

## LINGUISTIC DESCRIPTION OF EPONYMY: PARAMETERS AND PROBLEMS

The article deals with theoretical and methodological aspects of the model for eponymy description and analysis. Establishing the set of parameters for such a model as well as outlining issues in applying them, it discusses these questions within the general framework of the study of onomastic items' secondary use to denote objects other than their primary referents.

Key words: eponym, motivation, secondary use, underlying item, proper name

This article's subject matter is the working out of a model for complex linguistic description of eponymy as well as eponyms, i.e. entities that are secondary, derivate members of the eponymous relationship, such as Ukrainian *Кропивницький* «1. a Ukrainian playwright-actor; 2. a Ukrainian city named after him», *Дніпро* «1. the Dnieper (river); 2. A city named after this river», or English *Psyche* «1. a Greek mythology character; 2. (*psyche*) a kind of looking glass said to be so called after Rafael's full-length painting of the fabled Psyche» (OED)<sup>1</sup>. As its title suggests, the aim of the article is twofold. The formation of such a model involves determining the set of relevant features to be taken into account in identifying and then analyzing cases of eponymy. At the same time, it seems expedient to outline problems that one can encounter while meeting the first requirement and, whenever possible, also to indicate, and evaluate the feasibility of, ways of tackling them.

From a wider linguistic perspective, the study of eponymy is a part of research in proper names. Therefore the fulfillment of this article's aim involves discussing the following topics: firstly, it is necessary to show the significance of eponymy study for present-day research in the said area. Then an outline should be provided of the general derivational and onomasiological potential of proper names as well as a tentative typology of linguistic units derived from, or formed by the use of, proper names. After that, I shall briefly present the origin and history of the notion of eponymy, also showing modern tendencies in the use of the term, its cognates and equivalents in Ukrainian linguistics and elsewhere. Last not least, I shall propose some parameters which should be applied to the description of specific eponyms and cases of eponymy in individual languages as well as in the comparison of these in two or more languages carried out in the both synchronic and diachronic framework.

As a part of onomastic research, the study of eponymy is, basically, a study of how *onoma propria* are used to denote objects and convey senses that they do

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<sup>1</sup> See the list of dictionary abbreviations at the end of the article.

not convey and denote when used in their primary meaning. However, onomastic lexemes have so far been insufficiently studied from this viewpoint, especially as compared with appellative ones in general and, more specifically, common names: traditionally, semantic investigations focusing on semantic dynamics and change of meaning deal, primarily or exclusively, with the latter and tend to ignore difference that can exist between them in this respect. The same is true, *mutatis mutandis*, of studies of proper names used in word formation where these names are treated just like appellative words without taking into consideration possible specific features of deonomastic coinages.

In the meantime, the topic of onomasiological and derivational potentialities of proper names has, among others, a sociolinguistic angle to it: in the language of modern society, the class of proper names, always large, grows exponentially and becomes still more numerous both on its own and as opposed to *nomina appellativa* which it ever more vastly outnumbers. As Y.O.Karpenko pointed out, not only «traditional» proper names are numerous (for instance, toponyms, which generally have a long or even ancient history), but also, and especially so, modern onomastic coinages, such as chrematonyms and ergonyms, the resulting ratio between common and proper names being one to hundreds<sup>2</sup>. Arguably, this proliferation of proper names takes the form of the emergence of individual items as well as their further evolution through word and phrase formation and change of meaning, and this necessitates the study of their origins along with their secondary uses. The latter, worthwhile in itself, can throw an additional light on, and deepen our understanding of, the primary nature and properties of underlying onomastic entities. Also, the exploration of proper names' secondary evolution is of interest to specialists in terminology: it is well known that terms denoting discoveries and innovation, natural and artificial objects, social phenomena, formulas, laws etc. are often coined by the use of names of relevant or important figures, such as inventors or discoverers, cf. English *Newton's rings* or *newton* (SI unit of force) (after physicist Isaac Newton), *highmoritis* (after English surgeon Nathaniel Highmore), *Keynesian economy* (after economist John Maynard Keynes), French *gaullisme* (after French general and statesman Charles de Gaulle), Ukrainian *кучмізм* (after Ukrainian President Leonid Kuchma) etc.

In Ukraine, linguistic entities and relationships that are, or can be, subsumed under the heading of eponyms and eponymy have been studied, among others, by Y.S.Otin, M.M.Dziuba, H.P.Lukash, H.M.Kovalenko, O.Sloniov's'ka and others<sup>3</sup>, and elsewhere, by W.Schweickart exploring them in Romance languages,

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<sup>2</sup> Карпенко Ю.О. Власні назви // Українська мова : Енциклопедія / Редкол.: Русанівський В. М., Тараненко О. О. (співголови) та ін. — К., 2007. — С. 84.

<sup>3</sup> Отін Є.С. Коноготивна ономастична лексика // Отін Е. С. Труды по языкознанию. — Донецк, 2005. — С. 111-121; Дзюба М. М. Епоніми в українській науковій термінології : Автореф. дис. ... канд. філол. наук. — Луцьк, 2011. — 18 с.; Лукаш Г. П. Український коногтонімікон: структура і чинники формування : Автореф. дис. ... д-ра філол. наук. — К., 2011. — 24 с.; Клименко Г. М. Trademark names як джерело епонімів в англійській мові // Проблеми семантики слова, речення та тексту. — 2013. — Вип. 30. — С. 91-99; Баркатова Н. А. Польські епоніми як знаки міжкультурних контактів // Лексико-грамматические инновации в современных славянских языках : Маериалы VI Междунар. науч. конф. 22–23 апр. 2013 г. — Д., 2013. — С. 18-20; Слоньовська О. Способи утворення епонімів у процесі міжкультурної комунікації // Укр. полоністика. — 2013. — Вип. 10. — С. 9-13.

as well as E. Della Stella, H. Hornbruch and others<sup>4</sup>. The secondary transferred use of proper names to form either onomastic or common items, not necessarily called eponymy, is mentioned in works on semantics, more specifically those on meaning development<sup>5</sup>, and on onomastics<sup>6</sup>. A separate type of linguistic treatment of eponymic lexemes is their lexicographic registration and description<sup>7</sup>.

Issues and problems of eponymy do not concern linguists and lexicographers alone, cf., for instance, the so-called Stigler's law, discovered by the University of Chicago statistics professor St. Stigler who maintains that scientific discoveries are never named after those who have actually been the first to make them<sup>8</sup>. In Western countries, interest in, and discussion of, eponymy are not purely scholarly and limited to specialists in onomastics: there eponymy issues also have economical and legal aspects since the formation and use of eponyms are regulated by laws concerning intellectual properties, brands, trademarks, and commercial names<sup>9</sup>. For instance, it is a widespread practice in naming to use the entrepreneur's surname as a trademark and a commercial name, cf. English *Ford* «the name of Henry Ford (1863–1947), American manufacturer of motor vehicles, used to designate the products of the company he founded. Also fig.» (OED); and Ukrainian informal *adidacu* «Adidas sneakers» < German *Adidas* «a German sportswear manufacturing factory», an acronym for *Adi Dassler*, i.e. Adolf, or Adi, Dassler, a German shoe manufacturer and the founder AG Adidas<sup>10</sup>). For some kinds of food and tobacco products, it is usual to have a territorial designation, cf. Spanish *habanos* «cigars produced in Havana or, sometimes, any-

<sup>4</sup> *Schweikart W.* Deonomastik. Ableitungen auf der Basis von Eigennamen im Französischen (unter vergleichender Berücksichtigung des Italienischen, Rumänischen und Spanischen). — Tübingen, 1992. — 421 S.; *La Stella E.* Deonomastica: lo studio dei vocaboli derivati da nomi propri // *Le lingue del mondo*. — 1982. — Vol. 47. — P. 13-18; *Hornbruch H.* Deonomastika: Adjektivbildungen auf der Basis von Eigennamen in der älteren Überlieferung des Deutschen. — Göttingen, 1996. — 397 S.; *Onomastik und Lexikographie, Deonomastik*. — Tübingen, 2002. — 369 S.; *Fleischer W.* Deonymische Derivation // *Name und Text. Ausgewählte Studien zur Onomastik und Stilistik*. — Tübingen, 1992. — S. 58-66.

<sup>5</sup> *Stern G.* Meaning and change of meaning. — Bloomington, s.a. — P. 295, 317, 321, 328 (with further references).

<sup>6</sup> *Суперанская А.В.* Общая теория имени собственного. — М., 1973. — Passim.

<sup>7</sup> *Отин Е.С.* Словарь коннотативных собственных имен. — Донецк, 2004. — 412 с.; *Freeman M.S.* A new dictionary of eponyms. — Oxford etc., 1997. — 297 p.; *La Stella E.* Dalie, dedali e damigiane: dal nome proprio al nome comune. Dizionario storico di deonomastica, vocaboli derivati da nomi propri, con le corrispondenti forme francesi, inglesi, spagnole e tedesche. — Bologna, 1990. — 246 p.; *Kopaliński W.* Słownik eponimów, czyli wyrazów odmiennych. — Warszawa, 1996. — 288 s.; *Lebouc G.* 2500 noms propres devenus communs: dictionnaire d'éponymes, antonomases et hypallages. — Waterloo, 2011. — 656 p.; *Martin G.* Dictionnaire des onomatismes québécois : les mots issus de nos noms propres. — Sherbrooke, 2013. — 226 p.; *Рязанцев В. Д.* Имена и названия : Словарь эпонимов: имена собств., перешедшие в названия; образование терминов и понятий; происхождение имен нарицат.; слова, употребляемые в перенос. смысле. — М., 1998. — 288 с.; *Блау М. Г.* Судьба эпонимов. 300 историй происхождения названий : Словарь-справочник. — М., 2010. — 272 с.; see also a special website: *Deonomastikon: Die Welt der Deonyme*. — <http://www.deonym.info>.

<sup>8</sup> *Stigler St.* Stigler's law of eponymy // *Science and social structure : A festschrift for Robert K. Merton*. — New York, 1980. — P. 147-57.

<sup>9</sup> *Зимовець Г. В.* Засади мовної політики в галузі неймінгу // *Мова і суспільство*. — 2013. — Вип. 4. — С. 152-157; *Зимовець Г. В.* Комерційні власні назви в структурі комунікативної ситуації : Права мовної особистості vs вимоги законодавства // *Мовні права в сучасному світі : 36. наук. пр.* — Ужгород, 2014. — С. 284-301.

<sup>10</sup> *Adidas: history*. — <http://www.adidas-group.com/en/group/history/>.

where else»<sup>11</sup>, English *havana cigars* «Havana or Cuban cigars» (OED), and the ergonym *Habanos SA* «the arm of the Cuban state tobacco company, Cubatabaco, that controls the promotion, distribution, and export of Cuban cigars and other tobacco products worldwide»<sup>12</sup>. Accordingly, legal disputes can concern product's marking with respect to its commercial source or origin as well as certain exclusive rights attached to trademarks (verbal or non-verbal). For instance, they can be caused, among other things, by «trademark genericizing», or «genericide»: with a brand growing popular and products marked by it becoming widespread, the brand name isn't only proliferated by its use as a chrematonym (i.e. the name of a serial product), but also tends to turn appellative acquiring a generalized meaning<sup>13</sup> and so losing its original exclusive reference, cf. English *Hoover (hoover)* «(with capital initial.) the proprietary name of a make of vacuum cleaner (patented in 1927); loosely (with small initial.) any vacuum cleaner. Hence as v. trans., to clean with a Hoover (or, by extension, any vacuum cleaner)» (OED); Polish *adidas* «1. a sports boot on a thick rubber sole; 2. AIDS» (USJP) (that is, it denotes sneakers of any brand, and not just those produced by Adidas), *żyletka* «a safety razor (named after the American entrepreneur K.C.Gillette)» (ibid.). Ukrainian *ксерокс* as well as its cognates elsewhere refer to any photocopier machines, not necessarily ones made by Xerox Corporation, and verbs deriving from them (such as Ukrainian *ксерити*) mean just «to photocopy», yet this company strives to protect its trademark and prevent it from getting genericized<sup>14</sup>. Another example of the controversial semantic generalization of an exclusive eponym is French *champagne / vin de Champagne*. The use of this eponymous enonym (i.e. wine name) deriving from a toponym (Dauzat, 159) as a common name has been legally forbidden in some countries<sup>15</sup>, therefore the wine made and sold in the former USSR under the name of «Советское шампанское» (or, in Ukrainian, «Радянське шампанське») was renamed, when exported to these countries, to «Советское игристое». Appearing in dictionary entries, some officially registered trademark names are labeled as such (or marked by the <sup>TM</sup> sign). A way to avoid suits against unlawful trademark appropriation by intentionally misinforming customers or just following the general usage is chrematonymic mimicry (see more below).

In delineating the place of eponyms within the overall range of entities derived from proper names (by means of word formation of various kinds) or otherwise formed by using them (as in set phrase formation), the relevant distinction is in the character of their semantic relationship to the underlying onomastic unit. On one hand, there are items among deonomastic derivatives whose meaning quite literally reproduces the meaning of the underlying proper name to which semantic features of the derivational model are added<sup>16</sup>. On the other hand, there are also coinages, both lexical and phrasal, in which the meaning of the underlying onomastic item is reinterpreted (metaphorically, metonymically, or in yet another way) in the process of their formation so that the meaning of the resulting

<sup>11</sup> Habanos S.A. — [https://es.wikipedia.org/wiki](https://es.wikipedia.org/wiki/Habanos_S.A.).

<sup>12</sup> Ibid.

<sup>13</sup> See: 'Genericide': When brands get too big. — <http://www.independent.co.uk/News/business/analysis-and-features/genericide-when-brands-get-too-big-2295428.html>.

<sup>14</sup> Ibid.

<sup>15</sup> *Robinson J.* The Oxford Companion to Wine. — Oxford, 2006. — P. 150-153.

<sup>16</sup> *Рибачківська Л.Є.* Словотвірні гнізда з вершинами-онімами в українській та англійській мовах: контрастивний аспект : Автореф. дис. ... канд. філол. наук. — К., 2017. — 24 с.

entity is idiomatic and figurative rather than built up compositionally out from the literal meanings of its elements: cf., for instance, the semantic difference between lexemes English *hooligan* «a young street rough; a member of a street gang» < *Houlihan*, the name of a fictional rowdy Irish family mentioned in music hall songs of the 18<sup>th</sup> c. and also a comic Irish character (OED), or Ukrainian *Геракл* and *геракл* «a heavily built man», *Венера* and *венеричний*; or such collocations as *київська вулиця* vs. *вулиця Київська* (there is a street of this name even in the city of Kyiv), or *палац Франца-Йосифа* (i.e. a residence of the Austrian emperor) vs. *земля Франца-Йосифа* (an archipelago in the Arctic Ocean discovered by an Austro-Hungarian expedition); cf. also the difference in meaning between the same onomastic components in the phrase *Highmore's Highmore cavity* referring to this organ in the head of Nathaniel Highmore.

Thus, formally identical entities can belong to the proper as well as common items. For instance, the Ukrainian appellative adjectives *київський* and *празький* are semantically compositive derivatives when they express the meaning «of Kyiv or Prague» respectively. On the contrary, in the world-popular dish's Ukrainian name *котлети (деволяй) по-київськи* as well as its corresponding names in other languages (e.g. English *Chicken Kiev*, German *Kiewer Kotelett*, *Kotelett Kiev*, *Hünchen Kiev*, French *poulet à la Kiev*, *suprême de volaille à la Kiev*, Czech *kievský kotlet*<sup>17</sup> etc.), the mention of Kyiv in no way implies that they denote any poultry cutlet prepared in Kyiv or according to a Kyiv recipe, or even a kind of cutlet created and named in Kyiv or, for that matter, anywhere else in the pre-revolutionary Russia or the Soviet Union (the present-day definition of *chicken Kiev* in the online Oxford English Dictionary, as different from the previous editions, doesn't mention Kiev, which in its turn was defined there as «a city in Russia», yet one of the example sentences call it, along with *borscht*, *Russian dishes*). Indeed, there are several versions of the origin of the dish itself as well as the name (according to one of them, *Chicken Kiev* was first created in the U.S.A.), which is not surprising since it is usual for culturally prestigious items with a vague (or even not so vague) history to be ascribed simultaneously to more than one concurrent culture and tradition, each of them unwilling to share priority in this respect; as regards the Russian culture, it is traditionally reluctant to acknowledge, and give credit to, Ukrainian contributions.

Similarly, the Ukrainian adjectives *Київський* and *Празький* used as cake type designations express something essentially different from just general relation to Kyiv or Prague: *Київський (торт)*, rather than referring to any torte made in Kyiv, denotes only those cakes that have been produced according to the recipe invented by the cake master I. Petrenko at the Kyiv Carl Marx Confectionery Factory in 1956<sup>18</sup>. The relation of *Празький торт*, or *торт «Прага»*, to the Czech capital is still more indirect: this cake, popular in the USSR, was an invention of V.M. Guralnik, the pastry chef with the Moscow restaurant «Прага», yet its recipe was not entirely original, stemming from that of the famous *Sachertorte* of Wien)<sup>19</sup> (for the ideologically motivated Soviet *ono-*

<sup>17</sup> See: *Chicken Kiev*. — [https://en.wikipedia.org/wiki/Chicken\\_Kiev](https://en.wikipedia.org/wiki/Chicken_Kiev) as well as its counterparts in the entries in other languages.

<sup>18</sup> *Дзис А.С.* Київська кондитерська фабрика «Рошен». — [http://esu.com.ua/\\_articles.php?id=11232](http://esu.com.ua/_articles.php?id=11232).

<sup>19</sup> *Original Zacher-torte. Ein echtes Stück Wien*. — <https://www.sacher.com/original-sacher-torte/>.

*mastikon*, a name referring to a capital of one of the «fraternal» socialist countries was far more acceptable).

These examples are also noteworthy in another respect. Ukrainian *котлета по-київськи* obviously can't be considered an onomastic item, which is proven by its spelling (it is not written with a capital letter and isn't enclosed in quotation marks), whereas the appellative or onomastic character of *київський торт* (*торт «Київський», «Київський торт»*) is not so unequivocal, the latter name's variants being alternatively written with and without quotation marks as well as with capital and small letters. Arguably, such instances indicate that there is no hard and fast line between common and proper names, specifically chrematonyms, i.e. proper names denoting identical mass-produced items and so having no unique reference<sup>20</sup>.

Another problem that can arise in explicating the range of items subsumed under the category of eponym is that of discrimination between phrasal eponyms and other phraseological collocations formed by the use of proper names. However, before addressing this particular problem it is expedient to discuss the more general question of what is understood by *eponym* and its cognates and equivalents. In other words, it seems useful to give an overview of the cross-linguistic polysemy of this term as well as its synonyms.

As can be seen from the above examples, there are more than one type of linguistic items built in one way or another by the use of reinterpreted proper names. Also different are the meanings of terms stemming from Greek ἐπώνυμος < ἐπωνομάζω «to name», their semantics varying from language to language as well as within the same language. Dictionaries of linguistic terminology are inconsistent in registering these terms, sometimes also including other terms referring to entities and usages that are or can be qualified as eponyms and eponymy. For instance, the term *епонім* occurs in studies of Ukrainian scholars (those of M.M.Dziuba as well as others) dealing with appellative items, mostly terminological, originating from proper nouns. At the same time, there is no mention of *епонім* or *епонімія* in «The Ukrainian Language : Encyclopedia», which, however, has among its entries *антономазія* and *деонімія*: the former is traditionally defined, in particular, as a trope metaphorically substituting a proper name from mythology, history or literature for a common one: *крез* «a rich man», *донжуан* «a womanizer»<sup>21</sup>; the latter (alternatively called *апелятивація*) is treated as a process of proper name turning into common one on the basis of a metaphorical or metonymical association: *Куяльник* (an estuary) > *куяльник* (a mineral water), *Дон-Кіхот* > *донкіхот*<sup>22</sup>. In works of Y.S.Otin, and H.P.Lukash, the terms *конотативні власні імена* and *конотоніми* are used, illustrated by such examples as, for instance, Russian *Вавилон* «turmoil; chaos; bustle; catastrophe» (Отин, 87-88) *Вакул* «a crook» (ibid.), Ukrainian *Палестина* «a native land», *баунті* «beetroot moonshine»<sup>23</sup> (from the candy bar *Bounty*), cf. also V.Y.Kanna's

<sup>20</sup> Kosyl Cz. Chrematonimy // Współczesny język polski. — Lublin, 1993. — S. 447-452.

<sup>21</sup> Тараненко О. О. Антономазія // Українська мова : Енциклопедія. — С. 30 (Many other dictionaries, too, list this ancient rhetoric term, its referent also sometimes called *метоніму*).

<sup>22</sup> Карпенко Ю. О. Деонімізація // Ibid — С. 140.

<sup>23</sup> Лукаш Г. П. Op. cit. — P. 13.

study of connotative toponyms<sup>24</sup>. Russian *эпоним* is missed both in the entry list and the subject index of «Linguistic encyclopedic dictionary» edited by V.N.Yartseva<sup>25</sup>, whereas O.S.Akhmanova's earlier «Dictionary of linguistic terminology» has the word (along with *антономазия*), defining it as «a person after whom a nation or a locality is named»<sup>26</sup>, and so does «Dictionary of Russian onomastic terminology» by N.V.Podolskaya which explains it as «a person famous for some reason whose name was used to coin another proper name, *Ярослав* (prince) > *Ярославль* (town), or term»<sup>27</sup>. D.Crystal treats *эпоним* similarly<sup>28</sup>, and in El-sevier's «Encyclopedia of language and linguistics», while absent in the entry list, *эпоним* and *эпонимический* do occur in entries' explanatory parts. «The Concise Oxford Dictionary of Linguistics» definition of eponym is «an individual name from which a common noun is derived: e.g. that of 'the eponymous' Lord Sandwich as the source for *sandwich*. *Эпоним* is the relation between them»<sup>29</sup>. Among several meanings of *эпоним* as registered (along with *эпонимический* та *эпонимия*) in Oxford English Dictionary, there is the following one (given in the 1993 edition): «A proper name used generically; more loosely, the generic name itself, or any noun phrase of specific meaning which includes a proper name» (OED). French and Francophone linguists use the term *onomastisme* to denote eponym derivation process<sup>30</sup>. In German *Eponym* can refer to a word derived from a proper noun<sup>31</sup> as well as an underlying proper name (from which *Deonym* is derived); both usages are fairly old, yet the former is more so<sup>32</sup>. It should be added that Greek *ἐπώνυμος* already meant both «giving his name» and «named after somebody» (Liddell, 679-680; Дворецкий, 1, 655). The above-mentioned Italian linguist E. Della Stella initiated studies within Romance linguistics called *deonomastica*.

So, the term *эпоним* is commonly used, among other things, with reference to lexemes as well as nominative collocations that name inventions, discoveries, places, historical periods, etc. after a (relevant) person. In some cases, such as the name of a Carpathian mountain *Пін Іван*, reasons for being named in such a way are fairly obscure and discovering motivation is complicated: V.V.Luchyk maintains that this seemingly eponymous toponym actually emerged due to the paronymic reinterpretation of this mountain's ancient Romanian name (Лучик, 378). Arguably, the traditional Ukrainian folk medicine term for diarrhea *швидка* (or *дрібна*) *Настя*, while mythologically personifying the disease as a female humanlike being, was derived from this particular anthroponym due to some

<sup>24</sup> *Канна В. Ю.* Структура, функції та лексикографія конотативної топонімії : Автореф. дис. ... канд. філол. наук. — Донецьк, 2009. — 19 с.

<sup>25</sup> Лингвистический энциклопедический словарь. — М., 1990. — 685 с.

<sup>26</sup> *Ахманова О.С.* Словарь лингвистической терминологии. — М., 1969. — С. 528.

<sup>27</sup> *Подольская Н.В.* Словарь русской ономастической терминологии. — М., 1988. — С. 150-151.

<sup>28</sup> *Crystal D.* A dictionary of linguistics and phonetics. — Oxford, 2008. — P. 197.

<sup>29</sup> *Matthews P.H.* The concise Oxford dictionary of linguistics. — Oxford, 2003. — P. 116.

<sup>30</sup> *Boulanger J.-E., Cormier M.C.* Le nom propre dans l'espace dictionnaire général // *Études de métaléxicographie.* — Tübingen, 2001. — P. 9.

<sup>31</sup> *Karenberg A.* Medizinhistorisch-sprachgeschichtliche Anmerkungen zu mythologischen Namen im modernen medizinischen Fachwortschatz // *Würzburger medizinhistorische Mitteilungen.* — 2002. — Bd 21. — S. 18.

<sup>32</sup> *Schweickard W.* Op. cit. — S. 4.

resemblance between it and Ukrainian *пронос* (*понос*) «diarrhea» (СУМ, 8, 244) (see below for more discussion on this issue).

A similar yet not altogether identical kind of nominative set phrases with proper names is represented by proverbial terms (or, using L.P. Diadechko's term, eponyms<sup>33</sup>) like Ukrainian *дамоклів меч* «a collocation denoting constant danger (from an Old Greek legend about Damocles, above whom a sharp sword was hanged on a hair during a banquet)» (СУМ, 2, 210) and the like. Structurally more or less identical to technical or scientific eponyms (such as the Ukrainian physical terms *Торічеллієва пустота* чи *море Дірака*), they differ from them due to their motivation and stylistic connotations, alluding to characters and stories from mythology, history or literature and, by means of such allusion, referring to some situations which otherwise can be named literally. Then there are phrasal ergonyms (i.e. names of organizations, institutions or enterprises) containing proper names that are used, purely or partly (in the latter case, there is some objective motivation as well) for honorific and / or commemorative purpose to accentuate the sacral, ideological, or cultural significance and prestige of an institution so named<sup>34</sup>, cf. the pre- and post-revolutionary names of historically the same college: Russian *Императорский университет Св. Владимира* and Ukrainian *Київський національний університет імені Тараса Шевченка* (the image of its former patron saint has been retained in this university's modern emblem). In other cases the purpose of proper names used as, or as a part of, ergonyms (or chrematonyms) can be altogether different, yet also pragmatically oriented, being motivated by their (allegedly) suggestive character, cf. names of L'viv catering facilities which either contain a proper name (*У пані Стефці, Тралі Валі, Піноккіо, Mons Pius, New York Street Pizza, Біля Діани на Ринку, Голодний Микола,*) or are phrasal proper names used in a secondary but also onomastic sense (*Високий Замок, Древня Русь*); cf. also the title of the fairy tale drama „*Лісова пісня*» by the Ukrainian author Lesya Ukrainka as well as the eponymous chocolate candies and a candy store of the same name in Kyiv, or Mozart's second Christian name, *Amadeus*, as used in the collocation *Servus Amadeus*, the name of a Blasercafé coffee blend to project its Viennese image.

It seems fairly natural to also qualify all these instances as cases of eponymy. However, there are other types of phrasological entities which can have a figuratively used proper name in them yet such items somehow, such as idioms (Polish *Bismark w spódnicy* «an energetic and bossy woman»<sup>35</sup>, *pisuj (pisać) na Berdyczów* (a phrase expressing unwillingness to have anything to do with) (NKPP, 1, 75) (also about a letter that cannot be delivered due to a wrong or imprecise address), proverbs (Ukrainian *Казала Настя, як удасться*, where rime seems to be the only reason for choosing this particular given name to denote a generalized human; *Нате і мій глек на капусту, щоб і я була Химка* where the choice of the anthroponym seems to be fortuitous or caused by its obscure connotations), *У Варвари так і ніч уворвали* (Номис, 62), and *Не савій, не варварій, бо Сава савив і варварив, а сам босий ходив* (ог: *Варвара варила, а Сава савила* (sic! — S.Y.),

<sup>33</sup> Дядечко Л.П. Крылатые слова как объект лингвистического описания: история и современность. — К., 2002. — С. 140-141.

<sup>34</sup> Зимовец Г.В. Мотивационные признаки коммеморативных эргонимов Украины // Язык. Текст. Дискурс. — 2013. — Вып. 11. — С. 378-387.

<sup>35</sup> Кравчук А.М. Польська фразеологія з ономастичним компонентом : Автореф. дис. ... канд. філол. наук. — К., 1999. — С. 10.

*а обоє босі ходили*)<sup>36</sup> referring respectively to a secondary Christian calendar myth explaining the change in day and nighttime duration and traditional restraints on some household chores on respective calendar saints' days), phraseological similes, such as Ukrainian *налигався як Мартин мила* (ЛІССУ) and speech formulas (Ukrainian *крути, Гаврило* «get (or keep) moving»; *з Богом, Парасю*). Of course, it is a matter of definition rather than discussion, whether to term them eponyms or not (as far as I know, scholars in this country and elsewhere who study all kinds of phraseologisms with onomastic components, in particular anthroponyms, while indicating cases of their appellativization<sup>37</sup>, do not generally name any of them so or classify them under eponyms). On the contrary, it seems far more expedient to compare them with phrasal eponyms in order to find out similarities and differences between them. It also seems useful to regard eponyms not as a disjunctive class, but rather as a fuzzy set with a clearly outlined 'prototypical' center and an indistinct periphery melting into other classes of lexical and phraseological items.

Turning now to the question of eponymy description parameters, it should be pointed out that, eponymy being a complex and even multifaceted linguistic phenomenon, the order in which its aspects and the parameters of its description are discussed here is to a certain extent arbitrary. However, it seems appropriate to begin this discussion by emphasizing once more that eponymy is basically a genetic and therefore dynamic relationship between the underlying and derivative entity, one that has to do with the evolutionary, or diachronic, dimension of the language system and is capable of being localized in time and space. Once having emerged, this relationship can persist, its motivation remaining more or less transparent, if sometimes rather vague, or it can cease to exist, in which case its motivation, indeed its very existence can only be discovered etymologically (cf. Ukrainian *франт* «a dandy, a sharp dresser» < Polish *frant* «a weasel, a busybody» < Czech obsolete *frant, franta* «a jester, a screwball» < Czech *Franta* or *František* (an anthroponym) (ЕСУМ, 5, 127) and *фривувати* «to drill» < Polish *frycować* «to bully a rookie» < German *Fritz* (an anthroponym) (ibid., 132). Outside these two possibilities, eponymy does not exist.

Accordingly, cases of eponymy in a given language can be described with respect to their origin: whether they are autochthonous (cf. Ukrainian *Іван* «a peasant, an uncouth person» and *змикитити* «to understand» deriving from Ukrainian anthroponyms *Іван* and *Микита* respectively, ibid.) or borrowed ones. Of course, arguing that an eponym is a loan word (or phrase) implies finding out what language it comes from and what its motivation is. This aspect of eponymy description is especially important if the item in question is built by affixation, cf. English and (originally) French *bougainvillea* «an evergreen», named after Louis-Antoine Comte de Bougainville, a French seafarer and explorer, and formed not later than in 1789<sup>38</sup> as a Latin first declension substantive in *-a*. Linking an eponym to a certain language (or languages, as in this case) as well as to a certain place and time allows to analyze it within the framework of that language's

<sup>36</sup> Шмайда М. Зимові свята (з календарної обрядовості) // Нове життя. — 1992. — № 50. — С. 5.

<sup>37</sup> Cf. also: Мороз О.А. Фразеологічні одиниці з компонентом «власне ім'я» в сучасній українській мові: структурно-семантичний аспект : Автореф. дис. ... канд. філол. наук. — Донецьк, 2002. — С. 2, 9.

<sup>38</sup> Bougainvillea. — <https://en.wikipedia.org/wiki/Bougainvillea>.

derivational paradigms as well as the extralinguistic context of its creation. At the same time, this example shows that such linguistic and extralinguistic attributions aren't always unequivocal and don't necessarily correspond to each other: indeed, there are eponyms that are formed to be used internationally as technical or nomenclature terms (cf. measurement units such as *newton*, *ampere*, *hertz*), and these can be built from Latin or Greek elements by speakers of other languages, like *polonium*, the name of a chemical element coined by its discoverers, Maria Skłodowska-Curie and Pierre Curie (working in the French capital Paris, in 1898) as a Latin neuter substantive, its undelying item *Polonia* the Latin designation of M. Skłodowska-Curie's homeland, Poland (EB).

These cases point to some other aspects of eponymy description. One of them is the way an eponym was formed. These generally differ depending on whether the eponym is a word or a phrase. However, both the former and the latter can be coined by means of purely semantic derivation, e.g. Polish *Eldorado* (Hispanic *el dorado* «a gilded one») 1. (historical) «a legendary country allegedly rich in gold»; 2. *eldorado* (bookish figurative) «an affluent country, a happy land, a promised land» (USJP); Ukrainian *зордіїв вузол* «about a complicated situation, knotty questions» (СУМ, 2, 210) (a phrase alluding to a Greek myth); Russian *Пиковая дама*, the name of, first, A.S.Pushkin's long short story, then an opera by P.I.Chaykovskiy based on the former, and last, chocolate candies. However, one shouldn't overlook cases where ellipsis, on one hand, and figurative change of semantics (specifically metonymy, as in the following examples), on the other, can produce seemingly similar or maybe joint effects, cf. the meaning of *Yalta* (a toponym denoting a town on Crimea Peninsula, Ukraine) in the English collocation *the Yalta Memorial*, a memorial in London that commemorates people displaced as a result of the Yalta Conference of 1945; or Russian *Женева* in the collocation *дух Женеви* «temporary warming in international relations during the Cold war manifesting itself in the meeting of the leaders of four states, the U.S.S.R., U.S., Great Britain and France, in Geneve in 1955, the first after the Second World War»<sup>39</sup>; or the meaning of *Рейкьявик* in the title of the internet publication *Ракурс. После Рейкьявика*, it's subject matter the soccer match between Iceland and Ukraine on the 5th of September in Reykjavik. In all these instances toponyms (*Yalta*, *Женева*, *Рейкьявик*) were substituted for certain events that took place in these cities. Another typical model of elliptical substitution, with the composite title of a literary work reduced to the proper name that is its part, is found in such instances as *Don Quijote* or *Hamlet* as well as their cognates in other languages commonly used instead of the full titles of the M. Servantes novel «*El ingenioso hidalgo Don Quijote de la Mancha*» and W. Shakespeare play «*The Tragedy of Hamlet, Prince of Denmark*» respectively.

These, however, should be distinguished from cases of eponymy, where, for instance, cities and other places that were sites of historical occurrences turned symbolic, their names absorbing these symbolic senses and connotations on the principle of both metonymy ('the event's site for the event itself') and metaphor (the event of a certain kind for similar events). In her thesis N.T.Akulshyna cites a number of such examples: *Hiroshima* «the use of a nuclear weapon against a large population center»; *Dunkirk* «evacuation by sea of a large group of troops

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<sup>39</sup> Орлов А.С., Георгиева Н.Г., Георгиев В.А. Исторический словарь. — М., 2012. — С. 172.

after retreat»; *Dien Bien Phu* «destruction of a besieged stronghold's garrison»; *Verdun* «an impregnable fortress»; *Cannae* «complete annihilation of a large group of troops by surrounding them»; *Pearl Harbor* «an unexpected attack»<sup>40</sup>.

Besides semantic derivation, lexical eponyms can be built by means of formal procedures, such as already mentioned affixation (cf. Polish *chopinista* «a pianist specializing in Chopin's compositions; a researcher of Chopin's life and work» (USJP), Ukrainian informal *франківець* «an actor with Ivan Franko National Academic Drama Theatre», *Олександрія*, a Ukrainian city named in 1784 after Alexander, a son of Russian Emperor Pavel I; its original name was *Усовка* after a Cossack *Ус* who had his winter dwelling place there (Лучик, 360) and / or composition (cf. *Старокостянтинів* and *Івано-Франківськ*, cities in Ukraine). Also, they can emerge through truncation, as in Russian *затрапез* «kind of cheap fabric» < *Затрапезников*, the owner of the factory where it was produced (Фасмер, 2, 83), lexicalization (English *Jack-of-all-trades* or *Jack-o-the-lantern*) and compression (Ukrainian *євстахіїт* < *запалення євстахієвої труби*).

The coining of lexical and phrasal eponyms can involve a procedure that may be termed chrematonymic mimicry<sup>41</sup>, i.e. the intentional coining of such items for product naming that look very much like exclusive and prestigious brand or product names yet at the same time are not quite identical to them, cf. *Ericsson* vs. *Erisson* (the latter a Russian trademark), *Neskafe* vs. *Neckafe*, the perfumes *Light blue* (of Dolce e Gabbana) vs. *Blue flight* (the latter sold in a box of the same colour), the candy bars *Nuts* vs. *Nuss* (the latter's wrapper of the same colors as the original *Nestlé* produce) etc. Intended for gullible or incompetent customers, this malpractice exploits the tendency of «naïve» human psyche to consider as essentially identical or similar things that are similar in appearance or form<sup>42</sup>.

The description of eponymy relationship should also involve parameters concerning its underlying as well as derivative member. The former can be assessed in terms of its higher or lower derivational productivity, i.e. according to the number of eponymous derivatives it is used to form. While some proper names give origin to only one eponym (cf. French *poubelle* «a trash can» < *Poubelle* «a French state prefect who made its use compulsory from 15.01.1884» (Dauzat, 578), others have more or less numerous parallel, or rather irradiative, eponymous derivatives. Irradiative eponym formation can be based on the same external motivation, cf. copious examples of Soviet institutions, enterprises etc. honorifically named after V.I.Lenin. At the same time, such formation can also involve multiple semantic reinterpretation of the underlying item: e.g., Oxford English Dictionary lists 15 entries of *jack*. Otin's dictionary lists numerous derivatives, semantic and other, of the Russian name *Иван (Ваня)* (Отин 152-176), cf., too, Polish colloquial vulgar *zaiwaniac* «to make something with verve or in a big way», *zaiwanić*. «to steal» (< the Russian name *Иван*) (USJP), the riming Ukrainian toy name *Іван-покиван* (СУМ, 4, 9) and its synonym *Іван-киванець* (ibid.) as well as

<sup>40</sup> See: Акульшина Н. Т. Сучасна військова термінологія: когнітивно-прагматичні виміри (на матеріалі перської, української та англійської мов) : Дис. ... канд. філол. наук. — К., 2016. — С. 104.

<sup>41</sup> Єрмоленко С.С., Зимовець Г.В. Деякі теоретичні та методологічні проблеми дослідження мотивації внутрішньої форми ергонімів // Акцентологія. Етимологія. Семантика : Зб. пр. до ювілею акад. В. Г. Складенка. — К., 2012. — С. 742.

<sup>42</sup> See: Єрмоленко С.С. Мовне моделювання дійсності і знакова структура мовних одиниць. — К., 2006. — С.29-65.

the Ukrainian plant and animal names *Іван-чай*, (ibid.) *Іван-зілля*, *Іванова мушка*, *Іванок*, *Іванчик золотий*, *Івасик* (Грінченко, 2, 195) and also the following example of Ukrainian *Іван* used in the appellative sense «a common man» not listed in the two dictionaries cited above: *Багато в нас любителів грати на фортеп'яна, А як треба тягти його, то кличуть Івана* (П.Глазовий. Сердитий монолог).

Taken together, items from which eponyms are derived may be classified into groups corresponding to more or less specific ideographic categories of *onoma propria*, with subsequent generalizations concerning relative productivity of various categories and subcategories.

There are several parameters that can be applied to eponymous derivatives: first of all, they can be characterized as belonging to common or proper names (including phrasal ones). However, within appellative eponyms there are also words of the so-called predicative parts of speech: besides already mentioned eponym verbs, such as Ukrainian *микитити*, cf. also the French nonce verb *macker* (< the Austrian Field Marshal *Karl Mack von Leiberich*), a hapax legomenon coined by one of L. Tolstoy's «War and Peace» characters: *Ce n'est ni trahison, ni lacheté, ni bêtise; c'est comme à Ulm...c'est du Mack. Nous sommes mackés*. Also, there are eponym adjectives, such as English *Euro* «European, especially relating to the European Union» (LDCE) or *jacobethan* «of design: that displays features of Elizabethan and Jacobean style» (OED). The epithet *онегинский* referring to the whiskers of a character in M.A. Bulgakov's novel «White guard» (*черные онегинские баки*), rather than expressing a possessive sense, describes them by implicitly comparing them with the whiskers of Pushkin's Eugene Onegin as they appear in some illustration to the eponymous poem or are worn by an actor impersonating him in the eponymous opera by P.I. Chaykovskiy. Russian *николаевская шинель* denotes a kind of topcoat worn in the 19<sup>th</sup> c. first by military officers, then by state officials and gentry (Беловинский, 417; Елистратов, 328), so that *николаевский* as used in it doesn't seem to relate to the eponymous Russian Emperor and / or the time of its reign, and so on.

Proceeding from their meaning, eponyms themselves can be classified into semantic and ideographic groups defined by more or less general concepts, e.g. names of artifacts, place or people's names, names of institutions etc. which further can be divided into items sharing still more specific meaning (cf., for instance, the list of various eponym categories in English Wikipedia: *Adages, Adjectives, Asteroids, Astronomical objects, Cartoon characters, Chemical elements, Colleges and universities Companies, Diseases, Foods, Human anatomical parts, Ideologies, Inventions, Mathematical theorems, Medical signs, Medical treatments, Minerals, Observations, Places and political entities, Prizes, awards and medals, Scientific constants, Scientific equations, Scientific laws, Scientific phenomena, Scientific units, Sports terms, Surgical procedures, Tests, Trademarks or brand names*<sup>43</sup>.

A parameter that concerns both the underlying and derivative member of the eponymous relationship is the semantic shift from the former to the latter and its extralinguistic motivation. Discovering this motivation makes it possible to assign the case of eponymy first to the most general type of meaning change it represents (i.e. metaphor, metonymy, possibly some other), and then, comparing various cases, to establish more concrete models of this change, such as «place > produce» and, still more specifically, «place > wine (cheese, tobacco)», or «mythological

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<sup>43</sup> Eponym. — <https://en.wikipedia.org/wiki/Eponym>.

or literary character > inner or outer feature, or characteristic behavior of human being, such as one's beauty, wisdom, or bravery», «cultural, historical or mythological phenomenon, event, object, or situation > something similar in the life of an individual, society or country»<sup>44</sup>.

However, the identification of both eponymy relationship between linguistic items and extralinguistic motivation determining it can be problematic. For instance, M. Vasmer linked Russian *малиновый* (as used in the collocation *малиновый звон*) to Russian *малина* «raspberry» (with its positive connotations of sweetness, pleasantness, festive mood and the like) (Фасмер, 2, 563), yet equally if not more plausible (and at the same time not necessarily excluding this explanation) seems the etymology that traces the origin of the phrase to the Belgian town of *Maline* (СРФИЭС, 206), an historical centre of carillon industry, also famous for its St. Rombold's Cathedral with the world's best known carillon (ЕВ). The seemingly obvious eponymous relation can be misleading in what regards its motivation: so, English *Panama (hat)* «a misnomer for a hat made from the undeveloped leaves of the stemless screw pine of tropical South America; now often made to hats made in imitation of this» (OED), Ukrainian *панамa* «a summer hat with wide brims, either woven or made of fabric» (СУМ, 6, 42) take their origin in the Republic of Panama but, contrary to a typical model of eponymous sense shift, not because such hats have originally been made there but because it was from Panama that this Equador-made headgear was exported to various destinations<sup>45</sup>.

The motivation of eponyms derived from given, or first, names can be especially difficult to find out. For instance, the derivative character of the German automobile brand name *Mercedes* is quite clear, *Mercedes* being a Spanish feminine first name stemming from *Maria de las Mercedes*, one of the Virgin Mary's catholic titles; at the same time, its origin as a car name is surrounded with legends. However, according to the official version, *Mercédès* was the name of a daughter of Emile Jellinek, an Austrian diplomat and businessperson who cooperated with the Daimler Company and had first a car motor and then a car model named after her<sup>46</sup>. Thus, reasons for the choice of a proper name to be used in a secondary sense, i.e. as eponym, can be fairly subjective and complicated, in which case finding out motivation may involve special time-consuming in-depth research whose outcome can still be problematic because of the lack of relevant data or attestations as well as because motivation was so subjective and / or fortuitous it cannot be deduced by applying some general principles, cf. P. Wistengof mentioning Moscow pub employees whose task was to put out candles and lock doors at midnight and who for some author reason were called *Отелло*<sup>47</sup>). The task of finding the etymology of such eponyms becomes still more complex where there are several of them irradiating from the same first name, for instance, the Oxford English Dictionary's entry *john* differentiates many appellative meanings of this name used autonomously or as collocation constituent, these meanings evi-

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<sup>44</sup> Cf.: Stern G. Op. cit. — P.295.

<sup>45</sup> The complete panama hat history. — <https://ultrafino.com/blogs/articles/the-complete-panama-hat-history>.

<sup>46</sup> The history behind the Mercedes Benz Brand and the three-pointed star. — [http://www.emercede-desbenz.com/Apr08/17\\_001109\\_The\\_History\\_Behind\\_The\\_Mercedes\\_Benz\\_Brand\\_And\\_The\\_Three\\_Pointed\\_Star.html](http://www.emercede-desbenz.com/Apr08/17_001109_The_History_Behind_The_Mercedes_Benz_Brand_And_The_Three_Pointed_Star.html).

<sup>47</sup> Вистенгоф П.Ф. Очерки московской жизни // Москва в очерках 40-х годов XIX в. — М., 2000. — С. 62.

dently not linked to each other (besides, there are several more phrases with *John* and *johnnie* in the entry list). At the same time, some lexicographical traditions tend to omit secondary «connotative» meanings of proper names, first of those of all anthroponyms, arguably because of the vague associative nature of this kind of meaning.

Notwithstanding this, comparison of such meanings of different names within the same language or cognate names of different languages can discover cases of parallel semantic development that should be regarded as independent convergence rather than borrowing. So, in his dictionary Y.S.Otin registered, among other secondary stylistically marked meanings of Russian *Ванька* its use as a designation of a cheap seasonal cabman, and also the collocation *ванька-взводный* «a platoon commander» (cf. in O.Gonchar's novel «Прапорonosці»: *Ти також ванькою-взводним?*); the latter can be compared with American military slang *second john* «second lieutenant»).

I.S.Bozhko points to an ancient tradition to associate certain occupations with given names which then occur in phrasal designations of people practicing these trades (cf. German *Meister Hans* and English *Jack Ketch* denoting executioner)<sup>48</sup>; this observation, however, does not give any particular reasons for the emergence of such associations. It is possible that a first name can turn common or at least acquire certain more or less definite connotations through the so-called semantic contagion, i.e. by its absorbing certain semantic features of the items it co-occurs with (for instance, within a set idiomatic phrase, such as Russian *Машиа-растеряша*, cf. Russian ironic *Машиа* «a simple-minded, primitive girl or woman» (Отин, 234), or German *der deutsche Michel* «a narrow-minded German burgher», cf. German pejorative *Michel* «an average German»<sup>49</sup>) or due to its repeated reference to the signified with which these features are commonly associated. For instance, T.N.Kondratyeva argues that one of the appellative meanings of Russian *Алѣха* (*Алѣша*, *Алѣшка*) «a braggart» arose because in Russia the name day of Saint Alexius, a Man of God, celebrated on the 18<sup>th</sup> of March, became associated with seasonal habits of fish (*когда щука хвостом лед разбивает*), and the name of its patron saint — with fishers whose traditional stereotype pictures them as boasters<sup>50</sup>.

In Otin's dictionary there are several items clustering around the Russian first name *Егор*, including the verb *егорить*, the adjective *егороватый* and two idioms, *Егора заправлять* and *Егора навесить*, all of them sharing the semantic feature «to lie, swindle». The verb *объегорить* was discussed along with *обмикулить*, *объегорить*, *обмишулить*, *подкузьмить*, by B.A.Uspenskiy, who considered them derivationally linked to the names of respective saints and explained

<sup>48</sup> Божко І.С. Семантика антропоніма у складі фразеологічної одиниці: співставлення на матеріалі української, російської, французької, англійської та німецької мов // Філологічні науки: синхронічний та діахронічний аспекти : 36. наук. праць. — 2010. — Вип.2. — С. 9-10.

<sup>49</sup> Сошко О.Г. Фразеологічна репрезентація внутрішніх рис людини: особливості семантики і внутрішньої форми (на матеріалі укр., нім. та англ. мов) : Дис. ... канд. філол. наук. — К., 2014. — С. 31-32; Комарова Р.А. Немецкая антропонимика. — Саратов, 1979. — С. 32.

<sup>50</sup> Кондратьева Т.Н. Метаморфозы собственного имени. — Казань, 1983. — С. 21.

their «unsaintly» meaning as reflecting secondary Christian myths, namely, residual images of pre-Christian pagan deities blended with new sacral characters<sup>51</sup>.

Yet another source of a given name's connotations underlying its use(s) as an appellative item can be its phonetic meaning, i.e. the sound symbolism of its form<sup>52</sup>.

From eponyms discussed above one more parameter of their description can be inferred, namely, the one having to do with the character of their stylistic connotation, which in its turn is correlated, although by no means strictly, with their semantic-syntactic function: nominative eponyms generally tend to be stylistically neutral, whereas those that are predicative (either explicitly or implicitly so, being a secondary designation for something that already have a stylistically neuter designation) have distinct stylistic coloring and convey some expressive image. Also, the formation of the former involves metonymy, while the latter are coined by using metaphor<sup>53</sup>. These correlations, however, are not without exceptions: there are some nominative and at the same time stylistically colored eponyms (such as already mentioned Ukrainian *баунті* «beetroot moonshine» or Russian *ванька* «a cheap seasonal cabman») whose expressive character is determined by their inner form as well as the social connotations of their respective referents. Also, it should be emphasized once more that there are eponyms who do not readily lend themselves to be analyzed in terms of metaphor and metonymy. The metaphoric nature of eponyms can be unclear and therefore difficult to identify as such, let alone to grasp<sup>54</sup>, and the same can apply, *mutatis mutandis*, to metonymic motivation underlying items, such as scientific nomenclature terms or ergonyms, honorifically naming their referents after somebody or something whose relation to these referents is fairly loose, if at all (cf. terms denoting measurement units, such as *newton*, *атпере*, and purely honorific institution or place names, such as *бульвар Шевченка* or *Національний академічний театр опери і балету України імені Тараса Шевченка*, both in Kyiv, on the other).

As to nominative eponyms, even those stylistically neutral, their emergence can involve metaphor as well, cf. Ukrainian *бойкот* < English *boycott*, formerly also *Boycott* (from the name of Capt. Boycott, an Irish landlord, who was the original victim of the treatment described) «to combine in refusing to hold relations of any kind, social or commercial, public or private, with (a neighbour), on account of political or other differences, so as to punish him for the position he has taken up, or coerce him into abandoning it. The word arose in the autumn of 1880, to describe the action instituted by the Irish Land League towards those who incurred its hostility. It was speedily adopted by the newspapers in nearly every European language» (OED). Thus, it is only when this word initially referred to the way the Irish treated Boycott that the new coinage was purely metonymic, but afterwards, and pretty soon, it stopped being so, transferred by means of generalizing metaphor to similar practices in both Britain and elsewhere. Anyway, the model of eponymy description should take

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<sup>51</sup> Успенский Б.А. Филологические разыскания в области славянских древностей. — М., 1980. — С. 139-140.

<sup>52</sup> For more on the connotative meaning of given names and its possible origins, see Otin's brilliant study: *Отин Е.С. Экспрессивно-стилистические особенности ономастической лексики в восточнославянских языках // Отин Е.С. Труды по языкознанию. — Донецк, 2005. — С. 122-134.*

<sup>53</sup> Cf.: Отин, 14.

<sup>54</sup> Calling these meaning metaphorical, or symbolical, at the beginning of the Introduction to his dictionary, Otin, however, gives no further comments on their metaphoric nature, in fact, doesn't even use these terms anymore.

into account all such features as well as correlations between them. Also important in this respect is the temporal, spatial and cultural localization of various particular types of sense shifts, taking into consideration cases of eponym borrowings along with autochthonous items. Tracing down instances of language contacts resulting in eponym loans can yield important observations and generalizations concerning relations of the *Wörter und Sachen* type in the history of various languages and showing, among other things, how cultural innovations get to be represented by, and reflected in, linguistic innovations. This applies to metonymic nominative eponyms, on the one hand, and metaphorical predicative eponyms, on the other; regarding the latter, such correlations can show not only what is typically or, on the contrary, rarely or even uniquely signified by such eponyms but also what national culture (or cultures) and what «culture languages», i.e. cultural-semiotic systems (mythology, religion, literature, art, science, history) operate as eponym donor domains; as M.P.Ostapenko aptly pointed out, pantheons of various mythological traditions have female characters which can serve as a model of feminine beauty, yet in the European linguo-cultural area, such a role is only played by ancient Greek and Roman sacral beings, and not, say, the Hinduism goddesses Rati or Lakshmi (cf. in Bulgakov's «Master and Margarita»: — *Ах, так я теперь тебе домработница ...а была богиня? Ты меня как называл? — Венера! — плаксиво отвечал боров*). Since linguistic borrowings reflect cultural influences and cultural model borrowings, the study of eponyms from this viewpoint is relevant for the study of relations between languages as well as cultures.

As the history of eponyms do not stop with their creation, their further evolution, including the formation of their derivatives, can be investigated by the use of the same guidelines and parameters as described above. With polysemous items, such as the ones deriving from the French toponyms *Cognac* or *Champagne*, the development of their meaning, too, can exhibit the combination of metaphorical and metonymical features, these toponyms first being reinterpreted as names of alcoholic beverages produced in the respective areas, and then losing their exclusive reference and signifying similar drinks made elsewhere. Combination of metaphor and metonymy in the history of an international eponym can be even more complicated, as in the case of Ukrainian *кагор* «a kind of dessert red wine» (СУМ, 4, 68) from French *cahors*, a red wine produced in the region of Cahors. However, Ukrainian *кагор* and its cognates in the post—Soviet area refer to a dessert fortified wine produced from grapes of sorts other than French *cahors* due to the following historical reason: Russian Emperor Peter I allegedly took such a liking to French cahors that he made the Russian Orthodox Church use it for communion, but since the wine traditionally employed for this purpose was sweet, Russian *кагор* became different from its French counterpart in taste, technology and vine, their only shared feature being a red wine<sup>55</sup>. If the story is true, then the history of French *cahors* transferred to the area of the Russian empire and language exhibits features of functional metaphor as well as metonymy based on spatial and temporal contiguity.

In closing, may I add that I am cognizant that my characterization of the parameters is at times sketchy and almost invariably too general. However, this is something only the use of these parameters in further eponym research can compensate for, indicating what should be added to, or changed in, them. Hopefully, even such as listed above, these parameters, their number and diversity make evident that eponymy should be studied not only against cultural and historical background, but also in a wider linguistic framework,

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<sup>55</sup> Кароп. — <https://ru.wikipedia.org/wiki/Karop>.

particularly in the general context of the secondary use of onomastic items in word and phrase formation. Moreover, the elaboration of eponymy description model should consider eponym coining as compared not only with other kinds of derivational employment of onomastic items but also with that of appellative ones, so as to deepen our understanding of this fundamental lexical opposition and the nature of its members, also contributing into the development of methods of onomastic meaning analysis.

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ЕРМОЛЕНКО С. С.

#### ЛІНГВІСТИЧНИЙ ОПИС ЕПОНІМІЇ: ПАРАМЕТРИ І ПРОБЛЕМИ

Статтю присвячено теоретичним і методологічним аспектам розроблення моделі опису й аналізу явища епонімії у мові. Запропоновано набір параметрів такої моделі й окреслено проблеми у їх застосуванні. Ці питання розглядаються в загальному контексті дослідження використання ономастичних одиниць у вторинному значенні.

Ключові слова: епонім, мотивація, вторинне використання, твірна одиниця, власна назва.