

### **The Third International Conference on Onomastics “Name and Naming” Conventional/Unconventional in Onomastics, Baia Mare, September 1-3, 2015**

A “Foreword” was addressed by O. Felecan, the organizer, but no political involvement was noticed as appearing and, due to the diversity and geographical extent of its participants, we may be able to say that the Conference was a quasi-diplomatic event. Its works were placed under the aegis of the above-mentioned binary juxtaposition of adjectives. It concerns anthroponymy, toponymy and “names in the public space”. Onomastics as a discipline is endowed with its own “theory” and may be as well “literary”. Each author does define, through his/her own work, both these opposite terms, in a sparkling and enchanting diversity. D. Felecan “describes the linguistic and psychosocial mechanism that underlies the construction” and “identifies the communicative functions of brand names (...)”. A. Galkovski states that: “In many situations, chrematonymy undergoes the process of special acculturation because of its functions operating transversely through various onomastic classes”. M. Harvalik does “devote special attention to the so-called parasystemic formation of proper names”. I. Valentova speaks of “the definition of the Slovak onomastic term *zive meno* (‘living name’) and about the origin of this group of anthroponyms”. W. A. Hatab “investigates anthroponyms in Jordan, tackling questions related to gender, ethnicity and the conventions involved in the naming practices”. A. Avram presents “from a historical and sociolinguistic perspective, the phenomenon of Jews adopting Romanian surnames or adapting foreign surnames to the Romanian cultural surroundings”. O. Blomqvist argues that “the morphosyntactic marking of Finnish toponyms in the medieval charters is concordant with syntactic patterns in modern code-switching”. C. Cristoreanu studies the “nicknames in schools - between playfulness and aggression”, aiming to “identify the main (psychological) causes that generate a certain nickname”. Zs. Fábíán “enumerates the most important differences between the two first-name systems [Italian and Hungarian] (...) (names of parents, names that reveal the origin of a person, names in derivative forms, foreign names and ‘ideological’ names)”. T. Farkas presents “a study of some aspects of contrastive surname typology”, using as examples “the most frequent Hungarian surnames”. D. Felecan discusses “the attempt to reconstitute the psycho-, sociolinguistic and pragmatic effects produced (upon the bearer) by a nominal choice made by someone else.” O. Felecan raises a rather intriguing question: “Can we speak in Romanian about unisex (first) names?” J. N. Fodor examines some “effects of the contact of languages upon historical Hungarian and Romanian personal names”. V.A. Ganea analyses the “Nicknames from the Sălăutza Valley”, evoking the Romanian poet G. Coshbuc. F.Gurbanova approaches some “Linguistic peculiarities of Azerbaijani anthroponyms”. A. S. Iliescu describes some “new unconventional appellatives in the recent political and journalistic discourses” (which might seem rather funny to a profane reader) by focusing upon lexical innovations from an interdisciplinary perspective. E. Majewska offers a brief but dense monograph on “The name *Mary* and its variants in the German and Dutch onomastic heritage of the 19<sup>th</sup> century”. M. Martin proposes an interesting hypothesis: “When onomastics becomes discourse synthesis: the example of pseudonyms on the Internet”. M. Mollà and M. Mora examine some academic solutions for “adapting two different types of given names which usually appear in the Spanish onomastic corpus: names of foreign origins and popular versions of traditional names or hypocoristics”.

E. Nissan presents an attractive collection of examples which concern: "A taxonomising excursus into wordplay as affecting anthroponomastics". E. Nissan and G. Zuckermann examine the: "(...) articulatory habits and cultural interference in the forms one's personal name takes abroad" (especially under Asian surroundings). C.-E. Macaveiu-Peica pleads for the attractiveness of the Romanian language: "in several etymological, semiotic, semantic and morphosyntactic particularities of person names in Romanian". G. Petkova presents a study on some "Romanian and Bulgarian personal names derived from Latin appellatives (names of plants and animals)". M. Fl. Pop is preoccupied by "the translation of unconventional anthroponyms", in this case by the "appellatives used to name a collocutor" as they can be found in the current journals. G. Rus as well brings some "translation precisions" about the "hybrid forms of naming [able] to express the source message with the means of the target language". M. Slíz examines the "occupational names in the Hungarian family name system". A. Stoichițoiu Ichim watches over a topical, vivid and "hot" matter: "Unofficial anthroponyms in the Romanian public discourse on football". A. R. Stroia speaks of the "controversial genre of the pamphlet TV shows", which she situates "between irony and manipulation". A. Tamás "aims to analyse the family names of Jewish figures in comic papers (during the second half of the 19<sup>th</sup> century)". E. Troplini Abdurahmani looks at "the relationship between form and meaning" in philosophical terms: the dualities *physis-nomos*, respectively analogy-abnormality. She evokes "the potential of a language to meet the endless demands of different cultures and mentalities despite its limited resources". A. Tsepkova evaluates the "Nicknaming tendencies in the Russian linguoculture over the past decade (2004-2014)". J. B. Walkowiak supports the idea that: "Not only sociocultural but also biological reasons account for the popularity of certain surnames". M. Alas presents: "An overview of the place name systems of two coastal areas in Estonia". A. Bolcskei speaks about: "Place names reflecting ecclesiastical possession in late medieval Hungary". A. Bughesiu is interested in "Unconventional uses of Romanian toponyms in idioms and advertisements", focusing on "the relationship that exists between the meanings of these expressions and the proper names employed in their construction". C. Buterez has elaborated a statistical survey upon: "Place names as historical-geographical indices for enriching an HGIS for the monasteries in the Buzău SubCarpathians". D. Butnaru, V. Cojocaru, D. Moscal and A.-M. Prisăcaru have taken this Conference as the best opportunity to present as an achievement their *Micul dicționar toponimic al Moldovei (structural și etimologic)*. D. Cuibus, in a pretty technical approach, "aims to analyse the morphological and syntactic status of Romanian toponyms, with a special focus on their (inherent) determining". N. Felecan takes into consideration the "socio-linguistic aspects" of some "oiconyms instituted by decree". S. Goicu-Cealmof provides some examples about how the various historical circumstances do bring some "conventional elements in the Romanian toponymy", no matter which might have been their origin. H. Grillo Mukli takes as an example the Albanian province of Himara in order to point out "the linguistic clash between Albanian and Greek", which indeed creates "very controversial linguistic problems". E. Gyorffy provides an example of how the "interdisciplinary notion of cognitive map" could be made use of in the study of toponyms. T. Laansalu examines "the age, origins and structure of the settlement names in Kose Parish in Estonia (...)". A.-E. Mihali offers a study on the "relationship

between popular and official in the toponymy of the upper Viseu Valley". N. Ndimande-Hlongwa points out "the role of indigenous place names in preserving the living heritage of the Zulu people in KwaZulu Natal". A. Rácz studies "the names of social groups in the ancient names of Hungarian communes". M. A. Rateau discusses "the place names of a pioneering origin in South Africa from the 17<sup>th</sup> to the 21<sup>st</sup> centuries", insisting on their diversity and unpredictable appearance. M. A. Rateau and W. Van Langendonck argue that: "In metropolitan France, a significant number of current words or lexical elements have become obsolete or their eventual derivatives may constitute a particularly rich toponymic and semantic field". Through "a case study in Catalonia (Spain)" focused on "microtoponymy", J. Tort-Donada seeks for an answer to the unusual question: "To what extent can a name - a toponym or an anthroponym - be considered a simple convention?". D. Cacia makes an interesting use of history as a discipline by studying "Onomastic elements in the names of furniture in Italy". E. Caffarelli "considers as 'unconventional' what is not appropriate/adequate in the combination of a proper name specific to a certain typology and a referent belonging to a different category". Gh. Calcan presents a case study concerning the "Conventional and unconventional elements in the names from the public space of the village of Săgeata, department of Buzău". E. Casanova presents the onomastic collateral effects of a Spanish hobby concerning pigeon-fanciers. A much more serious and consequential matter was chosen for study by S. Corino Rovano: "Credits and unforgettable responsibilities: laws and reforms which inherit their author's name". S. Dimănescu was interested in "the sociocultural motivations which underlie trading names in the virtual space". N. Felecan and L. Avram investigate the "Terms in the oil industry and their occurrences in onomastics". Alfonso Germani speaks of "water flows in Meridional Italy (part II)" that he had initiated in 2011, at the first edition of this Conference. A highly sensitive situation is studied by S. Goryaev and O. Olshvang: "In the delicate sphere of funeral business a clearly advertising name may be ethically unacceptable, thus leading the name attributors to make use of an euphemism". S. Haldenwang explores the traditional handicraft technical sphere in "Transylvanian Saxon terms borrowed from Romanian and Hungarian". M. Manu Magda "mirrors the increasing interest manifested in contemporary onomastics for the category of unconventional anthroponyms"; the case of the term "băiat" used in the political and journalistic discourses is detailed. M. Munteanu Siserman elaborates an exciting survey on the current "Names of television shows in the Romanian media space". From Zimbabwe, S. Ndlovu involves onomastics into the cultural traditions of his country, probably as a pseudonym for rituals: "Names as indigenous knowledge for making meat edible and/or inedible (...), with their impact upon the "food security in Zimbabwe". F.-A. Osan handles the large but exciting matter of the "conventional or unconventional elements in the category of trading [firm] names". E. Papa, in the same argument line, studies the example provided by A. Olivetti in a rather enthusiastic and quasi-romantic manner. R. Pasca, with a lot of linguistic terminology, studies the case of the: "official vs. unofficial" names assigned to "certain plants in the region of Chioar". S. Pitiriciu studies the "detergent names", which "follow the model conventionally created in the onomastics of traded products", but still "with a certain expressiveness". D.-A. Răchisan approaches the onomastic side of "ritual-magical-symbolical" phenomena, in their conventional (or not) expressions. Some of the

linguistic side effects of the (strictly scientific) “medical denomination” are discussed by C. Siserman and M. Munteanu Siserman. As they say, “the approach is both medical and linguistic”. S. Siserman limits himself to the onomastic side of “a special category of trading entities in which the local public authorities own most of the registered capital”. N. Suciuc involves art in his study of the “toponymy of the typological structures and aesthetic models from the *plein-air* paintings at the Baia Mare Art Center”. S. Titini studies the linguistic evolution of the “brand names in the Albanian language”. L. Todea creates an interesting connection (expressed through linguistic means) when speaking of “Technology brands inspired by nature”. R.-C. Turcanu approaches the marketing techniques operating in Romania, insisting on their influential effects thrown towards the consumer in an unspoken but ethical attempt of awakening the consumer’s attention. Another serious enough matter is studied by I. Vintilă-Rădulescu: “the unofficial names result, in fact, similarly to the official names, from a sociolinguistic convention”; the named objects are...the states of the world!... As literary opportunities could in no way miss such an occasion, G. Achim evokes, through onomastics, terminology and a rich Romanian literary corpus, the “imperial” social context which existed in Europe before WWI. Gh. Chivu takes into consideration “The names of devils in the Romanian translation of the *Divine Comedy*” while C. Cozma studies in its onomastic details the novel “Baltagul” by M. Sadoveanu. G. Giuntoli asks himself: “Why are author names so unconventional?” and “describes a phenomenology of author names and demonstrates its importance in onomastics”. D.-A. Ionescu presents “a comparative study” concerning “the translation of literary anthroponyms”, insisting on the literature for children. T. Mangena exemplifies the “use of historical names in selected Zimbabwean texts”. V. Onet establishes a “typology of conventional vs. unconventional anthroponyms in the Romanian fairy tales”. M. A. Rieger illustrates “the function of unconventional names in the German colonial literature”. G. Sale identifies “three strategies of denomination in *Le Berger extravagant* by Ch. Sorel (1626-1627 and 1633-1634)”, while G. Smith analyses the most important *personae* from Shakespeare’s *Merchant of Venice*. In the matter of onomastics, this Conference is an encyclopaedic achievement, we may say.