between autochthonism and cosmopolitanism</i>	318
MAGDALENA KISS, <i>A functional-semantic analysis of hydronyms in the basin of the Criş rivers</i>	329
TIINA LAANSALU, MARIT ALAS, <i>Intercultural influences in contemporary Estonian settlement names</i>	339
SAMBULO NDLOVU, TENDAI MANGENA, <i>Selected transphonologized Zimbabwean toponyms</i>	347
STAFFAN NYSTRÖM, <i>Metaphorical and metonymical place names in Sweden</i>	355
BARDH RUGOVA, <i>Toponyms of Albania as personal names among Kosovo Albanians</i>	364
TATIANA SOKOLOVA, <i>Naming expertise of Moscow urbanonyms</i>	369
PAVEL ŠTĚPÁN, <i>Towards analogy in toponyms</i>	379
MICHEL TAMINE, <i>About some toponyms linked to public space in the traditional rural life in Champagne-Ardenne (France)</i>	384
DAVID VACULÍK, <i>Parts of the city of Ostrava – The past and current state of urbanonymy</i>	403
MATS WAHLBERG, <i>Urban names – Identity, emotion, prestige. A case study from Uppsala</i>	415

NAMES OF INSTITUTIONS

DANA COVACI, <i>Names of churches in the Codru area, the Maramureş County</i>	427
NICOLAE FELECAN, <i>Sacred and profane in names of Romanian monasteries</i>	431
TENDAI MANGENA, SAMBULO NDLOVU, <i>Decolonization-oriented naming of selected 'satellite' schools in Zimbabwe</i>	440
SILVIA CORINO ROVANO, <i>School names in Italy between tradition and modernity</i>	447

CONVENTIONAL ANTHROPNOMS (FIRST NAMES, FAMILY NAMES)

DAVIDE ASTORI, <i>Proper name and national identity: The case of Turkey's Kurds</i>	461
DANIELA CACIA, ELENA PAPA, <i>Erika has almond eyes: Integration through names</i>	469
PASCAL CHAREILLE, PIERRE DARLU, <i>Definition, identification and localisation of geohapax in the corpus of French patronyms: A comparison of old and recent sources</i>	484
TAMÁS FARKAS, <i>Surnames of ethnonymic origin in the Hungarian language</i>	504
JÁNOS N. FODOR, <i>Geolinguistic research of historical personal names found in the Carpathian Basin</i>	518

HELGA-ANNA HAINDRICH, <i>Educational levels and naming practices in Urziceni (Csanálos), Romania</i>	528
SIGRID HALDENWANG, <i>Given names, which are also saints' names, serving as date identification in folk sayings, in various customs and idioms as well as in riddles</i>	538
EIJA-HELENA KETTUNEN, <i>A study on the given names of Orthodox Christians in North Karelia from the 1920s to the 1950s</i>	548
KATHARINA LEIBRING, <i>Estelle – Reactions to a royal name-giving in Sweden</i>	551
LEO LOVEDAY, <i>Five innovative strategies in Japanese female anthroponyms today</i>	560
EWA MAJEWSKA, <i>Confession and name-giving: First names of Catholic and Protestant women in Dutch speaking areas in the nineteenth and twentieth centuries</i>	575
MARGARETA MANU MAGDA, <i>Intertextual devices in the evocation of contextual meanings of some conventional anthroponyms in Romanian public space</i>	585
IULIA MĂRGĂRIT, <i>A dialectological perspective on a dictionary of onomastics</i>	598
EPHRAIM NISSAN, <i>Ayyala: A zoonomastically motivated Hebrew female personal name, and how semantic reinterpretation and other factors affect the current first name</i>	606
EPHRAIM NISSAN, <i>Categories of modern occurrences of the personal name type Samson</i>	618
EPHRAIM NISSAN, <i>Persistence of iterative personal names in Italian: Medieval to early modern vs. the nineteenth and twentieth centuries</i>	628
EPHRAIM NISSAN, <i>Iterative personal names other than in Italian: A brief sample prosopography, organised per language</i>	648
EPHRAIM NISSAN, <i>What do Marin Mersenne, Mario Merola, and Mary Murray have in common? When name and surname share a C₁VC₂ beginning</i>	665
GERGANA PETKOVA, <i>Latin praenomina in Romanian and Bulgarian</i>	683
CSILLA RUFF, <i>Zipser family names in the mirror of history</i>	693
MARIANN SLÍZ, <i>The role of the type of sources in historical family name studies</i>	700
VERONIKA ŠTĚPÁNOVÁ, <i>Some remarks on the pronunciation of foreign proper names in Czech</i>	707
EDLIRA TROPLINI (ABDURAHMANI), <i>The theory of linguistic deficit within the clash of different mentalities and cultures (Sociolinguistic research of personal names in Albanian)</i>	712
VLADIMIR ZAGAEVSKI, <i>Romanian Bessarabian names and surnames deformed by foreign officers in a diglossic context</i>	725
ELENA-CAMELIA ZĂBAVĂ, <i>The universe of kinship reflected in anthroponomy</i>	733

UNCONVENTIONAL ANTHROPONYMS (NICKNAMES, BYNAMES, USER NAMES, PSEUDONYMS)

SILVIA DIMĂNESCU, <i>Stage names in the Romanian and Francophone space. A sociolinguistic approach</i>	745
DAIANA FELECAN, <i>The anthroponymy of unconventional name forms – A linguistic and cultural perspective</i>	756
ANCA HENDEA, MIHAI HENDEA, <i>Comments on proper names in adolescents' language</i>	767
MARCIENNE MARTIN, <i>Pseudonyms on the Internet: A hidden discourse</i>	774
MARTIN MARCIENNE, <i>The plural vocation of pseudonyms on the Internet</i>	785

ROXANA PAȘCA, <i>The status of nicknames in a Gypsy community from the north-western part of Romania</i>	793
RIEMER REINSMA, <i>Comparing self-attributed carnival place nicknames with nicknames attributed by neighboring towns: Do they refer to the same spatial unit?</i>	803
GEORGETA RUS, <i>Observations regarding anthroponymic translation. A case study: The Romanian public space</i>	812
LESZEK SZYMAŃSKI, <i>Aspects of morphology and character choice motivation in Internet nickname constructions</i>	822
ANNA TSEPKOVA, <i>Nicknames and culture: Analysing anthroponymic nicknames, reflecting cultural realia</i>	831

ZOONYMS

EPHRAIM NISSAN, GHIL'AD ZUCKERMANN, <i>Recycling proper names into zoonyms as a neologisation device, 1: Coinages by Abramowitsch (1866, 1872)</i>	841
EPHRAIM NISSAN, <i>Proper name to zoonym as a neologisation device, 2: Israeli Hebrew names for extant and Mesozoic taxa</i>	854
EPHRAIM NISSAN, GHIL'AD ZUCKERMANN, <i>How Mendele Mokher Sfarim got it wrong: Abramowitsch's 1866 phono-semantic matching of zoonyms, & why he named the Auks (Alcidae) the way he did</i>	867

LITERARY ONOMASTICS

FLORINA-MARIA BĂCILĂ, <i>Names of the Virgin Mary in the volume Minune și Taină ('Wonder and Mystery'), by Traian Dor</i>	881
FRANCESCA BERTONAZZI, <i>Sanskrit onyms in Modern Europe: Some examples from the first chapter of Bhagavadgītā</i>	895
OTILIA CHINDRIȘ, <i>Symbolic values of the names of Eugène Ionesco's characters</i>	904
CARMEN DĂRĂBUȘ, <i>Mask and society. Miroslav Krleža: Onomastic values</i>	915
ADRIANA ISTRĂUAN, <i>Reflections on names of characters in Anton Holban' work</i>	923
GINA MARIAN, <i>Some observations about the symbolism of feminine proper names in Panait Istrati's work</i>	932
DELIA-ANAMARIA RĂCHIȘAN, <i>The stylistics of anthroponyms in ludic acts, ballads and folk tales</i>	938
LIGIA TOMOIAGĂ, <i>When "lost" names mean lost identities: David Dabydeen's challenge of the European sense of guilt</i>	946
DANIELA-ELENA VLADU, <i>Aptronyms (charactonyms) in German and Romanian children's stories</i>	957

OTHER NAMES

PATRICIA ACHIM, <i>Observations regarding the configuration of some "stage" names (SN) in Romanian public space</i>	969
LAZĂR AVRAM, GHEORGHE CALCAN, <i>The oil industry and its representatives in the public space of Ploiești. Name and naming: Institutions and streets</i>	980

ELISA CARUSO, <i>Names of local fairs and festivals in the province of Turin</i>	991
GHEORGHE CHIVU, <i>Names of plants in old Romanian texts</i>	1000
IRINA KRYUKOVA, <i>Semantic modification of global onyms in Russian linguoculture</i>	1016
ADELINA MIHALI, <i>Language-cognition relationship in names of festivals from Romania</i>	1022
ADRIANA STOICHIȚOIU ICHIM, DOMNIȚA TOMESCU, <i>Names of periodicals in contemporary Romanian public space</i>	1031
NICOLAE SUCIU, <i>Semantic aspects of the onomastics of contemporary painting</i>	1038
LUMINIȚA TODEA, <i>Eponyms and the language of technology</i>	1052
RODICA-CRISTINA ȚURCANU, <i>Names, naming and collective memory in public space: Baia Mare/Romania</i>	1063
IOANA VINTILĂ-RĂDULESCU, <i>Names of inhabitants of countries and territories</i>	1087
CUPRINS.....	1099
TABLE DES MATIÈRES.....	1105
CONTENTS.....	1111