

## FOREWORD

The idea of a dichotomy *conventional / unconventional* in onomastics was launched by Daiana Felecan, who, as the manager of a CNCS research project – *Romanian Unconventional Anthroponyms in European Context: Formation Patterns and Discursive Function* –, studied the issue between 2011 and 2014. The results of the research team consisted of the publication, on the one hand, of tens of studies in journals and proceedings of international congresses and conferences and, on the other, of two reference books dealing with the topic:

Daiana Felecan. 2014. *Pragmatica numelui și a numirii neconvenționale: de la paradigmă teoretică la practici discursive* [The pragmatics of unconventional names and naming: from theoretical paradigms to discursive practices]. Cluj-Napoca: Editura Mega, Editura Argonaut.

Oliviu Felecan, Daiana Felecan (eds.) 2014. *Unconventional Anthroponyms: Formation Patterns and Discursive Function*. Newcastle upon Tyne: Cambridge Scholars Publishing.

The book edited in Romania establishes the theoretical grounds of the aforementioned binomial. At the same time, the volume published in the United Kingdom provides a complex perspective especially as regards unconventionality in onomastics, through the input of prestigious researchers from several geographical areas (Europe, Asia, Africa and South America), advancing different theoretical and practical approaches. Starting from the hypotheses announced in the two books, we believed that the topic could still be explored both as regards anthroponymy and toponymy and in relation to commercial names. Thus, we decided that the overarching theme of the Third International Conference on Onomastics “Name and Naming” (ICONN 3) could be *Conventional / Unconventional in Onomastics*.

The interest shown by researchers throughout the world for the given topic is salient in the quantitatively and qualitatively significant participation. The countries represented at ICONN 3 were: Albania (Helena Grillo Mukli, Sjetllana Titini, Edlira Troplini Abdurahmani), Australia (Ghil'Ad Zuckermann), Azerbaijan (Fidan Gurbanova), Belgium (Willy Van Langendonck, Jean-Louis Vaxelaire), Bulgaria (Gergana Petkova), the Czech Republic (Milan Harvalík), Estonia (Marit Alas, Tiina Laansalu, Peeter Päll), France (Marcienne Martin, Michel A. Rateau), Hungary (Andrea Bölcskei, Zsuzsanna Fábíán, Tamás Farkas, János N. Fodor, Erzsébet Gyórfy, Anna Hajdú, Anita Rác, Mariann Slíz, Ágnes Tamás, Valéria Tóth), Israel (Alexander Avram, Shlomit Landman), Italy (Daniela Cacia, Enzo Caffarelli, Alfonso Germani, Giacomo Giuntoli, Elena Papa, Marie Rieger, Alda Rossebastiano, Silvia Corino Rovano, Giorgio Sale), Japan (Leo Loveday), Jordan (Wafa Abu Hatab), Poland

(Artur Gałkowski, Ewa Majewska, Justyna B. Walkowiak), Romania (George Achim, Lazăr Avram, Alina Bugheșiu, Cezar Buterez, Daniela Ștefania Butnaru, Gheorghe Calcan, Gheorghe Chivu, Vlad Cojocaru, Codruța Cozma, Corina Cristoreanu, Daiana Cuibus, Silvia Dimănescu, Daiana Felecan, Nicolae Felecan, Oliviu Felecan, Vali Nastasia Ganea, Simona Goicu-Cealmof, Sigrid Haldenwang, Alexandra Sorina Iliescu, Denisa-Alexandra Ionescu, Margareta Manu Magda, Adelina Emilia Mihali, Aurel-Dinu Moscal, Mihaela Munteanu Siserman, Veronica Oneț, Flavia-Elena Oșan, Roxana Pașca, Cipriana-Elena Peica, Silvia Pitiriciu, Mădălina Florina Pop, Ana-Maria Prisăcaru, Delia-Anamaria Răchișan, Georgeta Rus, Costel Siserman, Sabin Siserman, Monica Stoica, Adriana Stoichițoiu Ichim, Armanda Ramona Stroia, Nicolae Suci, Luminița Todea, Rodica-Cristina Țurcanu, Ioana Vintilă-Rădulescu), Russia (Sergey Goryaev, Olga Olshvang, Anna Tsepkova), Slovakia (Iveta Valentová), South Africa (Nobuhle Ndimande-Hlongwa), Spain (Emili Casanova, Ramon Ferrer, Maite Mollà, Mireia Mora, Joan Tort-Donada), Sweden (Oliver Blomqvist, Staffan Nyström), Switzerland (Jérémie Delorme), the United Kingdom (Ephraim Nissan), the USA (Grant W. Smith, Amalia Tsiongas) and Zimbabwe (Tendai Mangena, Sambulo Ndlovu).

The present volume reunites most of the papers delivered at ICONN 3, grouped into five large chapters: *Onomastic Theory, Conventional / Unconventional in Anthroponymy, Conventional / Unconventional in Toponymy, Conventional/ Unconventional in Names in Public Space* and *Literary Onomastics*. Within each section, the papers (31 in English, 29 in Romanian, 10 in French, 9 in Italian, 4 in German and 2 in Spanish) are organised alphabetically, according to the authors' names.

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Baia Mare

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