

# The research on Slovak chrematonymy

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## The research on Slovak chrematonymy

**Abstract:** The aim of the paper is to present the results of the research on Slovak chrematonymy. It presents the most important research projects and works studying Slovak chrematonymy. The research of Slovak onomasticians focuses mainly on the analysis of motivational, semantic, structural, and functional characteristics of individual subtypes of chrematonyms (especially logonyms, pragmatonyms, and ideonyms). The currently studied issues include the problems of onymic status of some types of chrematonyms, the boundaries between appellatives and chrematonyms, and definition and classification of chrematonyms. The field of logonymy is studied more comprehensively, but the synthesizing processing of Slovak chrematonymy is still absent. The paper further deals with the characteristics of two projects focused on the research of Slovak chrematonyms. The former is focused on Slovak logonymy and the scholarly processing of logonyms, which began after 1989

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as a reaction to the open market and the emergence of private shops and companies in the post-socialist era. The other currently solved project is focused on the description of modelling and models in chrematonymy.

**Keywords:** Slovak chrematonymy, chrematonyms, logonyms, modelling and models in chrematonymy.

### **Recherches sur la chrématonymie slovaque**

**Résumé :** L'objectif de cet article est de présenter les résultats de la recherche sur la chrématonymie slovaque. Il présente les projets de recherche et les travaux les plus importants étudiant la chrématonymie slovaque. Les recherches des onomasticiens slovaques se concentrent principalement sur l'analyse des caractéristiques motivationnelles, sémantiques, structurelles et fonctionnelles des sous-types individuels des chrématonymes (en particulier les logonymes, les pragmatonymes et les idéonymes). Les problèmes du statut onymique de certains types de chrématonymes sont résolus, ainsi que l'espace de contact entre l'appellatif et le chrématonyme, y compris la question de la définition et de la classification (division) des chrématonymes. Le domaine de la logonymie est traité de manière plus complète, mais une synthèse des travaux de recherche portant sur la chrématonymie slovaque est toujours absente. En outre, l'article présente la caractéristique de deux projets dans la recherche des chrématonymes slovaques. Le premier est un projet axé sur la logonymie slovaque et la recherche scientifique des logonymes, qui a été initié après 1989 en réponse au marché libre et à l'émergence d'entreprises commerciales privées à l'époque postsocialiste. L'autre projet vise à décrire la modélisation et les modèles de la chrématonymie.

**Mots-clés :** Chrématonymie slovaque, chrématonymes, logonymes, modélisation, modèles chrématonymiques.

### **Die Erforschung der slowakischen Chrematonymie**

**Zusammenfassung:** In diesem Beitrag werden die Ergebnisse der Forschungen zur slowakischen Chrematonymie vorgestellt, insbesondere die wichtigsten Forschungsprojekte und Untersuchungen. Die Forschungen der slowakischen Namenforscher konzentrieren sich vor allem auf die Analyse der Motivationsmerkmale sowie der semantischen, strukturellen und funktionalen Merkmale der einzelnen Subtypen der Chrematonyme (insbesondere Logonyme, Pragmatonyme und Ideonyme). Es werden die Probleme des onymischen Status einiger Arten der Chrematonyme, die Grenze zwischen Appellativum und Chrematonym, sowie die Probleme der Definition und Untergliederung von Chrematonymen behandelt. Der Bereich der Logonymie wird umfassender behandelt, aber eine zusammenfassende Behandlung der slowakischen Chrematonymie fehlt immer noch. Weiterhin werden im Beitrag zwei spezielle Projekte vorgestellt. Das erste befasst sich mit der wissenschaftlichen Bearbeitung der slowakischen Logonymie, insbesondere im Kontext der Öffnung der Märkte nach 1989 und der Entstehung privater Unternehmen und Firmen in der postsozialistischen Ära. Das zweite derzeit laufende Projekt, befasst sich mit der Beschreibung der Modellierung und der Modelle in der Chrematonymie.

**Schlüsselbegriffe:** Slowakische Chrematonymie, Chrematonyme, Logonyme, Modellieren und Modelle in der Chrematonymie.

## The research on Slovak chrematonymy

MÁRIA IMRICHOVÁ AND VERONIKA GONDEKOVÁ

### 1. Introduction

Despite being one of three basic onymic subsystems, chrematonymy has not been in the focus of research by Slovak onomasticians. Slovak chrematonomastics, as a relatively new subfield of onomastics, experienced a rapid development at the turn of the millennium due to substantial political and social changes. Currently, we can see an increased interest of onomasticians in researching chrematonymy, which is reflected in the growing number of papers given at onomastic conferences and articles published in onomastic journals.

### 2. Overview of previous research into chrematonyms

In the second half of the 20th century, Slovak linguists dealt with the description of chrematonyms only marginally, focusing on the exploration of lexical motivation and the influence of non-linguistic factors, e.g., in the names of youth organisations (Majtán & Majtánová 1967), the names of cooperative farms (Blichá 1982), and the names of folklore groups in Slovakia (Jacko 1983).

Regarding the research into chrematonomastics, the turning point was the 2nd Czechoslovak Onomastic Conference held in May 1987 in Smolenice and the 3rd national seminar entitled *Onomastika a škola* [Onomastics and school] in Ústí nad Labem in 1988. These academic events sparked the interest of several Slovak linguists in the research into chrematonyms and their functioning in a society. The proceedings entitled *Chrematonyma z hľadiska teórie a praxe* [Chrematonyms in terms of theory and practice] (1989) address several theoretical issues: classification of chrematonyms (Majtán 1989), information value of chrematonyms (Pícha 1989a), status of chrematonyms in onomastics (Dvonč 1989a), or semantic-structural analysis of some classes of chrematonyms, e.g., food products and beverages (Habovštiaková 1989), Slovak trains (Jacko 1989), pieces of furniture (Krošláková 1989), partisan groups operating in the Slovak National Uprising (Nemčoková 1989), textiles (Matejčík 1989), French product names in Slovak (Orgoňová 1989), etc.

Research into Slovak chrematonyms derives from Blanár's *Teória vlastného mena. Status, organizácia a fungovanie v spoločenskej komunikácii* [A theory of proper names. Status, organization, and functioning in social communication] (1996a), the concept of binary role of proper names as defined by him, and the

specific criteria according to which proper names and nouns can be differentiated. Several linguists have expressed their understanding of the basic linguistic processes pertaining to proper names, e.g., in the works *Úvod do onomastiky* [Introduction to onomastics] (Blichá & Majtán 1986), *Transonymizácia – jeden zo spôsobov rozširovania propriálnej lexiky* [Transonymisation – One of the ways of expanding proprial lexis] (Valentová 2012), *Motivácia a lexikálna sémantika* [Motivation and lexical semantics] (Majtán 1994), *Pragmaticolingvistické metódy a problematika v onomastike* [Pragmatic linguistic methods and issues in onomastics] (Blanár 2004), *Onymická a deonymická nominácia* [Onymic and deonymic nomination] (Ološtiak 2018), *Podoby a dôsledky transonymizačného procesu pri logonýmách* [Forms and consequences of the transonymisation process for logonyms] (Imrichová 2012), *Transonymizácia chrématoným* [Transonymisation of chrematonyms] (Garančovská 2010).

Fluctuation and inconsistent orthography manifested in the use of chrematonyms in official written documents result from their extensive structural variability, diversity of the functions affiliated to chrematonymic classes, and from the impact of non-linguistic factors on their form. The capitalization as an orthographic feature of a proper name has been repeatedly subject to reassessment, as may be illustrated by the following publications – *Z pravopisnej problematiky chrématoným* [On the orthography of chrematonymy] (Dvonč 1989b), *Názvy politických strán a hnutí a ich skratky* [Names of political parties and movements and their acronyms] (Dvonč 1995), *Nejednoznačnosť pri písaní niektorých typov vlastných mien* [Ambiguity in writing of some types of proper names] (Závodný 2015), *Propriálna charakteristika právnych komunikátov a ich ortografická signalizácia* [Proprial characteristics of legal communications and their orthographic signalling] (Imrichová 2015), *Čo je nové v Akadémii/akadémii? K zástupnosti skrátených názvov a ich ortografii* [What is new in the Academy/academy? On the substitution of shortened names and their orthography] (Valentová 2015), and others.

We observe tension between the conceptualization of proper names and their conventional orthography, especially in the category of multiword naming units denoting institutions and documents (MWNU stand here for the concept adhered to in the Slavic tradition rather than Anglo-Saxon understanding of MWNU vs. compound). The studies addressing the tension focus mainly on the defining of appellative components of a multiword proper name and on the unifying of the rules within the chrematonymic subsystem; cf. *Apelatívny člen, apelatívny komponent propria a informácia o propriu v podobe apelatíva* [Appellative member, appellative component of proper name, and information about proper name in the form of appellative] (Valentová 2014), *Propriálny subsystém slovenčiny s poukazom na problémy ortografie* [Proprial subsystem of Slovak with regard to orthography issues] (Imrichová 2021), and others. The most important task is to maintain the officially protected name, formed by an act of onymic nomination, through the

administrative-legal action. Some onomasticians are constantly verifying and reassessing the boundaries of chrematonyms, ambimodal names, and nouns. This is dealt with in *Medzi apelatívom a vlastným menom* [Between appellative and proper name] (Blanár 1996b), *Nové onomastické tvary v systéme slovenčiny* [New onomastic forms in the system of Slovak language] (Imrichová 1995), *Chrématonymá – niekoľko poznámok k problémom definície, klasifikácie a vzťahom medzi apelatívom a propriom* [Chrematonyms – A few comments on the problems of definition, classifications, and the relationships between appellative and proper name] (Valentová 2011), *Pragmatonymá sú vlastné mená* [Pragmatonyms are proper names] (Majtán 2012), *Status pragmatonym – chaos alebo systém?* [Status of pragmatonyms – Chaos or system?] (Garančovská 2012), *Ideonymá a problematika transonymizácie* [Ideonyms and problems of transonymisation] (Žigo 2008), and others.

The diversity of chrematonymic objects and the interest of researchers in their naming has resulted in the coinage of new, albeit non-functional terms. Onomasticians call for unifying the international terms and their Slovak equivalents in order to exclude synonymous terms and not to overload chrematonymic terminology with special terms denoting all types of objects.

The expansion of research is reflected in the increased number of papers reporting mainly on semantic or linguistic analysis and classification of the selected group of objects, e.g., pragmatonyms of chemical products (Pícha 1989b), the names of clubs (Orgoňová 1990), companies (Odaloš 1995), Lykotex Revúca Company products (Krško 2000), dairy products (Garančovská 2010), restaurants (Gálišová 2019), cars (Krško 2019), nicknames of railway engines (Ološtiak 2009), etc.

The boundaries of new onomastics disciplines and chrematonymic classes are explored and defined, e.g., *Logonomastika ako onomastická disciplína* [Logonomastics as an onomastic discipline] (Horecký 1994), *Budú v onomastike aj muzikonymá? (o jednej-dvoch Plavovláskach)* [Will there be musiconyms in onomastics? (On one or two Female Blonds)] (Žigo 2010), *Vymedzenie chrématonym v onymickom systéme* [Delimiting chrematonyms in the onymic system] (Garančovská 2009), and others.

### 3. M. Imrichová: *Logonymá v systéme slovenčiny* [Logonyms in the Slovak language system]

In Slovak chrematonomastics, the most complex issue is that of company names, which after 1989 develop rapidly due to changes of the political system. In her monograph *Logonymá v systéme slovenčiny* [Logonyms in Slovak language system] (2002), Imrichová summarizes the results of her onomastic research carried out in 1995–2000 on a corpus of almost 2000 Slovak logonyms.

She defines logonyms as proper names of companies, businesses, and

manufacturing and trading companies whose proprial status has been given by a unique administrative and legal act. Her research is based on thorough theoretical and methodological underpinnings and draws chiefly on the Czech and Slovak onomastic tradition. The conducted analyses are based on Blanár's theory, in particular, own onymic semantics (designation) is constituted by individual onymic symptoms. Imrichová explains the nature of logonyms as signs through their two-component onymic content, considering their onymic structuring and semantic elements as their specific key feature.

The complexity of her research is justified by a relatively large group of respondents, the corpus of examined logonymic objects, and

- a) conducting semantic-motivation-based analysis yielding the classification by type of semantic motivation (semasiological-onomasiological process);
- b) examining the information value, semantic clarity, and typifying function of logonyms in practice (onomasiological-semasiological process);
- c) examining the form of logonyms in practice, as well as the overall usage of neologisms or foreign words as logonyms, which may pose language problems (orthographical, phonetic, morphological – declension of logonyms) for language users.

Logonyms fall within proper names, which, as the author claims, share some features of common nouns. This is because the lexical meaning of the motivating element undertaking a new function is not completely lost; usually it is to some extent present. In terms of functions, in addition to differentiating and identifying ones, logonyms, like nouns, also have a characterizing function. They can provide more information about the company (*Gól* [goal] – betting office; *Dúha* [rainbow] – paint store); this depends on the choice of the motivating element and on the word-formative structure of the logonym chosen in the naming process.

### 3.1. Motivation types of logonyms

Motivation types of logonyms are defined by origin and functioning from a semasiological-onomasiological perspective, and the classification is based on the lexical-motivation theory introduced by the Slovak linguist J. Furdík (1993, 2008). The main criterion for the classification of logonyms is their structure (form), as the recipient refers to it in order to establish the possible meaning and the company/business activity. Logonyms are divided into single- and multi-word types.

In the following paragraphs, the classification of logonyms is based on the types of motivation along with exemplification is given.

#### 1. Semantic motivation

##### a) Lexical logonyms

- Information-providing lexical logonyms (*Gerbera*, *Pralinka*, *Akord*);

- Characteristic-providing lexical logonyms (*Fontána, Body*);
- Association-establishing lexical logonyms (*Harmónia, Súzvuk*);
- b) Contact-language logonyms (*Baker, Candy, Florist's*);
- c) Dialect-structured logonyms (*Bicigel', Štempel', Dzirava talpa*).

## 2. Word-formative motivation

- a) Derived logonyms (*Stavex, Plynko, Oraving*);
- b) Compound logonyms
  - Complete and incomplete compound logonyms (*Drevogemer, Plastokno*, formed by juxtaposition);
  - Quasi-compound logonyms (*Interaudit, Ekonprog, Uniing* – engineering company, various engineering activities, formed from the affixoid radix *uni* ‘universal’ and *ing* ‘engineering’)
- c) Acronymic logonyms
  - Mechanically formed acronymic logonyms (*K.T.O., ZOOP, TEES*);
  - Modified-abbreviation logonyms (*Bevidem, Ozepo*);
  - Quasi-word acronymic logonyms (*Martex, Fecdent, Russing*);
- d) Specific word formation of logonyms (*Retep* = Peter, inverse word order of the owner’s name; *Delta3k, 3 J Soft*)

## 3. Motivation by proper name (*Balkán, Emilly, Edison*)

Polymotivated logonyms (*Ria* – female name and part of the word *drogéria*, Eng. ‘drugstore’).

Based on the type of motivation, single-word logonyms are classified into semantically motivated logonyms, word-formationally motivated logonyms, proprially motivated logonyms, and multiple-motivationally formed logonyms. Semantically motivated ones (created by onymisation/proprialisation) include lexical, contact-language, and dialect-based logonyms. Abbreviation types also belong to word-forming motivation. Logonyms motivated by proper names are formed by re-onymisation/re-proprialisation. Contact-language logonyms are names formed by a loan word or a foreign word. Percipients best accept dialect-based logonyms. Polymotivated logonyms have at least two motivating elements (e.g., name and line of business).

Imrichová’s research (2002) offers the following tendencies in the formation and origin of logonyms in the Slovak language. Multiword logonyms are classified according to the onomasiological structure and syntactic rules and are defined consistent with the relation between the onomasiological base and onomasiological mark (subordination, coordination, and sentence). Out of these, contact-language motivated logonyms represent up to 68% (corpus contained 1635 logonyms). In terms of the frequency, the most frequent logonyms are abbreviated (25%), compound (21%), contact-language motivated (20%), and re-onymisation-based (12%) ones. In terms of

motivation types, word-formation motivation (50%), semantic motivation (25%), contact-language motivation (11%) was the most used in the researched material.

In the research, the usage of logonyms was studied. The questionnaire method and interviews revealed that the following showed a high information value: ambimodal multiword logonyms, compound or quasi-compound logonyms, and lexically motivated logonyms (these logonyms refer to activity, line of business). A low information value was observed in abbreviated logonyms, reonymised logonyms, logonyms motivated by the owner's name and contact-language logonyms. The abbreviated logonyms, which are the most frequent, have the lowest information value. Thus, it follows that logonyms are taken to represent a 'label, mark or tag' that carries implicit information.

The last stage of the research focused on usage of logonyms, specifically their orthography, pronunciation, and declension. This research found that language users experience problems with pronunciation, orthography, and declension of logonyms formally atypical for the Slovak language, which may hinder communication. The advertising function of logonyms is manifested in their form which may contain borrowed (contact-language) elements, less frequently occurring Slovak graphemes, specific bound morphemes (so-called 'logoformants' *ex, uni, max, mont, extra, comp*, etc.), and unusual fonts, etc. The following phono-orthographic effects can be used: peripheral sounds, exclusive sound effects, conspicuous peripheral phonemes, and unusual consonant clusters rare in the Slovak language and typical of borrowed and foreign words.

Imrichová's research (2002) showed the several tendencies in the formation and origin of Slovak logonyms:

1. The economy of expression and the condensation of word structures.
2. The tendency to express more pieces of information in a small space, which usually leads to opacity of the form.
3. Significant influence of foreign words and specific word-formative process, including foreign orthographic and phonic elements.
4. Strong motivational link between the company and the owner (*Hlinka&Hlinka* – surname of father and son, company owners).
5. Tendency to taking inflections (including foreign words, e. g. *Color* – paint store, in the genitive sg. *Colora/Coloru*, in the local sg. *Colore/Colori*).

#### **4. Research project: *Synchronne modely a modelovanie chrématoným* [Synchronous models and modelling of chrematonyms]**

The objective of the project was<sup>1</sup> to advance the synchronous models of chrematonyms through interlinking the research in anthroponomastics with

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<sup>1</sup> The grant ran between 2019 and 2021.



that in toponomastics. The research material included selected groups of chrematonyms.

The research plan involved description, comparison, and classification of onymic models of chrematonyms obtained through a synchronous model analysis. These chrematonyms are modelled and profiled into a model mapping the chrematonymic signs of the relationship within a society. These chrematonymic signs are portrayed as functional elements with an onymic value. They are classified, compared, typified, and developed into the tendencies of the synchronic dynamics of chrematonymic models.

#### **4.1. The conceptual framework of the research topic**

In the establishment of the theoretical underpinning, the research team draw on the findings of Slovak and Czech onomastics and onomastic modelling. The modelling of chrematonyms is the least developed in the Slovak and Czech onomastics so far. The modelling theory is an approach enabling the classification, description, and interpretation of onymic material, while at the same time a double status of the nomen proprium category is considered. In this category, the onymic content is in the forefront.

Slovak onomastic modelling is based on [Blanár's](#) work (1996a) defining the content model as a set of the hierarchically ordered onymic signs, as an onymic value consists of a set of generic and differential marks. The modelling of chrematonyms was [Imrichová's](#) research into logonyms (2002), [Garančovská's](#) study on pragmatonyms of dairy products (2010), [Odaloš's](#) works on the terminology-related and conceptual issues (2011, 2014, 2015). The aim of the research was to develop a comprehensive modelling theory of chrematonyms in which the existing methodology is adopted to propose terminology of chrematonymic modelling which is based on based on a wide range of chrematonyms.

#### **4.2. The execution of research**

The linguists participating in the grant compiled a research corpus and identified proper name non-proper-name components. A catalogue name is not necessarily identical with the proper name of the object. In most cases, the catalogue name also includes a descriptive appellative component, which specifies the type of a product ([Majtán 2012](#)). For the purpose of the analysis, only a proprial component of the name was selected. Further, grant researchers proposed A1 model for every proper name contained in the research corpus. The A1 model is the first stage in the modelling structure of every chrematonym.

The A1 model is profiled as a model reflecting the chrematonymic attributes of society relations. They will be portrayed as functional elements with an onymic value.

### 4.3. Models of chrematonyms

The members of research team proposed models of proper names of tea, coffee, and chocolate (Gondeková 2021a), insurance and bank products (Chomová 2020), vodka (Kolenčíková 2021b), beers (Odaloš 2021), non-alcoholic beverages (Rožai 2021b), and dietary supplements (Vrajová 2021). They also worked with institutionyms of the Ministry of the Interior (Gondeková 2021b), Ministry of Culture (Kolenčíková 2021a), and Ministry of Health (Rožai 2021a).

### 4.4. Proposed model and related terminology

Based on the grant findings, the terms that could be used in the future modelling of chrematonyms were defined. An onymic model of a proper name is a true onymic structure consisting of a particular onymic sign reflected in functional elements (Odaloš 2021). In a proper name, the semantic field of the onym is a combination of semantic signs expressed through functional elements. The onymic model types have been proposed based on the presence of semantic signs in numerous models. The models consist of semantic signs and represent the most frequent and typical onymic models, and ultimately a definite semantic model. The paradigm of onymic types is the result of the modelling processing of onymum. The paradigm of onymic types could be a result of formal modelling based on several functional elements in model or content modelling that is based on paradigmatic determinant, for example musiconyms (proper names of songs) are often derived from story, often from author's personal life or experience.

## 5. Conclusion

The research in the field of Slovak chrematonymy lags in the comparison to research in the field of Slovak toponymy and anthroponymy, especially from the quantitative point of view, but the situation is changing, and currently linguists are paying attention to chrematonyms. There are also research grants focused on this part of onomastics. Presented grants on logonyms and chrematonyms are proof of this statement. Evidence of this claim is presented in grants on logonyms and chrematonyms, in which research led to the definition and classification of microstructures within this onymic subsystem. Onomasticians strive to define chrematonymic models and search for overlapping parameters. However, this is researched on the chrematonym object microtypes, which raises the need for name/term coinage. In contemporary Slovak onomastics there are tendencies not to fragment the chrematonymic terminology and to avoid the influx of new terms, but chrematonyms are a very heterogeneous group, and therefore we need a broader terminology to designate them, but not to the detriment of clarity.

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