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*E. Karpenko***STAGES OF DE-ONYMIZATION PROCESS**

*The article is dedicated to three stages of de-onymization process, starting with onymic play and ending with a refusal from the name.*

**Key words:** *antonomasia, mesolex, connotonym, appellative.*

The process of **de-onymization**, which is transition of proper names to common, has three stages. The first stage is a type of onymic play with stylistic consequences termed **antonomasia**, defined as a trope, which consists in metaphoric application of a proper name to a person having identical qualities, for instance, *Othello* or *Don Juan* for a jealous or flirtatious person respectively [5:52–53, 2:50, 8:31]. The process of de-onymization is not complete here, since proper names preserve some degree of their primary onymic meaning.

Yu. Skrebnev deciphers between **metaphorical antonomasia** — the use of the name of a well-known figure applied to a person with resembling characteristic features (a ladies' man deserves the name of *Don Juan*), and **metonymic antonomasia** — a personal name stands for something connected with a bearer of that name (I am fond of *Dickens* = the books of Dickens). Besides, the linguist includes eponyms into antonomasia (*hooligan*) [9:117]. By the way, I. Arnold attributes eponyms to **metonymy**: «Common names may be metonymically derived from proper names as in *macadam* — a type of pavement named after its inventor *John McAdam* ... and *diesel* or *diesel engine* — a type of compression ignition engine invented by ... *Rudolf Diesel*» [14:68]. The scholar observes in the process of nomination **included ellipsis** (*Diesel engine* — *diesel*) or, in other words, **semantically condensed onyms** [3:9]. An adequate interpretation of antonomasia is formulated by O. Morokhovsky: «a type of metaphoric transfer of the name» [4:179]. Most researchers understand antonomasia in a broader sense, including into it «transfer of proper names into common (*Don Juan*), or transformation of a word which reveals certain character's traces into a proper name, as in R. Sheridan's comedies» [1:128] or «periphrastic, metonymic or metaphoric nomination of a person without employment of his proper name,

which establishes a hidden co-reference» [11:33]. Thus antonomasia superimposes two different concepts which results in a specific blend. Proper names acquire the ability of creating plural forms or being defined by articles: «All wives start out as *Juliets* and end up as *Lady Macbeths*» [18:139]; «*A Mona Lisa*» (the title of Clarissa Scott Delany's poem) [21:1169]; «...one of the *Peter Lings* or *Jimmy Quongs*, youngsters insane enough to think they could wage guerilla warfare» [17: 15].

When a proper name reincarnates into a common noun a trace of its uniqueness remains, which creates specific expressiveness: a connotative name or **connotonym** appears. E. Otin in his «Dictionary of Connotative Proper Names» states that «connotonyms ... function in speech as proper units. It distinguishes them from proper names that have undergone the process of de-onymization, which partially had no conceptual (referential) connotations, ... or made a full transition to common nouns (appellatives), having lost their additional co-meanings» [7:13]. Connotative proper names rank between absolute («pure») onyms and appellatives, hence E. Otin terms them **mesolexes** (from Greek μέσος «transitional»), that can remain in the status of connotative proper names ..., or lose their referential connotations, becoming absolute PN, or turn into connotative appellatives with lost motivation [6:362].

Thus, the second stage of de-onymization consists in complete transition of a proper name into an **eponym**. N. Podolskaya defines this term in the following way: «**Eponym** is a famous person whose name served for the formation of another onym ... or term» [8:150–151]. The scholar differentiates **eponym** and **eponymic name** — «name, derived from an eponym» [8:151]. A. Superanskaya gives such examples of eponyms as ancient Greek patronymic family names which came from the forefather-hero-eponym of the family: *the Buthads* are called after *Buthes*, *Julius Caesar's* daughter is called *Julia* [10:23–24]; *cardigan* acquired its name after James Thomas Brudenell, seventh Earl of *Cardigan*, who led the troops dressed in warm knitted jackets during the Crimean war [10:41, 16:155]. O. Akhmanova's *Dictionary of Linguistic Terms* presents the following definition: «eponym is a person, from whose name the name of the people, place, etc. is derived» [2:528] as the estuary of *Kuyalnick* gave its name to *Kuyalnick* mineral water [12:140].

Differences in the mentioned above definitions do exist, though being not dramatic. Generalizing the quoted efforts we might suggest treating both the donor slot and the recipient slot as eponyms, for example, *Wash-*

*ington the President* and *Washington the capital*. Notable is the degree of their onymic character loss — some eponymous words still remain proper names — *Washington*, the city of *Yaroslavl*, *Big Ben*, some become **appellatives** — *cardigan*, *dollar*, *bikini*, *leopard*, the latter constituting the second stage of de-onymization process.

It might turn into its opposition — eponyms undergo the next semantic change becoming proper names, compare: «Adorning every one-*dollar* bill in circulation, the Unfinished Pyramid waited patiently for its shining capstone ... « [14:161] and «Find *Dollar's* best online rates at *Dollar.com*, guaranteed, or we'll give you 10 % off the online rate you found at another site» [23].

Names of Internet sites sometimes undergo an interesting process of two stages — first, the proper noun created an eponym, second, this eponym becomes the name of the site — an **ideonym** — thus turning into a proper name again, for instance: [www.football-hooligans.info](http://www.football-hooligans.info), [www.dollar.com](http://www.dollar.com).

In all the examples above no connection of eponymous names with their donors is implied whatsoever. When speaking about *dollars* the authors do not arouse in the mind of the reader links to, for instance, *Joachimstaler*, which is an eponym to the word *dollar*: appeared in 1553, from Low Ger. *daler*, from Ger. *taler* (1540, later *thaler*), abbrev. of *Joachimstaler*, lit. «(gulden) of *Joachimstal*,» a coin minted 1519 from silver from mine opened 1516 near *Joachimstal*, town in Erzgebirge Mountains in northwest Bohemia. Ger. *Tal* is cognate with Eng. *dale*. Ger. *thaler* was a large silver coin of varying value in the Ger. states (and a unit of the Ger. monetary union of 1857–73 equal to three marks); it was also a currency unit in Denmark and Sweden. Eng. colonists in America used the word in ref. to Spanish pieces of eight. Continental Congress July 6, 1785, adopted *dollar* when it set up U. S. currency, on suggestion of Governor Morris and Thomas Jefferson, because the term was widely known but not British. But none were actually used until 1794 [22].

To illustrate the two analyzed stages of de-onymization process the following examples may be compared:

1. *Brutus*, a historical character — *Brutus*, a traitor  
*Don Quixote*, a fictitious character — *Don Quixote*, a defender
2. *Champagne*, a province of France — *champagne*, a sort of wine  
*Jean Nicot*, a French diplomat and scholar — *nicotine*, a component of tobacco

Eponyms *Champagne* and *Nicot* are proper names, their derivative eponymous names *champagne* and *nicotine* are **common nouns**, while proper names *Brutus* and *Don Quixote* in some particular context partially change their meaning, acquiring a second referent, but preserve the status of **proper names**.

At present Ukraine is striving to create a zone of free trade with the EU, the main result of this desire being an unexpected demand to terminate the use of some product names, for instance, *champagne*, *cognac*, *pizza*, *gorgonzola*, *spaghetti*, etc. The source of these terms were toponyms, where once upon a time the mentioned products were invented and manufactured. With the flow of time such products and their recipes spread to other places, gained popularity and integrated into the word stock of various languages, becoming eponyms. Today they constitute an inalienable part of the Ukrainian vocabulary, so, linguistically speaking, the current eponymic war does not make sense. Economically speaking, it does make perfect sense — the terms are protected by patents, which grant their owners profits. Consequently, soon we will buy either *champagne* produced by the patent holder or *sparkling wine* produced by Odessa Champagne Factory.

It is possible to state that substitution of one onym by another includes two different phenomena. On the one hand, antonomasia identifies one referent with the other, which involves the appearance of connotative semantic shifts of the subject of antonomasia, while the object undergoes denotative shifts. On the other hand, eponyms mostly lose all visible connections with the primary referent, notwithstanding the viewpoint of the EU.

The third and ultimate stage of de-onymization is a total loss of the proper name — either voluntary or not. Both are vividly depicted in Ursula K. Le Guin's short story «She Unnames Them», which is based on the first book of the Bible «Genesis»:

«[19] And out of the ground the LORD God formed every beast of the field, and every fowl of the air; and brought them unto Adam to see what he would call them: and whatsoever Adam called every living creature, that was the name thereof.

[20] And Adam gave names to all cattle, and to the fowl of the air, and to every beast of the field; but for Adam there was not found an help meet for him [14:2].

[20] And Adam called his wife's name Eve; because she was the mother of all living» [14:3].

The author's vision allowed Le Guin to continue the story in her own way: Eve takes back all the names of all the living beings as a sigh of a complete termination of her relationship with Adam and His Father:

*«MOST of them accepted namelessness with the perfect indifference with which they had so long accepted and ignored their names ... This was more or less the effect I had been after. It was somewhat more powerful than I had anticipated, but I could not now, in all conscience, make an exception for myself. I resolutely put anxiety away, went to Adam, and said, «You and your father lent me this—gave it to me, actually. It's been really useful, but it doesn't exactly seem to fit very well lately. But thanks very much! It's really been very useful.» [19]*

The Eden animals are deprived of their generic names of species assigned to them by Adam, so the narrator — Eve — must do the same to herself, abolishing divisive linguistic labelling—the gift she is returning must be the label 'helpmeet', 'woman', 'wife' (the biblical Eve did not receive her name until after the fall). However, it is not clear that this is not a post-lapsarian story, and the conclusion, in which 'she' leaves Adam, raises the possibility that her personal name is also redundant, making her no longer be Eve, the mother of all living. After that she was free to revalue language and herself. Namelessness enables her to do both for she has wrested control of language and names from the first patriarch, the first logothete and nomothete [20:3–4].

Thus a complete refusal of the proper name signifies to the bearer a complete change of his/her future existence, a new stage of life or death. Fascinating is the fact of the popularity of a music band *Refuse Thy Name (R. I. P)*, that is evidently involved into tanatal creativity. Absence of the name leaves a nominee open for the acceptance of a new name or designates termination of his physical and, moreover, spiritual subsistence.

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**СТУПЕНІ ДЕОНІМІЗАЦІЙНОГО ПРОЦЕСУ**

*Статтю присвячено аналізу трьох ступенів деонімізаційного процесу, починаючи з онімної гри й закінчуючи відмовою від особистого імені.*

**Ключові слова:** антономасія, мезолекс, конотонім, апелятив.

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**СТЕПЕНИ ПРОЦЕССА ДЕОНИМИЗАЦИИ**

*Статья посвящена анализу трех степеней деонимизации, начиная с онимной игры и заканчивая отказом от имени собственного.*

**Ключевые слова:** антономазия, мезолекс, коннотоним, апеллятив.