

TRENDS IN TOPOONYMY 5

University of Berne | Switzerland | 9-13 July 2012

Programme & Book of Abstracts

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Venue

University of Berne – UniS – Schanzeneckstrasse 1 – Berne, Switzerland

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Acknowledgements

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The conference chairs would like to extend heartfelt thanks to all the individuals and institutions who participated in the organisation of the fifth Trends in Toponymy conference:

The International Council of Onomastic Sciences encouraged us to organise the fifth instalment of the Trends in Toponymy conference in Berne. The University of Berne provided us with the UniS a perfectly located and equipped venue. The organising institutions – Forschungsstelle für Namenkunde des Instituts für Germanistik and Istituto di Lingua e Letteratura Italiana – gave us access to invaluable human and material resources. The members of the Scientific committee, the Keynote speakers and all the Presenters enabled us to put together a scientific programme of great quality.

The Swiss National Science Foundation, the Swiss Academy of Humanities and Social Sciences, SOKultur (Lotteriefonds of the Canton of Solothurn) and the University Fund of the Burgergemeinde Bern honoured us with their support and generously covered the travel expenses of the keynote speakers and part of the organising and catering costs of the conference. Thanks to the Swiss National Science Foundation via the support of their SCOPES programme, we were also able to offer two conference grants enabling researchers from Armenia and Ukraine to participate in the conference. The financial as well as non-material contributions of our sponsors – Francke Verlag Tübingen, Schwabe Verlag Basel, Schwabe Druckerei Muttenz, Amt für Geoinformation des Kantons Bern, NIKE (Nationale Informationsstelle für Kulturgüter-Erhaltung), Ortsnamen.ch (Datenbank der Schweizer Namenbücher) and Bern Tourismus – motivated us greatly and hopefully helped us to balance the books.

Furthermore, the practical organisation of the conference was made possible thanks to the hard work, enthusiasm and generosity of a number of individuals, notably (but not exclusively) the conference staff: This Fetzer, Anne-Danièle Gazin, Fiona Hasler, Jürgen Mischke, Jacqueline Schmid, Anna Claudia Ticca. Thanks to the very competent help of Harald Weinreich (conftool.net) we were able to organise the management of the conference most effectively. Marc Oschmann (webmakers.de) and his team built and designed our beautiful homepage – which we are continuing to enjoy. Eva Geissbühler and Urs Stöcklin helped us greatly to improve the layout of our conference poster. Special thanks go to Harald Bötöl (in-house technical staff of UniS) and to the canteen staff at Berne University.

PROGRAMME

MONDAY, 9 July			
9:00	Registration + Welcome coffee (Entrance Hall)		
10:30	Opening (Lecture Hall A003)		
11:00	Richard COATES (Univ. of the West of England, Bristol, United Kingdom) <i>Place-names, naming, history, and the mind</i> (Lecture Hall A003)		
12:00	Lunch		
14:30 – 15:30	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p style="text-align: center;">Individual papers (Room A022)</p> <p>14:30 Arne BÖLLING (Macquarie Univ., Australia) <i>Thoughts on a 'New World' place-name typology</i></p> <p>15:00 Małgorzata MANDOLA (Univ. of Rennes 2, France) <i>Toponym in synchronic contrastive aspect</i></p> </td> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p style="text-align: center;">Individual papers (Room A122)</p> <p>14:30 Nelson PUCCIO (Univ. of Heidelberg, Germany) <i>Naming the periphery, denoting the mediocre – Some remarks on the expressivity and semantic transparency of placeholder toponyms</i></p> <p>15:00 Pavel ŠTĚPÁN (Czech Academy of Sciences, Czech Republic) <i>Some methodological issues of the formal analysis of toponyms</i></p> </td> </tr> </table>	<p style="text-align: center;">Individual papers (Room A022)</p> <p>14:30 Arne BÖLLING (Macquarie Univ., Australia) <i>Thoughts on a 'New World' place-name typology</i></p> <p>15:00 Małgorzata MANDOLA (Univ. of Rennes 2, France) <i>Toponym in synchronic contrastive aspect</i></p>	<p style="text-align: center;">Individual papers (Room A122)</p> <p>14:30 Nelson PUCCIO (Univ. of Heidelberg, Germany) <i>Naming the periphery, denoting the mediocre – Some remarks on the expressivity and semantic transparency of placeholder toponyms</i></p> <p>15:00 Pavel ŠTĚPÁN (Czech Academy of Sciences, Czech Republic) <i>Some methodological issues of the formal analysis of toponyms</i></p>
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19:30	Aperitif		

TUESDAY, 10 July

09:00 – 10:30	<p style="text-align: center;">Panel <i>Power and Naming</i> (Room A022)</p> <p>9:00 Guy PUZEY, Jani VUOLTEENAHO (Univ. of Edinburgh, UK, Univ. of Helsinki, Finland) <i>Openings into power and place naming</i></p> <p>9:30 Myriam HOUSSAY-HOLZSCHUCH, Frédéric GIRAUT, Sylvain GUYOT (Joseph Fourier Univ. Grenoble, France, Univ. of Geneva, Switzerland, Univ. of Limoges, France) <i>The production of toponymy in contexts: interpreting the maps of critical toponymies and neotoponymies</i></p> <p>10:00 Margaret Rachael SCOTT (Salford Univ., UK) <i>Politics, tradition and reinvention: place-names and the City of Salford</i></p>	<p style="text-align: center;">Individual papers (Room A122)</p> <p>9:00 Erzsébet GYÖRFFY (Univ. of Debrecen, Hungary) <i>Normative usage of toponyms?</i></p> <p>9:30 Andrea BÖLCSKEI (Károli Gáspár Univ. of the Reformed Church in Hungary, Hungary) <i>Changing principles, changing terms in the history of settlement names standardization in Hungary</i></p> <p>10:00 Claudio BOZZINI, Patrik KREBS, Marco CONEDERA, Stefano VASSERE (WSL Bellinzona, Repertorio Toponomastico Ticinese, Switzerland) <i>Georeferencing toponymy</i></p>
10:30	Coffee break	
11:00	<p>Peter JORDAN (Austrian Academy of Sciences, Wien, Austria) <i>The roles of place names in relating man to territory. A view on place names from a cultural-geographical perspective</i> (Lecture Hall A003)</p>	
12:00	Lunch	
14:00 – 15:30	<p style="text-align: center;">Panel <i>Power and Naming</i> (Room A022)</p> <p>14:00 Benoît ANTHEAUME, Frédéric GIRAUT (IRD, France, Univ. of Geneva, Switzerland) <i>Toponymy of power, power of toponymy? Colonial and contemporary Togolese place renaming</i></p> <p>14:30 Emilia PALONEN (Univ. of Helsinki, Finland) <i>Politics of street naming in post-communist Budapest</i></p> <p>15:00 Duncan LIGHT, Craig YOUNG (Hope Univ. Liverpool, Metropolitan Univ. Manchester, UK) <i>Place (re)naming, power, resistance and indifference in post-socialist Bucharest</i></p>	<p style="text-align: center;">Individual papers (Room A122)</p> <p>14:00 Sükran TIPI (Laval Univ., Canada) <i>A linguistic anthropological perspective on Innu place names</i></p> <p>14:30 Valéria TÓTH (Univ. of Debrecen, Hungary) <i>Hungarian Digital Toponym Registry – Results of a research programme</i></p>
15:30	Coffee break	
16:00 – 17:30	<p style="text-align: center;">Panel <i>Power and Naming</i> (Lecture Hall A003)</p> <p>16:00 Matthias WOLNY (Univ. of Heidelberg, Germany) <i>Naming practices of Italian football stadiums today</i></p> <p>16:30 Jani VUOLTEENAHO, Sami KOLAMO (Univ. of Helsinki, Univ. of Tampere, Finland) <i>No one loses? The names of sports venues on sale</i></p> <p>17:00 Lawrence D. BERG (Univ. of British Columbia, Canada) <i>Banal Naming, Neoliberalism, and Landscapes of Dispossession</i></p>	

WEDNESDAY, 11 July		
09:30 – 10:30	<p style="text-align: center;">Individual paper session (Room A022)</p> <p>9:30 Betina SCHNABEL-LE CORRE (Univ. of Rennes 2, France) <i>Appositions in German toponyms: Stadt Basel, Basel Stadt or Basel, die Schweizer Stadt</i></p> <p>10:00 Jonas LOFSTRÖM (Univ. of Rennes 2, France) <i>Linguistic information on toponyms in lexicon and grammar</i></p>	<p style="text-align: center;">Individual paper session (Room A122)</p> <p>9:30 Anna Vasilyevna TSEPKOVA (Novosibirsk State Pedagogical Univ., Russian Federation) <i>Nicknames of places: linguo-cultural approach</i></p> <p>10:00 Ulrich OBST (Univ. of Cologne, Germany) <i>Toponyms in German literary texts and their rendering in Russian translations</i></p>
10:30	Coffee break	
11:00	<p>Lorenza MONDADA (Univ. of Basel, Switzerland) <i>Opaque toponyms: misunderstandings about place names in calls for help</i> (Lecture Hall A003)</p>	
12:00	Lunch	
14:00 – 15:30	<p style="text-align: center;">Individual papers (Room A022)</p> <p>14:00 Riemer REINSMA (Amsterdam, The Netherlands) <i>Place name signs in Friesland: what causes them to be monolingual Dutch, bilingual (Dutch-Frisian, Frisian-Dutch) or monolingual Frisian?</i></p> <p>14:30 Fernande KRIER (Univ. of Rennes 2, France) <i>Place names of Esch-sur-Alzette (Luxembourg)</i></p> <p>15:00 Eszter DITRÓI (Univ. of Debrecen, Hungary) <i>The impact of linguistic interaction on toponymic systems</i></p>	<p style="text-align: center;">Individual papers (Room A122)</p> <p>14:00 Elwys DE STEFANI (KU Leuven, Belgium) <i>Place names in spontaneous talk: the interactional relevance of pronunciation and repair</i></p> <p>14:30 Inga SIEGFRIED (Univ. of Basel, Switzerland) <i>On negotiating place names</i></p> <p>15:00 Anne-Danièle GAZIN, Anna Claudia TICCA (Univ. of Berne, Switzerland, ENS Lyon, France) <i>Place names as a resource for direction indications</i></p>
16:30	<p>Excursion Guided Tour: Old Town Stroll</p>	
19:30	Conference Dinner	

THURSDAY, 12 July

09:00 – 10:30	<p style="text-align: center;">Individual papers (Room A022)</p> <p>9:00 Thomas Franz SCHNEIDER (Univ. of Berne, Switzerland) <i>Mälrotten (< *malahereda, 'ornamenta matronalia'?), a "Burgundian" relic from the Lex Gundobada in northwestern Switzerland?, or: is there an "etymon" in diachronical toponomastics?</i></p> <p>9:30 Patrik KREBS, Claudio BOZZINI, Marco CONEDERA, Stefano VASSERE, Mark BERTOGLIATI (WSL Bellinzona, Repertorio Toponomastico Ticinese, Switzerland) <i>Geo-historical analysis of place names related to the wood charcoal industry in southern Switzerland</i></p> <p>10:00 This FETZER (Univ. of Berne, Switzerland) <i>-ing suffixes in Swiss German toponymy: some striking vowel variants</i></p>	<p style="text-align: center;">Individual papers (Room A122)</p> <p>9:00 Imke HANSEN (Royal Library of Belgium, Belgium) <i>Tracing the toponymy of a nation: the 18th century Carte de Cabinet made by the count de Ferraris</i></p> <p>9:30 Ian CLARK (Univ. of Ballarat, Australia) <i>Visitor experiences of Aboriginal place names in colonial Victoria, Australia, 1834-1900</i></p> <p>10:00 Tatiana SOKOLOVA (Kutafin Moscow State Law Academy, Russian Federation) <i>Foreign place names in Moscow region</i></p>
10:30	Coffee break	
11:00	<p>Wolfgang HAUBRICHS (Saarland Univ., Saarbrücken, Germany) <i>Continuity, transformation, innovation: historical toponomastics in Romance-Germanic border-regions (Meuse-Rhine-Region, Alsace, Switzerland, Tyrol, Salzburg)</i> (Lecture Hall A003)</p>	
12:00	Lunch	
14:00 – 15:30	<p>Poster session (Entrance Hall)</p>	
15:30	Coffee break	
16:00 – 17:00	<p style="text-align: center;">Individual papers (Room A022)</p> <p>16:00 Michel SAUVANT (French society of onomastics, France) <i>Tens of alignments of hagionyms give evidence of the christianization of South of the 'Narbonensis'</i></p> <p>16:30 Franco FINCO (Univ. of Udine, Italy) <i>Place names in multilingual areas of Friuli - Venezia Giulia region (Italy)</i></p>	<p style="text-align: center;">Individual papers (Room A122)</p> <p>16:00 Roberto FONTANOT (Univ. of Trieste, Italy) <i>On the history of lunar toponymy</i></p> <p>16:30 Judit KOZMA (Research Inst. for Linguistics of the Hungarian Academy of Sciences, Hungary) <i>On naming of extraterrestrial surface features</i></p>

FRIDAY, 13 July

<p>09:00 – 10:30</p>	<p align="center">Individual papers (Room A022)</p> <p>9:00 Éva KOVÁCS (Univ. of Debrecen, Hungary) <i>Historical source value of toponyms</i></p> <p>9:30 Anna Borysivna YUNATS'KA, (Zaporozhye National Univ., Ukraine) <i>Toponyms as Soviet legacy vs. current policy of nationalism</i></p> <p>10:00 Zofia ABRAMOWICZ, Leonarda DACEWICZ (Univ. of Bialystok, Poland) <i>Political determinants of renaming in toponymy</i></p>	<p align="center">Individual papers (Room A122)</p> <p>9:00 Floriana POPESCU (Dunarea de Jos Univ. of Galati, Romania) <i>New approaches to toponymy in the Romanian specialist literature</i></p> <p>9:30 Lilit BRUTIAN (Yerevan State Univ., Armenia) <i>The American mentality through toponyms</i></p> <p>10:00 Sabina BUCHNER (Univ. of Regensburg, Germany) <i>Toponomastics go online. Lessons from a GRF project</i></p>
<p>10:45</p>	<p align="center">Farewell (Lecture Hall A003)</p>	

Keynotes

Richard COATES, University of the West of England, Bristol, UK
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Place-names, naming, history, and the mind

Place-names (and names more generally) do not form a category with determinate membership. There is therefore room to worry about whether a given expression is a place-name or merely a descriptive topographical expression. A solution in principle to this problem can be obtained, but it has several facets, including ramifications in neurolinguistics, which are briefly explored.

However, even if they can be fully distinguished from descriptive expressions, place-names are not typologically uniform. I propose a typology, and presume its cognitive reality, though the exact details are subject to negotiation; the important thing for the thrust of the lecture is simply that a broadly defensible typology exists. It is suggested that toponymic typology is like other aspects of naming behaviour, in that it contains within it evidence for an evolutionary direction: putting it over-simply, the oldest naming expresses a particular understanding of the essence of landscape phenomena, whilst newer naming tends to lack any descriptive basis at all. The embryonic framework which this suggestion entails is explored.

“Nature is a dictionary; one draws words from it.” – Eugène Delacroix

“Names, once they are in common use, quickly become mere sounds, their etymology being buried, like so many of the earth’s marvels, beneath the dust of habit.” – Salman Rushdie

Peter JORDAN, Austrian Academy of Sciences, Wien, Austria
peter.jordan@oeaw.ac.at

The roles of place names in relating man to territory. A look at place names from a cultural-geographical perspective

Starting from the naming process, in which the social group – having developed its culture including a language – is the only actor, who subdivides geographical space (territory) into geographical features and assigns them a name, the paper will highlight the three functions of place names in relating man to territory (or social groups to geographical space).

(1) They often reflect characteristics of space. They often describe location, morphology, waters, vegetation, soils of a certain place; or functions of a place within geographical space: bridge function, port function, pass function. They highlight in this way the characteristics that seemed important to the people who named the place. These characteristics must not necessarily have the same importance for us nowadays. The meaning may also have lost its transparency over time.

(2) They mark the territory of a social group. Place names in a group's own language (= endonyms) are (among other means) markers of this territory and of ownership, since names are also symbols of appropriation. Those who own a feature, usually have the right to name it. Those who have the power to attribute the name, usually also have the power over this feature or at least responsibility for it. So, names in general, but place names in particular, always and inevitably have a political dimension. Under normal circumstances a social group would never claim the right to attribute the primary name to features outside its own territory. It does so only when it is behaving in an aggressive and expansive manner. Marking features by place names means at the same time shaping geographical space mentally, structuring it into subunits. Sometimes (especially with cultural regions) place names are the only identifiers of a space-related concept.

(3) They support emotional ties between man and place and thus promote space-related identity building. If somebody acquainted with a place reads, mentions or memorizes a place name, this allows him/her to recall all the contents of a space-related concept and lets "the feel of a place" arise, as Yi-Fu Tuan calls it. Therefore it is important, e.g., to render minority place names on signposts. They give these communities the feeling of belonging, of being at home there. The importance of place names for identity and emotional ties can also be seen in the case of emigrants (going overseas), who frequently take the name of their home place with them, as a last tie to their former home, or to make the new place seem more familiar.

Lorenza MONDADA, University of Basel, Switzerland
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Opaque toponymies: misunderstandings about place names in calls for help

Although place names, such as names of streets or names of towns, are often considered as a transparent, straightforward and unambiguous way to give addresses and to locate people and objects, a close observation and analysis of actual uses of toponyms in social interaction reveals that in some contexts they can be treated as opaque, unrecognizable and incomprehensible by speakers. The paper deals with such cases: it describes how addresses and names of villages can generate countless misunderstandings in telephone calls.

Call centres in which a call-taker responds to calls for help and dispatches help to the callers are an exemplary setting in which these phenomena can be observed. In this setting, the caller generally gives his address and locates either himself or a problematic entity within a known or unknown territory. Toponyms are crucially used in order to locate people in need of help, places where problems occur or objects to be retrieved. To formulate an adequate place description or to give the

right address is consequential for a successful closing of the call and subsequent delivery of the service or the help.

Despite the standardization of addresses and geographical locations, a close analysis of these calls reveals that toponyms are often source of misunderstandings. This paper focuses on several instances of such problems. More specifically, it deals with toponyms that are not recognized, not identified, not understood in the first place, generating long sequences of corrections. A special attention is given to pronunciation and spelling of toponyms, as well as to the treatment and disambiguation of homonymic toponyms. All these manifestations of what might be called opaque toponymies invite to a critical reconsideration of some feature of proper names, such as their uniqueness, specificity and transparency – as they are practically treated and reflexively accomplished by actual users in situated interactions.

Wolfgang HAUBRICHS, Saarland University, Saarbrücken, Germany
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Continuity, transformation, innovation: historical toponomastics in Romance-Germanic border-regions (Meuse-Rhine-Region, Alsace, Switzerland, Tyrol, Salzburg)

Forcefully pushed on in the last decades, the analysis of Pre-Germanic, in many cases Latin or Romance place-names (like the antique name of the *castrum Teriolis*, 799 *Cyreolu*, today *Zirl* in Tyrol), of their continuity, integration and transformation gives us precious and new insights into the Late Antique and Early Medieval cultural history and settlement history of the lands between Romania and Germania, gaining their new historical existence in those decisive centuries. Beside the districts of continuity and interference, innovation and implantation of new Germanic types of toponyms (like the *-ingen* and *-heim* names) mark new settlement and new groups of landowners (e.g. visible in ethnonymic place-names like *Thuringo-heim* 'settlement of Thuringians', today *Dürkheim*, or *Lanbarto-heim* 'settlement of Langobards', today *Lambertheim* near Heidelberg). Giving us two different perspectives, a Romance and a Germanic one, for the linguistic examination of toponyms, we will also earn new instruments for datation and localization of early language change, e.g. the famous so-called Old High German *Lautverschiebung* ('sound shift'), present in Alsace and Rhineland with the shift German [t] > Old High German [ts], written <z>, in *Zabern* from Latin (*ad*) *Tabernas* 'inn, tavern', not present in Swiss *Tafers* (FR) and *Tawern* near Trier.

Individual Papers

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Zofia ABRAMOWICZ, Leonarda DACEWICZ, Univ. of Bialystok, Poland
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Political determinants of renaming in toponymy

Names of towns and urban onomastics are most prone to changes resulting from political activities. One can observe renaming of towns and streets on territories which changed national status as a result of the following: military action, e.g. WWI and WWII in Europe;

transformation of political system, e.g. the era of communism and post-communism.

Changing national status is often connected with new settlements. Instances of renaming in toponymy on conquered territories are connected with the authorities' aspirations to erase culture and to sever all ties with the past by enforcing their own onomastic culture. The overriding goal is close unification of the conquered territory with their own state and severing ties with the past for next generations; see e.g. the toponymy of Kaliningrad Oblast.

Instances of renaming in toponymy also result from transformation of political systems. It is most clearly manifested in urban toponymy of the communist era and after the fall of the system in Central and Eastern Europe. The authors of the paper attempt to present in detail the tendencies and methods of renaming onomastics on the basis of materials gathered and research done in the following regions: Kaliningrad Oblast (Russia); Warmia and Masuria (Poland); Vilnius Region (Lithuania).

Attention is paid to the ways of adjusting geographical and urban onomastics to a new political situation: adapting existing names to a new language reality (phonetic, morphological); changing an old name for a new one by means of translation; giving a new name which has no relation to the previous one, e.g. names commemorating national heroes.

Benoît ANTHEAUME¹, Frédéric GIRAUT², ¹Institut de Recherche pour le Développement, France; ²University of Geneva, Switzerland
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Toponymy of power, power of toponymy? Colonial and contemporary Togolese place renaming

After the First World War, the German colonial empire was put under the mandate of the League of Nations. Day-to-day administrative affairs in former German Togoland were handed, under the stewardship of the League of Nations, to the United Kingdom and France. The shift from German to French administration in the eastern part led to the implementation of numerous changes including the renaming of places in the capital city Lomé: each and every name relating to

Germany being banned and replaced by others relating to France or French colonial history.

Another limited round of place renaming took place from 1960, in celebration of the country's independence from French colonial rule. The 1967 military coup meant political and military empowerment of people from the North over the political elite from the South showing in many ways where the new power came from. Place renaming occurred again, even in rural areas. In the 1970s, a name cleansing – toponymic as well as patronymic – took place under the new political ideology of “African authenticity”. Nevertheless, by law, each and every Togolese citizen had to change his/her name to an “authentic” one, with no means of escape since new identity documents were no longer issued with former Christian names. Allowing individuals to keep their former Christian names was a strong demand in the national sovereign conferences that took place in the 1990s.

Nowadays, and despite other social priorities having to be achieved quickly, place renaming still occurs according to two principles dealing with power, although in very different ways.

In the Litimé, a remote rural area which is a former frontier where land issue is at stake after the saturation of settled land, competition over land ownership is set between local people and foreign settlers. Traditional leaders, in cooperation with the ruling party, tried to take over the local toponymy in an attempt to remove the names of settlements and neighbourhoods with foreign origins.

In the capital city, at the time of the so-called “political opening”, symbolic places (landmarks) continue to celebrate the memory of the former dictator through brand new names, even if symbolic concessions are made in an attempt to bring balance and honour the memory of the leaders of the independence movement. A century after the first colonial toponymic struggle in Togo, political place name issues are still on the agenda of both central power and local stakeholders.

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Banal naming, neoliberalism, and landscapes of dispossession

This paper aims to illustrate the way that the ostensibly symbolic politics of naming are imbricated in the very material politics of accumulation by dispossession. I make these links by illustrating the historical and ongoing connections between what Karl Marx termed “primitive accumulation” and what David Harvey (2005) calls “accumulation by dispossession” and linking this, in turn, to the fetishization of these social relations in neoliberalized processes of naming places. My argument, in somewhat schematic terms, is thus that neoliberalization is caught up in specific forms of naming that symbolically and materially solidify current (and historical) processes of capitalist accumulation by dispossession. I illustrate

my arguments using a case study of the banal naming of tourist developments in the North Okanagan Valley of British Columbia, Canada, a place where primitive accumulation through the theft of Aboriginal lands can be directly linked to accumulation by dispossession enabled, in part at least, by banal naming practices that assist in the capitalist production and exploitation of what Neil Smith theorized as the “rent gap”.

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Changing principles, changing terms in the history of settlement names standardization in Hungary

In Hungary, geographical names standardization, especially when official names for settlements are concerned, has a history of over 100 years. This paper intends to overview how and why the basic principles and terms used in standardization processes have changed during these years, using the relevant literature as well as primary sources concerning today’s policies. Since name use has long been considered as a political issue, the principles adopted in Hungarian settlement names standardization have strongly been influenced by historically determined, changing political factors (the territory of the country, the ideology of the era, etc.). Since 1898 the standardization processes in Hungary have been carried out by bodies of experts recognized by the government, except for the period between 1954 and 1989, when a central governmental body was in charge.

The history of Hungarian settlement names standardization, covering a long distance between the edges identified by the terms *helységnevérendezés* (‘setting settlement names in order’) and *újrastandardizálás* (‘re-standardization’) in the Hungarian language, from our concern, can be divided into six periods, in each of which distinct principles were applied: (i) between 1898 and 1920 settlement names in the country were required to be monoreferential; only historically authentic names fitting into the system of Hungarian habitation names were approved; the name forms were also expected to be semantically motivated, linguistically accurate and etymologically transparent; (ii) between 1920 and 1939, mostly for political reasons, all Hungarian habitation names indicating settlements belonged to Hungary before 1920 were taken into account when new name forms were introduced in the country; (iii) between 1939 and 1945 the Hungarian names for settlements temporarily re-annexed to Hungary were confirmed based on the principles of the first period; (iv) between 1945 and 1954 name forms suspected to contradict the ideals of the new political climate were substituted, though historical and linguistic authenticity was thoroughly respected; (v) between 1954 and 1989, with less emphasis on scientific considerations, name changes initiated by local political organizations were encouraged;

(vi) since 1989 settlement names in the country have been supervised by the Hungarian Committee on Geographical Names, which tends to preserve the legacy of the previous periods; whilst the confusingly diverse names for settlements of Hungarian minority in the surrounding countries are currently being unified by the Termini Language Institute in a project abandoning the so far crucial principle of monoreferentiality and paying attention to the actual name use instead.

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Thoughts on a 'New World' place-name typology

This paper deals with an approach to develop a uniform place-name typology for "New World" countries. As a starting point, Tent and Blair's thoughts on creating an efficient typology for the Australian place-name system will be taken into account; the typology has been used to examine the suburb names of Melbourne, and is currently being used for Sydney and Canberra, the latter being part of a PhD project.

Throughout history, bestowing names taken from the colonists' home places on recently conquered soil has been a deliberate act to claim territory and create identity. Looking at the urban place-names of Canada, Australia, and New Zealand, i.e. countries sharing a history of British settlement, the influence of the British settlers in naming places becomes quite obvious.

Drawing on the results of the two surveys mentioned above, the aim of the project is to develop a typology suitable to compare urban place-name systems of Australia, New Zealand, and North America, in particular Canada, and to provide answers to the following questions: Considering their British settlement history, are analogies to be found regarding their place-name systems? If not, how do they differ from each other? Are the factors influencing place-naming patterns the same throughout these countries? Are there any differences in the bestowal of indigenous and introduced toponyms? If so, how do they manifest?

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An onomastics oriented investigation of the Iranian Bōrbōr Tribe

Diachrony and synchrony of the Iranian Bōrbōr Tribe: by studying place names, one may establish the genesis of an ancient tribe. The paucity of the available written information on the Bōrbōr Tribe, the antiquity and the individuality of the ethnonym, combined with early settlement directed our research towards an onomastics oriented study of the subject.

Having found fifteen toponyms bearing the tribal name, our first task was the listing of all the locations which contained the nomenclature *bōr*. The result gave a clear indication of the location of the original homeland in north central Zagros. An over-spill of such toponymy on two traditional routes through the Alborz mountain passes, that of *Sefīd-rōd*, and *Fīrōz-kōh* was a clear indication of the pattern of migration. Another concentration of the geographical names with nomenclature *bōr* was found in the *Āmol-Sārī* region, resulting from the convergence of the movement of the *Bōrbōr* tribe on these two routes on their way to northern *Xorāsān*. Another branch moved through the parallel valleys of the Zagros to the south of *Fārs*. Very few or no such toponyms were found in the rest of Iran.

The same methodology was applied to the ancient onomastics of central western Iran. The result of both ancient and modern information were compared to the historical data. In conclusion, a finite location concerning the origins of the *Bōrbōr* Tribe was established.

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Georeferencing toponomy

The study of place names in the Italian speaking Switzerland is mostly organized around the systematic collection of names privileging linguistic aspects of local history and etymology of the name. Data mostly refer to the linguistic form, the description of the place as well as to the historical and documentary forms of the name. Originally, the geographical perspective was not taken into account in a systematic way, and up to now an accurate localization of all the registered names has been neglected. Meanwhile, computer-assisted georeferencing techniques have undergone a remarkable development, opening new perspectives not only for place name research, but also for other activities related to the study of the territory. Recently, it was decided to complete the toponym database of Ticino with a set of georeferenced information and to suggest further applications. The work proceeds in the direction of the systematic transfer of data from paper to a new digital platform, assessing at the same time complementary applications of the material that will be acquired. In particular, toponymic information represents a source of historical and spatial information that may be linked with cartographic, photographic, and other geo-relevant data. This comparison is particularly interesting because of the interaction between the onomastic and

other material documenting the land (old photographs, historical maps, etc.). In this paper we will present a new tool for the assisted acquisition and management of geographical data (with a hint to the different applications), also providing a new form of data representation and visualization. For example, the relationship between toponymic data and historical pictures will be visualized by projecting toponyms on old photographic material, which also enables directly highlighting geographical and territorial changes in the landscape. This option may provide additional research opportunity in onomastics by offering the possibility of evaluating the original features of the designated place and therefore a more appropriate historical and territorial framework. We strongly believe that such dissemination and public-friendly tools contribute to broadening the general interest and the political and moral support for toponymy and facilitate the data acquisition by old people who are more familiar with landscape pictures rather than cartographic representations of the territory.

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The American mentality through toponyms

Toponyms, being the reflection of sociocultural, historical, geographical and other factors, are an essential part of the word-stock of each language. Therefore, the necessity to study toponyms in relation to extralinguistic data – in sociolinguistic, ethnopsycholinguistic, culturological and cognitive aspects which shed light upon the mentality of their creators and bearers – is beyond doubt. In this respect American toponyms are of utmost interest for researchers because of their specific character and, in a certain sense, uniqueness as a result of various extralinguistic factors. It is, indeed, hard to mention another country where names of towns such as *Paradise*, *Independence*, *Empire*, *Truth* or *Consequences* can be found, or a country where toponyms with the first component *New* are met so widely, or a country where *London*, *Paris*, *Moscow* and *Rome* are met simultaneously.

The object of the investigation are the names of towns and states of the USA. The material for the research was taken from Webster's New World Dictionary, IV ed. (1998); Merriam-Webster's Geographical Dictionary, 3rd rev. ed. (2001), as well as Rand McNally Pocket Road Atlas (2006). The methods of lexical, word-formative, lexico-semantic and statistical analysis have been used.

The following particular questions have been analysed: carrying of the names from the native lan; the numerous repetitions of one and the same toponym; toponyms based on anthroponyms; toponyms containing common nouns; the structure of toponyms, in particular, compound toponyms with atypical construction; abbreviations of toponyms, their slangish character; synonymous words and expressions denoting toponyms; their stylistic connotations, etc.

The analysis of these particular questions has revealed the following features

of American mentality: egocentrism of mind, individualism (the dominance of “self”, the preponderance of personal interests over social interests), leadership, superiority, imperial world- and self-perception, enterprise, love for risk and challenge, independence, breaking of stereotypes and traditions, a positive view of the country, dynamism, mobility, devotion to law and truth, lack of hierarchy and official relations in communication, an informal style of interrelations.

The proposed research, thus, allows to come closer to understanding of the mentality of Americans through toponyms, which has been our final goal. Besides, the analysis of place names in the above-mentioned aspects can add to the theory of place names and the theory of onomastics in general and the study of American place names in particular.

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Toponomastics go online. Lessons from a GRF project

In August 2009 a GRF (German Research Foundation) project called *Digital Place-Names Book Online* started at the University of Regensburg. This is a cooperative project involving the Department of German Linguistics and the University Library of Regensburg. One part produces actual research findings and gives an idea of what an onomastic internet platform could look like, and the other is interested in archive management and its technical implementation, which is a perfect match for building the concept of an online place-names book.

During its realisation, the team was confronted with various problems. However, as online projects are a trend in toponymy, some key findings crucial for the structure of databases should be discussed. It is unnecessary for every project to start its database from scratch since the same questions have to be answered for every online project dealing with toponymy.

- A computer scientist is indispensable: A database has to be planned with technical and onomastic knowledge. Outsourcing creates problems in terms of communication and legal questions.

- Use open source – be open source: Expensive licences or legal restrictions are a problem. Open source reveals the source code so everybody can see previous findings, can adapt and improve an existing database.

- Data must be consistent: An online entry mask can be used by all researchers – also in archives. Drop-down menus guarantee a consistent bibliography.

- Benefit from the Web: Usage of links to other online sources such as dictionaries or historic documents makes it easier to review findings. Maps, photographs and audio-files complete the database.

- Think Web 2.0: Every user should be able to generate their own maps, and this system opens new possibilities with the data. The user wants to play an active role.

- Think mobile: Geo-referenced names are crucial. An App for Smartphones should be considered.
- Address a wide range of users: Professional researchers as well as those who have a general interest should profit from the database.
- Think of the future: Use of technical standards is important for later transformation of data or compatibility with other online projects.

In the future there will be only one database for each country containing all the toponomastic information available – this is probably in the distant future and until then everybody will try to feather their own nest but the basic principles have to be laid out now.

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Visitor experiences of Aboriginal place names in colonial Victoria, Australia, 1834–1900

In a preliminary assessment of three accounts of travel through colonial Victoria, Australia, in the nineteenth century, each representing different time periods (Clark in press), a common thread was found in that all three shared an interest in Aboriginal place names. One traveler, Isabella Bird, was affronted by her encounters with transplanted British place names that for her seemed semiotically incongruous. The purpose of this paper is to extend analysis to 50 accounts to determine the extent to which this preference for Indigenous toponymy was shared by other travelers.

The primary sources for this study will be various published accounts of travel to Victoria during the nineteenth century, including Armour (1864); Backhouse (1843); Bird (1877); Campbell (1865); Cesary (1884); Clacy (1853); Clark & Clark (1895); Commetant (1980); Cornish (1880); Cornwallis (1859); Crawford (1880); Dean (1905); Demarr (1893); Doss (1893); Earp (1853); Gerstaecker (1853); Gronn (1981); Hall (1852); Haydon (1846); Heywood (1863); Howitt (1845); Howitt (1855); Hughes (1891); Jones (1855); Kelly (1859); Kennedy (1876); Kirkland (1845); Korzelinski (1979); La Meslee (1973); Lucas (1888); Meredith (1861); McCure (1876); Merewether (1859); Mossman & Banister (1853); Mundy (1852); Murray (1849); Nisbet (1891); Read (1853); Ritchie (1890); Ryland (1886); Schleman (1882); Semon (1899); Townsend (1849); Wathen (1855); and Wilson (1859).

These sources which are primarily narratives of journeys to Victoria will be interrogated in ways similar to Carter's (1988) and Ryan's (1996) interrogations of the journals of Australian explorers. The cultural milieu of the various travelers will be contextualized, especially the prevailing paradigms or conventions of seeing, particularly the "cult of the Exotic", the picturesque and the panoramic (Ryan 1996). That is to say, that to understand the tourist gaze of the nineteenth

century, it will be necessary to understand the conventions or tropes that mediated it. Contrasts and comparisons will be drawn using temporal and cultural controls of the source material – for example, the views of British travelers will be disaggregated from those of north American, Indian, and continental European visitors.

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Place names in spontaneous talk: the interactional relevance of pronunciation and repair

In recent years, onomasticians have developed a growing interest in the synchronic investigation of place names. While many synchronic approaches discuss only written occurrences of toponyms, others focus on spoken manifestations of place names – but often fail to take into account the discursive environment in which they occur.

By analysing place name usage in spontaneous talk-in-interaction, this paper proposes an alternative approach to the study of place names in spoken language. Drawing on the methods developed in interactional onomastics, I will discuss two frequent phenomena of place name formulation that have received only little attention so far: a) the pronunciation of toponyms can be seen to vary significantly, most specifically in the case of so called exonyms. While the phenomenon has traditionally been related to sociolinguistic, variationist or idiosyncratic features, in this paper I suggest that differences of pronunciation are not merely attributable to “given” properties of a speaker, but that there are interactional reasons for pronouncing a toponym in specific ways. Evidence for this is provided by the fact that a speaker may pronounce differently two occurrences of the “same” toponym in his talk. From this perspective, the phonetic and prosodic shaping of toponyms in talk-in-interaction is not haphazard, but designed to cope with the interactional contingencies at hand; b) it is not seldom that speakers treat toponyms as “problematic” units of talk, as trouble sources that yield repair sequences – which can be initiated either by the speaker who produced the repairable unit or by the recipient. As conversation analysts have shown, repair is a central mechanism for maintaining intersubjectivity. With regard to (place) names, repair-related phenomena often display categorisation processes that are made relevant by participants. Speakers may be made accountable by co-participants for not pronouncing “correctly” a place name – such practices typically display social categorisations of the participants as ‘natives’, ‘migrants’, ‘locals’, etc.

The analysis draws on a rich corpus of videotaped interactions in Italian, taking place in diverse settings (travel agencies, car rides, guided tours, etc.). The findings will show that variation in pronunciation and repair phenomena are not unmethodical results of spontaneous interaction, rather, they are resources that participants employ for all practical purposes.

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The impact of linguistic interaction on toponymic systems

It is a universal feature of languages that from a territorial, historical, cultural, linguistic, etc. point of view they display a segmented picture. This general feature implies that beyond regional, cultural, etc., differences, in toponymic systems we will also discover territorial differences. The reasons for such differences can be tackled in the geographical environment, the domain of name density, different economic relations, the influence of foreign languages and migration processes, etc.

Among all these factors, I intend to focus in my presentation primarily on the special features of name systems that can be traced back to linguistic contact: I examine the name systems of multilingual areas, and strive to show how the co-existence of peoples speaking different languages can affect their toponymic systems. The phenomena of interference manifesting in toponym models are studied through the place names of the Vend region located in the west of Hungary, where besides the Hungarian population we need to take into consideration also the Slovenian and German ethnicities. In the course of the analysis attention will be focused primarily at the structural and semantic features of names.

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Minority language toponymy as a tool for language revitalization: policies and perceptions

With many of the world's languages on the endangered list, the role which toponymy can play in their revival and revitalization is not to be underestimated. The presence of endangered language toponyms and street name signs within a community may act as a method of revitalization for that language, bringing it back into a domain where its use was previously restricted or where it may never have before existed. Local authorities may implement such signage consciously, as part of linguistic policy, or in a less structured manner, in order to show a city's heritage and multiculturalism. Whatever the motivation, minority language toponymy may contribute to slowing and possibly even reversing language shift. But its success in doing so hinges on how it is perceived, both by speakers of the language in question and by members of the wider community. Their support, or lack thereof, will determine to what degree the implementation of minority language toponymy will be successful and, in turn, how much it will aid the language in question.

This paper will examine the case of Occitan in the French cities of Toulouse and Montpellier. A survey of the street name signs of these two cities was carried

out and analysed with the primary aim of ascertaining the degree to which the Occitan language was present within the linguistic landscape in each city. In addition, analysis of the data gathered from both mixed method questionnaires (qualitative-quantitative) and focus group interviews, carried out in both cities, will show how members of the Occitan speech community perceive the presence, or lack thereof, of Occitan-language street-name signs within their community. Issues such as the amount of information given by the signs in question, the use of historical names and translations of French place-names, and the motivations of the local authorities in their (non) implementation of such signage will be discussed. This will be done with the aim of demonstrating how simply putting a minority language name on a street sign is not enough to ensure the success of toponymy as a revitalization method, and why there is a need for wider education of the public as regards the history and importance of the language in question before, during and after such signage is erected.

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“Ontonym” and orientation in the evolution of exonyms

Here are two empirical arguments that are rarely invoked by debaters about exonyms, precisely: ontology of the spatial-object root-name and orientation in its evolution. For both, it is not just a question of mere etymology; rather they are instrumental to help determining the synchronic distance between an official endonym and main branches of actual foreign exonyms. The ontological root-word may be called, for analysis use, an “ontonym”, a kind of generic denoting the deep meaning of the spatial object, be it physical like a river (e.g. **dona*), circumstantial like a stronghold (e.g. **burg*), or cultural like a settlement (e.g. **colon*), whatever the phonetic variations. The same ontonym appears clearly in many languages of different families as the specific of assimilable features distributed through many countries (e.g. the *Alp* mountains). That is the case for the river *Danube*, from the Latin *Danubius* in most Western languages, its varieties in Central and Eastern Europe looking closer to the Sanskrit root *dānu-*, and the name of other main rivers like *Dvina*, *Donets* and *Don* (in England). In bilingual countries, the same place bearing two different names, spite different in aspect, can have exactly the same meaning; e.g., in Belgium, *Bergen* and *Mons* are close to their respective ontonym, a generic for ‘hill’ or ‘mount’, in English. The evolution of place names is oriented through different languages, resulting to present-day toponyms for a same place, one being preferred as endonym and all other discarded as exonyms (then regarded as wrong and having less moral value, for some). But an endonym claiming for authenticity can often be stabilized in its present form quite recently, due to frequent steps in its evolution in naming that place, as spoken by local inhabitants or elites. That is contrasting

with perennial exonyms for that same place, which remain stable in languages of foreign countries since centuries, because they were adopted at a certain moment of the local evolution and have not changed thereafter. Most exonyms are a linguistic adaptation stemming from the original toponym that can travel from a neighbouring country to others farther. For instance, *Köln* and *Torino*, both toponyms of Latin origin, passed first by their French pronunciation before adoption by the English as *Cologne* and *Turin*. Such orientations or trajectories of influence can compose a group of exonymic forms, like around *Londres* for *London*, and even may be multiple, like for the famous *Aachen* case.

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-ing suffixes in Swiss German toponymy: some striking vowel variants

Settlement names formed of a personal name and a Germanic *-ing(en)* affiliation suffix are well researched. Respective names are common in many regions of the German speaking part of Switzerland and often bear the suffix in a shortened version *-ige(n)*.

However, historical evidence for some of these names shows a few written exhibits with divergent vowels, mainly *-ungen* instead of *-ingen*. Up to now, research on German *-ingen* names tended to interpret these exhibits as *ablaut* variants of the suffix with no semantic difference (cf. Lex 2001: 3.1.12; Berger 1993: 142-143). This interpretation is based on the evidence of well documented *-ungen* settlement names in some regions of central Germany as well as (implicitly) some historical records of *-ung* personal names.

The present paper tries to prove that the *ablaut* explication is not adequate for the Swiss *-ingen* settlement names. Contrary to *-ungen* names in Germany, *-ungen* evidence is simply too scanty in Switzerland.

The few Swiss settlement names exhibits with *-ungen* can be explained as either simply misspellings or as bogus *-ingen* names. Some of these names probably bear a noun instead of a personal name and are thus composed with the Standard German *-ung* suffix which is most commonly, but not only used to form abstract terms: *hof ze Hirsungen* (1306) was probably a place where *Hirse* 'millet' was grown or at best where *Hirsche* 'deer' could be found rather than a place founded by some person called **Hirso* and his followers. In other cases the *-ungen* evidence might be folk etymology: *de Bollungen* (1320), referring to a village now called *Bolligen* related to a 'settlement of *Bollo* and his clan', might be a remotivation of a no longer meaningful name with Swiss German *Boll* 'roundish, crest shaped hill'.

The *-ung* personal names on the other hand represent very old fashioned medieval personal names in which in fact *-ung* is to be considered as an *ablaut* variant

of *-ing*, but these names are not the base of any of the settlement names in question. As the *-u- ablaut* in Swiss names seems much older than any evidence of Swiss *-ingen* settlement names, respective personal names such as *Hartung von Herttenberg* (1384) probably reflect an older name stratum, most likely revitalized in a late medieval name fashion, in some cases inspired by medieval epic poems.

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Place names in multilingual areas of Friuli - Venezia Giulia region (Italy)

Friuli - Venezia Giulia is Italy's most north-eastern region with its own particular cultural and historical identity. It borders Austria to the north and Slovenia to the east. In addition to Italian, several other languages and dialects are spoken in the region: Friulian (belonging to the Rhaeto-Romance family), Slovene dialects, German (Austro-Bavarian) dialects, Venetian dialects. Many areas of Friuli are multilingual and many localities have different names in different languages or dialects: e.g. *San Leopoldo / La glesie / Leopoldskirchen / Djepolje Vas* a village in the municipality of Pontebba. In addition to the national laws, the region Friuli - Venezia Giulia has issued various laws to protect the different linguistic communities of its territory. These laws contain specific rules concerning toponymy. This speech will consider the consequences of and the problems pertaining to the enforcement of these laws by local authorities (regions, provinces, mountain communities, municipalities): i.e. standardisation and normalization processes of toponyms (writing, morpho-phonology, etc.), the relationship between the standard and local variants of toponyms, official (or co-official) processes of Friulian, German or Slovene denomination, (bilingual and trilingual) road signs and highway codes, the effects and reactions of the local communities. The speech will be aided by the projection of photographic material on the various linguistic communities which was gathered throughout the region.

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On the history of lunar toponymy

A wide literature exists on how celestial objects that can be seen with the naked eye have been given a name by the most different peoples in the world, past and present.

From the invention of the telescope onwards, an ever increasing number of stars, asteroids, galaxies, and other objects – in and outside the Solar system – have been discovered. The surface features of some satellites are now well known.

The only recognized authority for assigning names in this field is, since 1919,

the International Astronomical Union (IAU), whose decisions represent a de facto official source for the scientific world.

For each kind of celestial body, the IAU has developed a set of rules in order to establish new names (satellite names, e.g., have been traditionally drawn from the classical mythology), partially incorporating, in some cases, former naming systems.

In my paper, I shall focus on the names given to the various features of the Moon. Its closeness to the Earth allowed an early development of the study of its surface with the telescope, and in the 20th century many space probes took detailed pictures of both of its sides.

The first attempts at naming the Moon's features date back to the 17th century. The system of nomenclature introduced in 1651 by the Italian G. Riccioli became the standard one, and was later adopted and expanded by the IAU, which published in 1935 the first systematic listing of lunar nomenclature.

The sources of the new designations can be divided into three categories: 1) names of famous astronomers and scientists of all ages (mostly Soviet ones for the far side of the Moon, photographed in 1959 by Lunik 3); 2) first names taken from the most important languages; 3) names of nearby craters. Names of wrinkle ridges, e.g., belong to the first category (as the majority of the several hundreds of crater names), those of escarpments and rilles mostly to the third, whereas mountain names are more mixed. Names of "sees", "lakes" and "bays" refer, instead, to human feelings or to physical phenomena, and keep their Latin form. A historical study of the various proposals of establishing a systematic lunar toponymy, and of the diachronic layers identifiable in today's "official" nomenclature, would represent a good example of the motives of interest that linguists can find in a field of research where they have rarely ventured.

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Place names as a resource for direction indications

In recent years, the field of onomastics has developed more interest in the synchronic study of proper names. For example, in interactional studies the investigation of the use of proper names in everyday settings has been increasingly established (under the heading of "interactional onomastics"). On the basis of data of naturally occurring interaction, this approach focuses on the analysis of interaction in terms of the accomplishment of social actions. The paper we propose will report the analysis of the use of place names in interaction in the car, during driving lessons.

Focusing on a collection of twenty excerpts – out of a corpus of video-recordings of seven driving lessons (one hour each) in the Italian speaking part of Switzerland

– we restrict our attention to the analysis of toponyms as a resource for direction indications. Drawing on the methodology of conversation analysis, we first analyse how toponyms can be used to refer to places but also to other referents, within different kinds of social action. The driving instructor can for instance use a place name to refer to a road sign before giving a direction indication, in that case the referent being a direction and not a place, as would be predicted from a traditional onomastic point of view. Second, we observe how toponyms are embedded not only in a larger spate of talk, but also coordinated with other bodily-visual (gesture, gaze, body movement) resources. We will particularly focus on the co-occurrence of toponyms and other spatial formulations (deictics, place formulations, etc.).

Our aim is thus to analyse toponyms in the environment of these occurrences (unlike other synchronic approaches that tend to isolate the toponyms from their discursive context). We will show the sensitivity of the use of toponyms to 1) the social action being accomplished, 2) the spatial environment and 3) the mobility of the car. By its interactional multimodal orientation our study contributes to a praxeological approach to the use of toponyms. Our research contributes to the field of interactional onomastics more specifically with the description of the use of toponyms in the particular setting of the driving school.

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Normative usage of toponyms? Usage of toponyms and language teaching. Thoughts apropos of the E-LOCAL project

In the international onomastic literature one may find several studies that deal with the problem of the official toponyms. These studies mostly approach to the phenomenon from the direction of law and official orders, besides many of them focus only on analysing the usage and the regulation of toponyms in multilingual areas. These studies – explicitly or implicitly – deal with the official or normative usage of toponyms.

In my paper I approach to the names not from this point of view but I examine the real function of the toponyms in the everyday situations by the means of linguistics. In Hungarian onomastic research the scholars described the different layers of the toponyms in the usage by the terms communal (or folk) toponyms and official toponyms, even though a linguistic classification can not be based on such administrative–bureaucratic viewpoints. One may get closer to the actual usage of toponyms by using the methods and categories of sociolinguistics.

This theoretical and practical research can be justified as the exploration of the real usage of toponyms could act on the practise of official name giving and regulation. On the ground of the toponymists' field experience the official toponyms could near the actual name use.

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Tracing the toponymy of a nation: the 18th century *Carte de Cabinet* made by the count de Ferraris

Can the origins of the toponymy of a nation be unraveled through maps? In Belgium, this question remains unsolved. The existing literature mentions two maps as sources for the toponymy of the first official maps of the new nation in the 19th century. Both are maps made by or based on the work of the Austrian cartographer Joseph de Ferraris from the 1770s.

The lifework of count de Ferraris was the systematic mapping of the entire territory of the Austrian Netherlands and the Prince-Bishopric of Liège. The resulting *Carte de Cabinet*, with a scale of 1:11520, is regarded as the oldest topographic map of Belgium. It consists of three manuscript copies that are now kept in Vienna, The Hague and the Royal Library of Belgium in Brussels. A reduced version of the map was published as a printed map and is called the *Carte Marchande*.

The toponymy of the four maps is partially based on what local authorities or inhabitants told the travelling artilleryists that made the surveys and is particularly detailed for the large scale maps: there are the names of towns and villages but also of forests, rivers, buildings such as tenant farms, factories, mills or even gallows. Often, the toponyms differ from one copy to another.

Different theories exist concerning the origins of Belgium's toponymy. Some claim it is a traced copy of the "Dutch" map made in 1859 and sent to Brussels which was decisive. Others mention the *Carte Marchande*. A third map has not yet been taken into account: the *Vandermaelen map* of Belgium which dates from the 1830s and which was directly based on the *Carte Marchande*.

The presentation will show how these theses can be tested by means of a diachronic analysis of the toponymy. It will propose a methodology for a comparative study of the above-mentioned maps and the official maps of Belgium dating from 1865 to the present.

Several types of toponyms that help support or refute these theses are discussed: they can be copying errors, later corrections or additions, the result of erroneous oral tradition, changing frontiers or regimes,... Identified mistakes that are copied onto later maps shed light on the making of the maps (historical cartography) and the origins of today's toponymy (historical toponymy). The combined study of historical toponymy and historical cartography can also contribute to the field of landscape history and dialectology, as the presentation will illustrate.

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The production of toponymy in contexts: interpreting the maps of critical toponymies and neotoponymies

The rapid development and incredible variety of contemporary placename studies has given birth to a very complex landscape, featuring both theoretical propositions (e.g. critical toponymies) and a vast array of case studies, ranging from the San of Namibia, Singapore or the very heart of Manhattan. In turn, this landscape needs to be deciphered and maybe somewhat structured with a more general interpretative framework that will highlight the importance of context in the production of both knowledge and new placenames. We will try to contribute to this objective in two ways.

Firstly, by mapping existing placename literature, assessing what are the places most talked about, and where the studies stem from. It will allow us to highlight the predominance of countries in a "post-" situation (post-apartheid, post-colonial, post-socialist, post-conflict...) in placenames studies, as well as of settler societies. Also, the geography of knowledge production in placename studies reveals both the usual dominance of Northern universities and the importance of specific locations, where the production of toponymic analysis is linked to national issues. Context thus appears as a significant element in the production of toponymic knowledge.

Secondly, we will suggest that renaming practices (neotoponymy), as varied as they are throughout the world, present commonalities. These practices can be broken into three elements: contexts, actors and processes, and objectives. These elements do not have the same potential for generalization, but both the contexts and the objectives of renaming point to more general trends that can help theorize the renaming process.

We will argue that three types of political contexts are especially conducive to neotoponymic production: those of revolution, conquest and boosterism. In turn, renaming practices aim at four main objectives: cleansing, restoring, founding, and branding. While the link between a type of context and the objectives of renaming is not straightforward, less alone deterministic, preferential sequences can be identified (e.g. toponymic cleansing and place founding in a context of revolution). By contrast, actors and concrete processes are more rooted in local conditions and their inherent situatedness make them more specific, and thus less easy to generalize. We will illustrate this framework with both French and South African examples.

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Historical source value of toponyms

Besides constituting a crucial source material for linguistic history and onomastic research, toponyms occurring in historical sources (medieval charters) can be exploited also for the (history-related) purposes of other fields of research such as historiography (settlement and demographic history in particular), historic geography, ethnography, etc. When trying to map the ethnic composition of earlier times, representatives of historiography like to rely on data extracted on the basis of different layers of the origins of toponyms. However, it needs to be emphasised that such examinations presuppose special circumspection in order to avoid typical stumbling blocks exactly in the field of ethnic reconstruction whose possibilities I want to highlight here.

My presentation explores the question if toponyms occurring in early Hungarian linguistic monuments could be used for ethnic identification, and if this is the case, how we can draw conclusions related to questions of ethnicity based on linguistic results. In this respect we also need to examine the criteria based on which toponymic data appearing in charters can be linked to certain (Hungarian, German, Turkish or any of the Slavic) languages. Onomastic correlations, information on the evolution of names as well as certain phonetic changes may provide us with some clues in the definition of such links.

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On naming of extraterrestrial surface features

More than 9000 surface features are named on the Moon and another 4000 on Mercury, Venus, Mars and small asteroids together, but only a few of them are familiar to everyday people. Extraterrestrial feature names are formed upon the pattern of terrestrial names, but the name types in the two nomenclatures are different. In my paper, I attempt to give a closer look at these almost unknown names.

After giving a brief overview of the history of mapping extraterrestrial (mostly lunar) surface features, I will present the naming process, showing the way from the idea to the given name. The institutional background of the naming process will be also discussed, concentrating on the various rules and naming conventions established by the International Astronomical Union (IAU). In fact, there is no official status of extraterrestrial names, the situation is very similar to that of undersea feature nomenclature. Names adopted by the IAU's Working Group on Planetary Nomenclature have to be simple, unambiguous, and the number of names for each celestial body should be kept to a minimum. Only features above a given dimension will be named, but exceptionally smaller

features of special scientific interest (including landing sites) can also be given names. The names have to adapt to the themes established in early solar system nomenclature, and they should be chosen from various languages to correspond to the principle of internationality. Naming after living or politically, military or religiously significant people is not allowed. The proper name elements are therefore mostly mythological names and names of scientists (mathematicians, physicists, astronomers, geographers) or of artists (authors, poets, painters, composers).

In my presentation I will illustrate the usual naming patterns by examples chosen from the Gazetteer of Planetary Nomenclature 2011. The process behind the names will be described in detail, and some controversial issues will also be highlighted.

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Geo-historical analysis of place names related to the wood charcoal industry in southern Switzerland

Toponymic traces of the wood charcoal industry are very frequent in the valleys of the southern slope of the Swiss Alps. Since this region was never the scene of important mining developments, this abundance has to be related primarily to the long tradition of exportation of wood charcoal and other forest products toward the main urban and industrial centres of the Po plain, and Milan in particular. First mentions of place names connected with wood charcoal production can be found in written documents of the Early Middle Ages. Different categories of place names have been inventoried in the study area. Among them, the two most important are the lemmas *piazza* (indicating the charcoal platform) and *carbonera* (indicating the charcoal kiln). The analysis of the distribution of these place names reveals some striking geographic pattern and has to be considered an important source of complementary data for the historical research on the charcoal burner activities and related trades in the alpine valleys north of Milan. Such geographic analysis provides in particular additional evidences of a progressive penetration of wood charcoal industry in these valleys in agreement with what results from common historical sources such as customary laws, forest exploitation contracts and ancient chorographic accounts. This industry reached the apex of its development in the 19th century when the Canton of Ticino was the leading producer of wood charcoal in Switzerland and an essential trade partner for the neighbouring Lombardy that was already largely deforested and had no important coal basin. The industrial revolution in northern Italy was a

special case because it was achieved by offsetting the lack of indigenous fossil fuels by importing from abroad coal and wood charcoal. With the continuing rise in demand and in prices, carbonization became profitable even in the remotest areas and in the upper valleys, and even using shrubs and other less valuable woods. The exportation of charcoal from Ticino reached so around 10'000 tons per year and, owing to the over-exploitation of forest resources, the wooded area became reduced to one third of its present extent. Only after the opening of the Gotthard rail tunnel this activity began to lose importance and went into decline, so that there is many archaeological traces of this extinct industry that are still visible today. In particular the widespread presence of charcoal production platforms represents an opportunity for the evaluation of the historical significance of place names.

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Place names of Esch-sur-Alzette (Luxembourg)

Situated in the south of the country, at the French border, Esch-sur-Azette is a town of 30 000 inhabitants. During more than hundred years, until the seventies, the second town of Luxembourg was the centre of the iron and steel industry of the Luxemburgish *Bassin Minier* and was called *Métropole du Fer*. Nowadays, its industrial sector is restructured and it has converted one of its ancient iron and steel works into a Higher Education and Research area within the framework of the University of Luxembourg.

Like everywhere else, the place names of Esch first were influenced by the geographic environment, for instance the name of the main street is in French rue de l'Alzette, in Luxemburgish Uelzechstrooss because of the name of the river that passes through it. This illustration shows the language and name contact given by the naming practice of bilingual plates of streets and squares. It is the same for the place names coming from the neighbouring towns like rue de *Rumelange/Remelengerstrooss* and by international, national and local personalities. On the other hand there are place names in relation with the industry and also with the Second World War like place de la *Résistance / Brillplaz*: the divergent significations of a bilingual name as shown in this example will be explained.

The paper is based empirically on the bilingual plates of streets and squares, where French indicates the written name and Luxemburgish the spoken name. The user's attitude towards this special situation will be discussed. Furthermore, sociotonymic issues like the following will be interesting: the name of a street can it give indications on the socioeconomic situation of its inhabitants? Finally, motivation and demotivation of place names will not only get a diachronic, but also a pragmatolinguistic explanation.

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Place (re) naming, power, resistance and indifference in post-socialist Bucharest

In Western Bucharest stands a market which is named *Piata Drumul Taberei* (after the district of the city in which it is located). There is nothing exceptional or noteworthy about this market except its name: the place is still widely known by its communist-era name of *Piata Moghioros*. It was named in this way to commemorate Alexandru Moghioros, a leading activist of the Romanian Communist Party and a senior politician during the 1940s and 1950s. Although the market was renamed in the early 1990s, the former name remains in widespread use. It has been adopted by local businesses that have been established in recent years and by a generation of young people born after 1989. Moreover, the district of the city around the market has become known as *Moghioros* so that the toponym now has a wider use than in the socialist era.

Within the critical toponymies literature there is general agreement that official toponyms, imposed from “above” can be resisted, contested and subverted in various ways within the practices of everyday life in the city. However, there has been little detailed engagement with the forms and nature of such resistance and few case study investigations. In this paper we report a survey of 170 users of *Piata Drumul Taberei/Moghioros* in order to explore the persistence of the former place name. In particular we focus on the mundane and seemingly trivial engagements with the name that are embedded within everyday life. The majority of people questioned used the name *Moghioros* and many were unaware that the market had been renamed. However, although some people (particularly the elderly) remembered *Moghioros*, relatively few people are aware of who he was, so that the use of the former name is unlikely to be a form of deliberate resistance to an elite-sponsored process of renaming after 1989. Instead, the name *Moghioros* appears to persist due to simple inertia, apathy and indifference on the part of ordinary Bucharesters. Nevertheless, it is a name that is now largely detached from its original historical referent. The paper argues that there is a need for greater engagement with the ‘users’ of urban place names in order to understand their everyday banal interactions with toponymy that are embedded within the practices of everyday life and the implications of this for elite renaming practices.

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Linguistic information on toponyms in lexicon and grammar

Toponyms constitute, besides anthroponyms, the main representative of proper names. They deserve a specific linguistic description, all the more so since complex

toponyms may be formed with common nouns, adjectives and grammatical words, a fact which blurs the boundaries between proper names and others. If we admit that toponymy should have its place in lexicography under the same turns as common nouns, there are several phonological, morphosyntactic, semantic and pragmatic issues that need to be explored in order to establish principles for a systematic description on different levels. Even if all these aspects need not necessarily be explicit in a unilingual dictionary, they have to be clearly elaborated at least for bi- or multilingual dictionaries.

An equivalent status for toponyms in grammars can be required for the same good reasons. I propose to use a functional analysis based on the determined – determining internal structure of the complex toponym in order to permit easy comparisons between languages. But a detailed morphosyntactic analysis is unavoidable to pinpoint crucial formal criteria in each language. In order to do this formal, grammatical analysis we also have to explore whether linguistic criteria for different languages can be treated in a way that makes a systematic description leading to contrastive studies possible.

Simple as well as complex toponyms (including both endonyms and exonyms) require a formal description concerning e.g. gender, number and use of determiners. But depending on the language there are various morphosyntactic and even prosodic markers that characterize the toponym. Internal declension marks in noun phrases in complex toponyms, be they due to case type or not, can be different from the ones used in common nouns or noun phrases. Last but not least, pragmatic information, based on corpus studies, is essential for a realistic description of the use of variant forms.

A central point in this research, based on studies of dictionaries and grammars in different languages, is to see if it is possible to find a systematic description of toponym characteristics independently of language. The results should be useful to find an efficient distribution of linguistic toponym information between grammar and lexicon. Which criteria can be generalized, and which are language-specific?

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Toponym in synchronic contrastive aspect

As the toponyms (and other proper names) often migrate to other languages, my presentation will concern the problem of crossing endonyms from one language to another and the formation of exonyms. This question was laid down in the legislative texts prepared by the Expert Group of the United Nations on Geographical Names (UNGEGN) from Socio-Economic Council of the UN and by the national commissions of toponymy, that were created in several countries.

Still, applying their rules of integration and standardization of geographical names, merging the toponyms into another language seems difficult. This difficulty comes from the complexity of the nature of proper names. It will be presented with examples of integration of Polish endonyms in French language.

To observe the process of integration of Polish names in French language, French exonyms are classified into several categories according to their form. The categories will be clearly described not only according to the properties of exonyms but also according to definitions in the field of applied linguistics in translation. As for toponyms (and proper names in general), they are often composed of proprial (opaque) elements, which were considered by many linguistics to be lacking of semantics. Nowadays we know that this is not the matter of concern and there are many names composed of appellative (transparent) elements which could be translated. As proper names often have no equivalent in any target language, we need to invent an equivalent. Thus, we have to face a dilemma: from one point of view, according to current trend of the normative recommendations, we are supposed to maintain as much as possible from the original form (written or spoken) of a toponym, and from other point of view, we would like to follow the will to decode, by translating, the richness and beauty of their meaning.

Finally, once classified, the foreign forms are contrasted with the original forms by a method of analysis called "functional analysis". This method allows specifying the structure of the name and comparing its internal structure with its equivalent in another language, distinguishing the determinants and determined elements. It also allows a closer look at how the migration of proper names is actually happening. The purpose of this analysis is to analyze the level of change of endonyms and to consider the creation of exonyms ("exonymisation").

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Toponyms in German literary texts and their rendering in Russian translations

Each literary text contains more or less proper names, and among these proper names there are nearly always also toponyms.

The paper presents a collection of toponyms which were found in German literary texts of the 19th and 20th century. Chosen were texts of which Russian translations exist. The toponyms are grouped according to the objects they denote, e.g. countries, regions, towns, villages, mountains, rivers, seas and smaller objects within towns and villages as streets, places or churches.

Another, quite different grouping is made according to the degree of their international renownedness: the more the object denoted by a toponym is known in other speech communities, the greater is the probability that there already exists a corresponding toponym in the language of that community, that is, in this

case, in Russian. This is especially true for names of countries (e.g. in German: *Deutschland* – in Russian: *Germanija*) and bigger cities (e.g. in German: *Hamburg* – in Russian: *Gamburg*). The same is true for rivers of a certain length (in German: *Elbe* – in Russian: *E'lba*) or mountains of a certain height (in German: *Matterhorn* – in Russian: *Matterchorn*) (all Russian names are here in Latin transliteration).

Toponyms denoting smaller objects, especially microtoponyms, are less known or even not at all known in other speech communities. In such cases, a translator has two possibilities: either to render the (micro)toponym unaltered, or to find a translation as adequate as possible of a (micro)toponym. In the analyzed German texts and their Russian translations, both possibilities occur, the second possibility being much more represented than the first.

In German, there are two factors which occur especially often with microtoponyms and which are eye-catching: many microtoponyms are compounds or consist of at least two autonomous words, and one of these words is mostly an appellative. In some cases it functions simultaneously as a classifier.

Because microtoponyms present quite a lot of interesting phenomena and problems in the translation process, approximately the second half of the paper concentrates on the rendering of German microtoponyms in Russian translations. These renderings show an astonishingly great variety. Throughout this part of the investigation, the question is asked, how a Russian reader is provided with the possibility to understand what kind of object the microtoponym denotes (e. g. street, place, church etc.).

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Politics of street naming in post-communist Budapest

Changing street names is a political act marking the beginning of a new period or political era. Street naming indicates that in Hungary this ritual was carried out during the transformation from the state socialist system to liberal democracy starting from the late 1980s. Due to the negotiated change it was not a sudden transformation. By mid 1990s there had been several waves of street name change. After the 2010 general elections and a landslide to the Fidesz party, who had stayed for two consecutive parliamentary terms in the opposition, another wave of street naming started.

This paper, which for the most part relies on Maoz Azaryahu's path-breaking work on politics of public symbols, puts into a historical and ideological context the current transformations in the Hungarian capital, Budapest. It shows that it was not only the parliamentary change that was needed but also demonstrates the reasons why this transformation could now be carried out in the local government which – with years of anticipation for such a change under socialist-liberal leadership of Budapest.

Taking a perspective of political science and public administration research, this paper seeks to inquire the power of street names and the way in which they work as tools for political transformation and indicators of sweeping structural or ideological changes.

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New approaches to toponymy in the Romanian specialist literature

The field of toponymy has been explored for more than a century by specialists in linguistics (language theorists and historians, lexicographers, dialectologists, and etymologists), geographers and historians, and their contributions have created a complex literature of speciality.

An overview of this literature introduces studies and articles, volumes or chapters in volumes, book reviews and doctoral theses. A consistent chapter in the study of toponyms is represented by monumental works considering the whole of the toponymic heritage, i.e. dictionaries, thesauri and atlases. While some famous Romanian linguists approached the Romanian toponymics as a topic per se (Jordan 1963), geographers described the geographic toponymics examining the Romanian situation separately (Conea 1960) or placing it against an international framework (Nicolae and Suditu 2008).

The studies and the articles published in the local, inter/national reviews, journals and conference proceedings volumes are the most numerous contributions and open a generous portfolio of topics in matters of toponymics. Although their majority discusses the origin and evolution of one toponym only, some present aspects of the phonetics of toponyms, of their etymology, structure, stratification, derivational elements, distinctions between the oral and the written norm in toponymics, the role of diachrony and of synchrony in the study of toponyms as well as methodological issues applicable within this framework. The relationships between toponymics and more or less related fields, such as dialectology, geographical mapping, history, anthroponymics and lexicology have also been under investigation.

While the traditional research directions continue in the case of some specialists, new trends make their way in the specialist literature. They concern aspects related to the historiography, syntax, interrelations characterizing the toponyms peculiar to a certain geographical Romanian area as well as the presence of the foreign element in the Romanian toponymics, and they will make the object of our presentation.

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Naming the periphery, denoting the mediocre – Some remarks on the expressivity and semantic transparency of placeholder toponyms

The starting point of this investigation can be summed up in the following question: Why are jerkwater towns actually called *Pétaouchnok*, *Butt fuck Egypt*, *Hintertupfingen*, *Canicatti* etc. in the vernacular languages of French, English, German and Italian? The usage of addressing or conceptualizing unspecified far-away, backward places by means of both metaphorical / phraseological topographies (e.g. fr. *au trou du cul du monde* etc.) and existent as well as fictive place names (e.g. fr. *Tombouctou*, *Tataouine-les-Bains*, *Saint-Loinloin de Pas-Proche* etc.) – functioning thus as somehow established or at least easily identifiable “icons of backwoods provinciality” – is common to every culture. Therefore, this presentation wants to shed light on the different mechanisms and strategies concerning this very creative and vivid but sparsely lexicalized field of toponym coining by examining both slang dictionaries and a web-based corpus (e.g. various forums, blogs etc.) to capture a range as wide as possible of semi- or (yet) non-habitualized forms. Based on the categorization of customary French naming patterns which are subsequently set in comparison to those in use in English, German and Italian, an amplified typology of jerkwater town naming can be established. In this regard, the main principles of denomination can be identified in the common intent of expressing concepts as ‘isolation’, ‘desolation’ and ‘insignificance’ through “physiognomic” strategies and categories concerning e.g. either punchy (sometimes even vulgar) figurativeness, phonosymbolism or, in very general terms, morphological aspects (that is to say: the clustering and combination of derivational or compounding procedures). Hence, both the toponymic message / connotations to convey and the punny or rather funny sounding effectiveness are fairly dependant on how substance can be captured throughout howsoever natured shape and / or sound making the underlying iconic motivation of each name (no matter if the relevant example is to be considered conventionalized or an ad-hoc creation) clearly decodable. As a result, in the languages here concerned the formation of these particular telling names surprisingly seems to follow analogous patterns on the whole, which leads to the assumption that in this connection “expressive universals” are brought out influencing name playing and place name usage on a larger scale.

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Openings into power and place naming

This paper will examine the relationships between power and place naming to

explore why, according to Confucius, “the very first task of a true statesman is to rectify the names”. Linking different theoretical and methodological approaches, a range of examples will be covered to expand upon the concept of critical toponymies: the study of the effects of unequal power relations on place names and place naming practices.

Antonio Gramsci’s treatment of hegemony provides a suitable starting point for understanding the deep cultural roots and implications of power through processes of coercion and consent. Gramsci’s own commentary on the changing street names of Turin in 1917 will provide a fascinating early insight into how the transformation of a cityscape into a medagliere (‘medal showcase’) for the powerful can come into conflict with pre-existing, and arguably more “organic”, toponymies.

The paper will then discuss how currents of nationalism have affected traditions in toponomastic research, often marginalising minority toponymies. This will lead on to further exploration of how power relations between majority and minority cultures can affect place naming in situations of language contact or language conflict, with examples from Finland, Norway and Scotland. In this field, particular insights can be gained from linguistic landscape studies, which seek to explore how language, including place names, is displayed in public spaces. As language visibility in public spaces is often subject to technocratic or bureaucratic constraints or pressures, the linguistic landscape can reveal much about how these forms of power influence place naming.

Finally, the specific pressures exerted on place naming by the forces of capitalism and neo-liberalism will be analysed through investigation of the commodification of names, with examples from housing developments, revitalised inner-city areas and place branding initiatives in Finland, Norway and Scotland.

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Place name signs in Friesland: What causes them to be monolingual Dutch, bilingual (Duth-Frisian, Frisian-Dutch) or monolingual Frisian?

Friesland (640,000 inhabitants) is a province of the Netherlands. Fifty-five percent of the population in this province are native speakers of Frisian, a language recognized as the second official language in the Netherlands. The remaining 45 percent are native speakers of Dutch. Generally speaking Frisian prevails in rural areas, whereas Dutch predominates in urban zones.

Most placename signs are bilingual, with either Frisian or Dutch on top. Monolingual placename signs are mostly in Dutch and only rarely in Frisian.

The paper examines two factors that might possibly influence the choice of language(s) for placename signs, and the position the language(s) will take on

the sign - on top or below. Firstly, the relative amount of native speakers of either Frisian or Dutch in the municipality concerned could supposedly be of importance. For example: a placename that is indicated exclusively in Frisian, might point to an overwhelming Frisian speaking majority. Secondly, the strength of the Frisian National Party (FNP) in municipal politics might be relevant: the FNP is the main moving spirit behind the promotion of the Frisian language. The paper shows to what extent these factors correlate with the language(s) chosen, and their position on the signs.

In order to relate the signs as best as possible to the percentages of native speakers in the municipalities concerned. Two measuring points were used: data from the Fryske Taalatlas 2011 (Fryske Taalatlas) and Gorter 1984.

The factor "FNP power" was measured in terms of the percentage of seats this party held on the council at the moment the municipality concerned took the decision to introduce monolingual Frisian or bilingual signs.

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Tens of alignments of hagionyms give evidence of the christianization of South of the "Narbonensis"

Five years ago I discovered a toponymical substratum. It has been probably created in the unknown limits of the first diocese of Elna city (France). A similar area is today called *Région Pyrénées-Méditerranée*. This substratum was created in Latin and progressively during all the 4th century. It was not found before by toponymists, because it is completely atypical.

Through a first display at the last Congress ICOS, I presented especially the toponymical part, and its links with the hagionymical part of the substratum. During the Conference at Bern I hope to present an other result of my study: the characteristics of the hagionymical part.

It concerns a set of a dozen of Saints' names, and about 150 places in the area. I use the neologism "hagio-point" in order to focus on the couple "hagionym + coordinates of the center of linked building or place". So I am treating together data about hagiotoponyms, and dedications to Saints who were given before Middle Age, to places of worship (oratories, chapels, churches).

I observed that these "hagio-points" were structured in a network: they are intersections of tens of alignments; each alignment contains, at least, 3 hagio-points; length of alignments is between 10 and 70 km; they are very precise alignments. I will explain my assumptions about the creation of this network. I was definitely helped finding the meanings of the atypical sets of toponyms, which were created by the same author. Originally most of the studied hagio-points have been probably paleochristian oratories, testimonies of triangulations for mapping. I validated the alignments by trigonometric calculations. I checked that

there are no such alignments out of the area in the nearby areas (around the city of Narbona and the city of Girona), where hagio-points are linked with a similar set of hagionyms.

As generally there are 3 alignments passing in a given hagio-point, the redundancy of data gives us frequently the power to reconstitute from where some places of worship were moved locally sometimes in the past. Results of my study will give to archeologists an interesting kind of precise map made during years 380's ; and they will give to historians the oldest evidence, in Western Europe, of some dedications to Saints.

Display during the Conference will show statistics, maps, and samples, included samples of toponyms which helped to understand this atypical substratum.

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Appositions in German toponyms: Stadt Basel, Basel Stadt or Basel, die Schweizer Stadt

As one of the characteristics of appositions most grammars indicate that either the antecedent or the apposition can be omitted without disturbing the comprehension or the syntactic structure (Schanen 1989). But is this true for utterances like: *Die Stadt Bremen kümmert sich um den Straßenbau, das Land Bremen um das Schulwesen?* What happens, if the antecedents *Stadt* and *Land* are omitted? Or in *Basel Landschaft grenzt an Basel Stadt* if the proper name *Basel* is not mentioned?

Appositions in complex toponyms can be easily classified in close and loose appositions, e.g. *Stadt Basel; Basel Stadt; die Hauptstadt Berlin*, on the one hand and *Basel, die Schweizer Stadt; Berlin, die deutsche Hauptstadt*, on the other hand. What seems interesting to me is the difference in structure, function and use of the first class, i.e. the close appositions. Close apposition structures in German without any determiner mainly occur in relation to proper names: *Kloster Ettal, Berg Sinai, Herr Weber* (but *Frau Doktor* without any proper name). They are very frequent in the use of anthroponyms, i.e. *mein Freund Willy; Willy, mein Freund*.

In toponymy the use of the definite article is much more restrictive than for anthroponyms, at least for oikonoms. Forms like **die Basel Stadt* or **das New York City* are not possible and structures with a Saxon genitive are much less frequent but possible and perceived as correct (*Da Basel-Stadts Landschaft sehr urban ist...*).

Another particularity of close appositions appears when comparing them to their exonyms/endonyms in other languages. *Die Stadt Basel* is in English *the city of Basel* and in French *la ville de Bâle*, whereas in Swedish a genitive attribute replaces the apposition in structures like *the City of London* (Eng), *London's City*

(Swe). Furthermore, in examples like *Basel Stadt* (Ger), *New York City* (Eng) and *Bad Honnef* (Ger), *River Thames* (Eng), the appellative is a sort of tag which in some contexts seems to be part of the toponym, but does not occur systematically, a fact which could indicate the limit between proper and common names. Finally, a polysemantic use of toponyms can be observed in complex country names which actualize geographical and institutional domains (Cislaru 2006).

I would like to classify the different structures, forms and use of close appositions in order to analyse and describe their particularities in German toponyms and compare them to other languages.

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Mälrotten (< *malahereda, 'ornamenta matronalia'?), a "Burgundian" relic from the Lex Gundobada in northwestern Switzerland?, or: Is there an "etymon" in diachronical toponomastics?

A main interest of toponomastic research has always been on the phenomena appearing in adjoining and overlapping zones of language contact and language blending. Although a lot of research in this field has already been done in Switzerland, the steps and circumstances leading to the crystallisation of today's language boundary are not yet clearly disclosed for the western and northwestern parts of the country, especially the somewhat remote Hinterland south of the city of Basel, the mountainous Jura region between the rivers Rhine and Aare with its old and comparatively "undisturbed" toponymy. One of the reasons for this seems to be the fact that the language boundary in the west of Switzerland was not only a boundary between some Germanic and Romance dialects but between French and German, which tended to become congruent to the trench which separated France and Germany. The Alemannic settlers' *Landnahme* was imagined by 19th and early 20th century historians and onomasticians to have taken place in a quite martial way ("Alemannensturm") according to the prevailing nationalist *Zeitgeist*. Scholars also were lining up along francophile or germanophile trenches, confounding the terms language and nation, and thus suddenly the questions turned out to be crucial when or whether Suisse Romande was settled and ruled by (Germanic) Burgundians, whether they were rapidly "Romanized" or only after a certain time, before being able to impose the mark of their "Germanism" on the Galloromance population or after doing so. This led to disputes, as for example, on how the frequent occurrence of the Germanic suffix *-ingun* (forming names of settlements) also in today Romance areas of western Switzerland could be explained. Scientific evasive movements led to state a synonymous Romance suffix *-ingos* (> *-enges*, *-ens* etc.), built after the Germanic model *-ingun* most probably by Burgundian intermediary. Later on

in the 20th century after-war scholars postulated Alemannic settling as having happened in a more peaceful, coexistent way. Today, the idea gains acceptance that crossing the river Rhine and settling there would not have been possible on a large scale without the explicit authorisation by the Frankonian rulers. –

Mälrotten fem. (attested *mellerten* 1480, *maelrotten* 1520, *Meelteren* 1544, *Mählratten* 1772) is the so far unexplained name, out of use today, of a stretch of land at the borders of the municipalities Büren (canton of Solothurn) and Lupsingen (canton of Baselland) about 15 km southeast of the city of Basel.

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Politics, tradition and reinvention: place-names and the City of Salford

In contexts where distinctive languages compete for representation, the linguistic landscape can be read as a text that maps out the power relationships between distinctive ethnic and cultural identities (Landry and Bourhis 1997; Nash 1999; Hicks 2002). Further studies have also shown that the uses of official and unofficial names can provide insights into a community's uses and perceptions of place (Paunonen, Vuolteenaho and Ainiola 2009). Investigations into these topics have mainly been conducted in contexts where there are clear divisions between linguistic and cultural groups, and areas generally perceived as monolingual have received less attention. In England, for example, place-name studies has long been dominated by the work and methods of the English Place-Name Society, following a traditional, historical-cultural approach focussing on philological and empirical analysis (Vuolteenaho and Berg 2009: 6). However, this focus has had the unfortunate effect of diverting attention away from the political dimensions of place-naming.

This paper aims to expand on the critique of traditional English name studies as presented by Vuolteenaho and Berg (2009), and to consider some of the broad political questions that can be analysed through the uses and perceptions of English place-names. The discussion will focus on the ways that the politics of toponymic choice have been observed in official and unofficial discourses relating to the City of Salford. There are notable contrasts between, for example, the official use of *The Quays* and the unofficial/vernacular uses of *Salford Quays*, which, it is argued, reflect different political agendas. Furthermore, there are many contrasts between names and pronunciations used by older and younger residents within the community, and each of these contrasts contributes to the ways that concepts of place and identity are (re)constructed.

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On negotiating place names

To be a toponym is to have the function of identifying a particular referent, a place, in virtue of being related to it one-to-one and to thereby eliminate subjective differences between individuals' representation of that referent. The introduction and the passing on of a toponym in a community consists in establishing agreement among its members about tying it to the place in question. In case this agreement is universal in a larger community, the name assumes the character of officiality. The correlation of a toponym with its extralinguistic referent has an obvious relevance not only for the orientation in space but for issues concerning the determination of property rights, too. For this latter reason in particular the determination and fixation of toponyms consists in a series of recurring processes of negotiation. Typically, these negotiations are concerned both with the place itself (How far does this field extend?) as well as with its name (How was it called previously, and how should it be called henceforth?).

Using the example of a recorded conference concerning a number of contentious place names in the town of Ligerz, I will discuss various aspects of the negotiation of proper names. Ligerz is a German speaking village right on the German-French language boundary in Switzerland with toponyms of both Swiss-German and Franco-Provençal origin. I will look at cases in which the previous use of a toponym and a new administratively regimented spelling were in perpetual conflict, as the various legal principles and the language attitudes of the local name users were opposed. The conflict in question was of a kind which cannot be dissolved linguistically.

This character of the example vividly displays the complex process that is the using and the passing on of proper names. By way of a theoretically and pragmalinguistically oriented analysis of the record of that conference in Ligerz, I will analyse and discuss the elements that constitute the recognition of toponyms as official place names.

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Foreign place names in Moscow region

We have examined the names of the housing estates situated in Moscow and Moscow vicinity. The use of the data collected over two different periods of time (year 2004 – 300 units and year 2011 – 1300 units) made it possible to examine the proper names not only from the point of view of their structure, the principles and the patterns underlying their naming but also diachronically. For instance, it enabled us to observe main trends in naming. We collected the data using the

method of continuous sampling from periodicals (including advertisements) as well as websites, forums and informal conversations.

One of these trends is giving famous place names to cottage villages and housing estates. So there are more and more foreign place names in Moscow region: Лозанна 'Lausanne', Гринвич 'Greenwich', Маленькая Шотландия 'Little Scotland', *Hyde Park*, Барселона 'Barcelona', Голландия 'Holland', *Little Italy*, *Benelux Residence*, Шервуд 'Sherwood', Довиль 'Deauville', Ла Манш 'La Manche', Ямайка 'Jamaica', *Riga Land* etc.

I will try to give an answer to the following questions:

Why do such names attract people's attention? Why are the well-off Russians eager to reside there? How are these foreign place names used in every day speech? Why do such foreign names annoy common people? Is this tendency dangerous for Russian culture and national traditions?

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Some methodological issues of the formal analysis of toponyms

The paper is focused on some methodological problems of the formal (structural) analysis of names of uninhabited geographical objects (anoikonyms, microtoponyms; Flurnamen, lieux-dits – the problem of terminology will be dealt with as well). Several approaches to the analysis of anoikonyms will be discussed. One of the widely used approaches starts from the motivation of the individual names and delimits the individual formal (structural) categories of names within the groups based on the motivation. This approach can thus be characterised as proceeding from the motivation towards the form. The main aim of the paper is to present the author's approach to the analysis of toponyms, which is opposite: from the form of the lexical units present in the individual names towards the motivation of the individual names.

The proposed approach has been influenced by the aims of the author's project of the word-formation analysis of anoikonyms from the territory of Bohemia (part of the Czech Republic). The objectives of this project differ from the aims of the works offering a complex analysis of formation of names, including both their motivation and structure. The aim of the author is not so complex: he concentrates on the word-formation structure of the lexical units found in the individual names and tries to provide a detailed analysis of all means of word-formation occurring in the analysed material (the motivation of names is analysed within the individual formal categories).

One of the crucial methodological problems of the formal analysis of anoikonyms is the question whether the existence of derived common nouns should be taken into account. Some onomasticians, for example, classify names that could be interpreted as originated by onymisation of derived common nouns as derived

names using a toponymic formant (names *Hájek* and *Náves* are considered to be derived by toponymical formants *-ek* and *ná-* from the bases *háj* 'grove' and *ves* 'village', though they could be easily interpreted as originated by onymisation of derived common nouns *hájek* 'little grove' and *náves* 'village square'). The article will offer some arguments for the relevance of the fact whether the given lexical unit is attested as a common noun, or not. Though the paper reflects predominantly the results and methodological concepts of Czech onomastics, the approaches of onomasticians from other backgrounds are taken into account as well.

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A linguistic anthropological perspective on Innu place names

Place names are an integral part of the heritage of indigenous peoples, as they reveal how inextricably their culture and language are linked to the land they walk, hunt and live on. This is still true today, even if progressive sedentarization, assimilation policies and industrialization have made a traditional lifestyle, as transmitted by their ancestors from generation to generation, nearly impossible. A faint residue of indigenous ancestral knowledge is preserved on contemporary Canadian maps in scattered anglicized or francized place names of indigenous origin, poorly rendered phonetically, their meanings being often distorted by the misinterpretation of their original referential sense.

This presentation will concentrate on the study of place-naming in the Innu language, part of the Algonquian language family, by trying to build a database of toponyms, their transcription in the local dialect and a semantic analysis of their meanings as parts of a framework for cultural transmission. The project emerged from an extended professional experience in the community of Mashteuiatsh, Lac Saint-Jean, Quebec (Canada). For the first time, it documents the oral knowledge on the linguistic and cultural origin of those toponyms, with the help of recordings illustrative of the material and spiritual role places played for those who followed their ancestors' paths on Nitassinan, the traditional hunting territories.

This exhaustive inventory, obtained from a representative group of native speakers and by the analysis of archival notes left by explorers and missionaries, will then serve as a starting point to focus on the challenges linked to such a project, in the given context of an ongoing revitalization process in the community. How can we systematically preserve information in a local dialect without standardized written form (Schreyer 2009)? How can we proceed in a situation where there is disagreement even within the Elders, who originally were the first to turn towards the local authorities to express the urgent need of documenting the *shashish nelueun*, the ancestral language? How can methods be adjusted when conflicts and questions rearise regarding whether traditional oral knowledge must be

documented, and what kind of knowledge and whose knowledge is worth documenting, thus preserving (Collignon 1996)?

Here, toponomastics meet linguistic anthropology, since new approaches to place name research are needed: analyses of variation in naming practices and the social-cultural meanings of place names have to be combined to an analysis of communication issues and underlying language ideologies in the given linguistic context.

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Towards an epistemology of the toponymy: On the problems concerning space and time in the geographical names

Our proposal seeks to present a synthesis of the relations maintained between toponymy and geography throughout their history. Despite obvious differences in their epistemologies, these two fields of knowledge (where toponymy is considered one of the two main branches of onomastics, along with anthroponymy) present a marked degree of affinity in various facets, in their respective approaches and in the diversity of their objects of study. The starting point for this discussion is quite simply stated: Toponymy and geography clearly share a common background – namely, the concept of *topos*. That is, the word of Greek origin that constitutes the classical way of referring to the place (at all scales) where we as humans inhabit and live out our lives.

The interactions between toponymy and geography have been both extensive and intense in nature, and have been of great significance throughout the ages. Place names are in themselves complex concepts, and are open to a multiplicity of approaches. On the other hand, geography is a discipline which has an intrinsic interest in *space*, but also in *time* (present and past). For this reason, its specific way of seeing things is characterised by what is simultaneously a synchronic and a diachronic approach. Facing the future, and from a global conception of science, we need to see this set of circumstances not as a problem but rather as an advantage for our research, as it takes us in different, yet complementary, directions.

I shall base my reflections here on two basic premises: a) that place names, or toponyms, have by definition a geographical scope and meaning (in the sense that, necessarily, they refer or have referred to a part of the physical space that surrounds us); and b) that if place names are the object of study of toponymy, and the space that surrounds is geography's essential *raison d'être*, there must necessarily be a significant relationship between one discipline and the other (and, therefore, an undeniable interest for the scholar). The adoption of these two premises does not imply that place names, or toponyms, cannot be considered from other perspectives of analysis. Yet, what it does imply is that the specific

starting point of our study is, explicitly, a willingness to explore our understanding of the geographical dimension of toponymy.

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Hungarian Digital Toponym Registry – Results of a research programme

In the summer of 2010 a research programme was launched under the title *Hungarian Digital Toponym Registry* with the long-term objective of recording and analysing the complete stock of toponyms of the Carpathian Basin. The programme has been implemented with the co-operation of experts working at various Hungarian and foreign research facilities, and it aims at the exploration of the history of toponyms reaching back to ancient times up to our days. The *Hungarian Digital Toponym Registry* is suitable for research purposes and may at the same time be of interest to the general public. The database encompasses two separate modules: the *Modern Toponym Registry*, which basically contains 18th–20th century toponyms, and the *Early Toponym Registry*, dedicated predominantly to storing place names dating back to the times before 1350. The IT background architecture is provided by the 4D database management system which also encompasses a GIS component thus making visualisation of toponymic data on maps possible (modern toponymic data are projected onto the aerial photographs of Google Earth, while historic data are placed on reconstructed medieval maps). My presentation aims at describing the general objectives and research purposes of the *Hungarian Digital Toponym Registry*, as well as the results achieved so far.

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Nicknames of places: Linguo-cultural approach

The nickname is considered in this research as a culturally relevant type of additional name. Cultural relevance of a speech unit is viewed as its ability to reflect background knowledge about certain objects both explicitly or implicitly in the form of associations, stereotypes, superstitions, views, images, etc.

As a result of a detailed research of anthroponymic nicknames and their cultural potential we came to the conclusion that nicknames are culturally marked if they are:

- motivated by extra-linguistic factors;
- based on metaphor, epithet, metonymy, antonomasia, irony, periphrasis, pun;
- connected with realia;
- allusions to culturally significant objects or events.

According to the above criteria toponymic nicknames can be regarded as a type of names highly informative from the cultural aspect. Their cultural potential is due to the fact that in comparison with nicknames of persons the majority of nicknames of lifeless things are motivated by extra-linguistic factors, thus reflecting people's perception and evaluation of the objects named. Through extra-linguistic motivation nicknames reflect real or imaginary properties of objects. These properties can correspond to material or mental aspects of culture.

The present sample of data consists of over 3000 toponymic nicknames of countries (parts of countries), islands, cities, water bodies, selected from dictionaries and websites focused on nicknames and culture. Over 65% of nicknames reflect material phenomena of culture, such as nature, weather, geography, plants, animals, geographical position, inhabitants, landmarks, architecture, traditions, cuisine, history, historic figures, etc.: *Windy City* (Chicago), *Land Down Under* (Australia), the *Carnival Country* (Brazil), *Cockpit of Europe* (Belgium), *Land of Milk and Honey* (Switzerland). The mental aspect of culture is reflected in stereotypes based on subjective evaluation of an object (about 35% of toponymic nicknames): *The Home of the Brave* (the USA), *El Defectuoso* (Mexico City). Mental sphere of culture also includes characters and elements of imaginary worlds created by writers, artists, etc.: *Land of the Little Mermaid* (Denmark).

Nicknames can also express the pragmatic aspect of culture which presupposes taking into account the following criteria:

- the origin of a nickname under analysis (hetero- or auto-/self-names);
- regional, national or international distribution;
- evaluative characteristics (meliorative or pejorative names);
- political correctness (offensive (politically incorrect) and honorific (politically correct) names). In contrast with personal nicknames place nicknames are less influenced by the rules of political correctness, apart from the cases of their metonymic use to address a group of people.

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No one loses? The names of sports venues on sale

Recently, the application of branding concepts in spatial terms has concerned both cities and metropolitan areas generally, and specifically post-industrial developments in inner-city, suburban and out-of-town locations. On the basis of evidence drawn from multiple national settings, our paper critically discusses the functions and politics of naming in the context of the branding of the sports landscapes. In Finland, for instance, the selling of naming rights for sports venues to corporate sponsors has boomed in the last two decades. In this country, a nonchalant economic opportunism according to which "no one loses if a name

is sold” seems to prevail among businessmen, developers and many politicians. In England, where the evocations of community and club history are otherwise pervasive at football stadiums, in particular, increasingly many Premier League and lower-tier clubs have also engaged in the same re-naming practice. In the latter context, however, the re-naming of stadia has frequently provoked loud protests by local supporters. In this paper, burning empirical and theoretical questions regarding the politics of place naming will be addressed by observing the fate of the toponymic subcategory under scrutiny: What is the role of naming in the branding of places? What kinds of national or regional differences exist as regards commodified naming practices and resilience to them? Why precisely have sports venues been in the vanguard selling naming rights for icons of public culture to corporate power? What are the potential benefits and disadvantages of the name-based commodification of sports venues and other types of urban landscapes? For whom?

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Naming practices of Italian football stadiums today

In recent years, the onomastics of football stadiums and many of other sports venues shows a constantly growing number of sponsor names, the use of stadium names as brands or part of a club’s corporate identity and the establishment of stadium complexes as focal points for supporters and club identity. This phenomenon, often associated to globalisation and to the ongoing commercialisation of sports, is nearly unknown in Italy – although sports play a central role in Italian media and popular culture. In the summer of 2011, however, the inauguration of the new stadium in Turin – a state-of-the-art complex in line with sports venues abroad as far as commercialization and merchandise are concerned – seems to be the first step in Italian football to follow the lead of other countries like England and Germany.

After a brief account of the typology of stadium names in Italy – especially in terms of their official vs. unofficial denomination – the focal point of the present paper will be expressed through the following research questions:

What are the reasons for Italian clubs not to aim at stadium-related merchandise income when most of the major European competitors do?

What reasons have driven the innovative stadium project in Turin and by which onomastic and non-onomastic means a new corporate identity of Juventus F.C. (in the face of the involvement of the club in the huge Italian football scandal of 2006) is expressed through the stadium project? How does the club prepare the unveiling of the sponsored new name of the stadium in the media?

Will the stadium in Turin remain an impressive but isolated effort or will its example be followed in other Italian cities? These research questions will take into

account media sources and historical records on stadium names as well as official statements on present and future stadium-related issues. It will be important to analyse the strategies applied by the club to create a focal point of *juventinità* by using onomastic techniques within and around the new *Juventus Stadium* (official name until the unveiling of the sponsor) in Turin; furthermore the positioning of the new stadium as a key component of the club's brand on a national market not yet sensible to such proceedings as well as on the global market will be analysed.

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Toponyms as Soviet legacy vs. current policy of nationalism

The paper touches upon the specificity of renaming cities, squares, and streets in the former Soviet-controlled territories, particularly in Russia and Ukraine. After and in some cases even prior to the collapse of the Soviet Union many Soviet-bound toponyms were changed into more preferable city and street names. The hero-city *Volgograd* (Russia) is one of the brightest examples of such change. From 1589 until 1925 it was *Tsaritsyn*, in 1925 it was renamed into *Stalingrad*. It is a common knowledge that the city is famous for its World War II heroic battle at which time it had the name of *Stalingrad*. Stalin was the political leader of the entire country at that time and thus many representatives of older generations, especially WWII veterans associate the victory of the Soviet people in the battle with the city's former name. The city was renamed again in 1961; it became *Volgograd* and bears this name at present. Dwindling groups of communists want the name of *Stalingrad* back, which is hardly possible as the majority of the city dwellers will never approve of it as well as most Russian citizens. While *Stalingrad* directly refers to the infamous personality of Stalin, who is guilty in deaths of millions of innocent people, the name of *Volgograd* is connected with the river *Volga*, flowing across the city. Likewise, *Leningrad* was renamed into *St. Petersburg*, *Gorki* into *Nizhniy Novgorod*, *Zhdanov* into *Mariupol*, etc. Apart from that today thirty four streets of Kiev, capital of Ukraine, are considered to be renamed for political reasons: the most controversial renaming is going to happen with the name of *Mate Zalki Street* in Kiev (named after the Hungarian communist writer *Mate Zalki*), which is going to be renamed into *Shukhevich Street*. *Roman Shukhevich* is a controversial personality, leader of the Ukrainian Rebel Army, who is treated as a hero only in the West of Ukraine (in Lviv, Western Ukraine, they already have *Shukhevich Street* together with a monument to Shukhevich), whereas people in other parts of Ukraine consider this renaming to be a blasphemy. Thus, the Soviet tradition of giving names to places after political leaders and other national personalities is one of the most ardent battlegrounds for post-Soviet countries, although it is obvious that in case a name is politically-bound it is very likely to be reconsidered in the course of time.

Panel: Power and Place Naming

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This session will address various topics related to the embeddedness of place naming practices in unequal power relations. It will pursue new empirical themes and theoretical openings such as those featured in the anthology *Critical Toponymies* (Ashgate, 2009), a thematic section in *ACME: An International E-Journal for Critical Geographies* (2011), and the forthcoming section in *Onoma* (2011) on toponomastics and linguistic landscapes. In particular, the session welcomes discussions and case studies relating to the following broad themes:

Ethnicism, nationalism & multiculturalisation: In what ways have the empowerment of minority groups, multiculturalism and diasporic communities affected and challenged existing official toponymies? What types of toponymic power struggles are associated with these phenomena? Where are today's toponymic "hotspots"? What factors explain differences within the intensity of toponymic power struggles in different parts of the world? What kinds of advantages and problems relate to the standardisation of indigenous place names and the burgeoning use of cartographic, statistical and Internet-based toponymic databases as the tools of empowerment for previously marginalised groups?

Commodification, globalisation & glocalisation: How are commercialisation and neoliberal policy agendas influencing toponymies? In what ways are the present-day strategies of "naming-as-branding" at odds with the conventional naming of places? How are globalisation and associated ideological changes affecting toponymies and linguistic landscapes in the centres and peripheries of economic and political power? Do there exist counter-hegemonic tendencies against the commodification and globalisation (or glocalisation) of spatial nomenclatures?

Through the presentation of empirical and theoretical investigations with a critical toponymic focus, the panel will aim to reflect upon the possibilities and limits of critical toponymic research as a tool for socio-spatial criticism and empowerment.

(Authors and abstracts of the panel papers are listed alphabetically under the heading 'Individual Papers'.)

Posters

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Shillings and seals: Place-names in the charters of Coldingham

Berwickshire has a wealth of resources for the study of places and their names. The charters of Coldingham, dating from 1100–1300, hold a rich amount of information on the economical and social history of the parish, as well as preserving early recordings of place-names. Maps (in particular the six-inch first edition Ordnance Survey maps) and the sea-charts provide diachronic evidence of names from 1500 onwards. Descriptions in the Ordnance Survey Name Books give detailed insight into the etymologies of these place-names, as well as information on the landscape and the views of the surveyor.

My PhD research into Berwickshire place-names makes extensive use of these documents, allowing a large proportion of my investigation to be based on primary materials. There has been little previous research on Berwickshire place-names – Johnson’s (1940) *The Place-Names of Berwickshire* is the only previous survey. In particular I am focusing on the treatment of names in medieval manuscripts; the use of names on charter seals; and the creation and distribution of these documents as evidence for Anglo-Scottish relations and Scottish identity (Broun, Finlay & Lynch (ed)). Kathryn Lowe (2007) has investigated the relationship between English and Latin in the charter tradition of Bury St Edmunds; the language of the border charters provides more evidence towards Anglo-Scottish relations and charter tradition. Joseph Donnelly (1989a, 1989b, 2002, and forthcoming) has conducted extensive research into the socio-economic aspect of the Coldingham charters. My poster will demonstrate the extent to which the socio-economic research of this area can further toponymic research, and will discuss the advantages of using medieval charters in place-name studies alongside other primary resources. Furthermore, it will highlight the ways in which other methodologies, such as the study of palaeography and codicology, are essential to a full understanding of the treatment of place-names in primary resources.

My PhD thesis forms part of a larger AHRC-funded research project *Scottish Toponymy in Transition* (PI Thomas Clancy) at Glasgow University. Scotland’s place-names have not until now been investigated systematically, and this project marks the beginning of a survey of Scottish place-names. Simon Taylor’s survey of the place-names of Fife is the model which further county surveys will imitate. *Scottish Toponymy in Transition* aims to produce a full survey of the historical counties of Clackmannanshire and Kinross-shire and of the district of Menteith in Perthshire, and to begin surveys of Ayrshire and Berwickshire.

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Desert sites in the area Sissach – an onomastic input to the settlement history of the upper Basel area

To date, settlement history theories are formed on the basis of the findings from the analysis toponymies. All the toponymy in the area Sissach are well documented, and systematically interpreted, however, only available in limited numbers. The systematic exploration of all possible desert site names significantly increases the amount of investigation. Existing theories should be reevaluated with these findings. The question arises in the specific case, whether the Basel area has been settled from the south of the Jura mountains or from the north along the waterways. Current research tends a settlement from the south. This is the focus of my dissertation.

For the purposes of an interdisciplinary understanding, linguistics supplies by working through the hitherto little noticed researches of desert site names in the canton of Baseland an advanced scientific regarding about settlement. Previously archaeology provided the bulk of the research. The findings from my dissertation open up the possibility that on one hand archaeological and historical evidence-based theories can be re-evaluated with linguistic approaches. On the other hand, the linguistic analysis method plays a pioneering role and in turn provides the archaeology evidence of any late antique or early medieval sites. On a linguistic level it opens up methodological problems. To date, settlements are dated based on their suffixes. By using the same approach also desert site names have to be dated. In contrast, no reliable, universally valid parameter is found to identify the type of settlement. A fact that is significant for the discovery of abandoned settlements. Moreover, desert site names are very old, the writing is disfigured and in its off-linguistic reality, the settlements are in most cases no longer experienced. Precisely the latter fact requires an interdisciplinary approach, because with linguistic options only a limited added value can be created. The integration of archaeology is offered. The data of the dissertation is based on the research database FLUNA. It contains actually for the area Sissach about 34000 evidence or 16600 names. About 200 names can be identified as potential desert site names. They should be layered, interpreted and localized to embed the desert site names geographically and linguistically in analogy to the place names. Thus, a dense network of landmarks is formed and the basis of evidences, which will assess the thesis of settlement history.

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Changes of urban “namespaces” in Basel

Toponomastic research projects in Switzerland normally had a focus on toponyms

of landscapes. If toponyms of urban space were analyzed, in most cases only street names were discussed. But there are approaches to widen the topic and methodology of the research now. In 2008 a major research project called *Namenbuch der Nordwestschweiz* started that gathered two existing research centers of the cantons Solothurn and Basel-Land and founded a new one for the city canton Basel-Stadt. Therefore, there are now three connected scientist groups studying the toponyms of the north-west area of Switzerland having a capable connected database that allows us to make comparisons.

Especially the research center in the city canton Basel-Stadt encounters a challenge because there are no educated methods for the analysis of urban place names structures including all kinds of place names (oikonyms, places, streets, fountains, quarters etc.) and not neglecting the historical genesis of this texture. This contribution wants to show the current problems of the research in this field and to present some possibilities to handle it. We have data back to the middle ages about the place names in and outside the city. But the surrounding of the city however has changed completely till today. Almost all of the canton area is urbanized today. This urbanization began in the second half of the 19th century and changed the "namescape" of the canton fundamentally and within a very short time. With the power of our database we now have the possibility to separate these "namescape" layers. The newest development in informatics also allows us to let the database communicate with a Geographical Information System (GIS) and visualize the layers on current or historical maps.

This example shows approaches of analyzing toponyms not only as a single element of language but also as a network. With this methodological step we are close to a description of "namespaces" as a texture of words. A text connected to the contemporary society as a fundamental basis of identification and orientation in space and culture. If we look at these textures in a diachronic perspective, it opens ways to think about names as an expression and impression of coeval culture at the same time. With other words, "namespaces" can be seen as texts within an interaction between language, space and men: self woven patterns of meaning. In cases of urban name structures this phenomenon becomes obvious. This poster tries to visualize it.

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Structures and Patterns in the World of Names: A quantitative and qualitative survey of toponyms in the two districts of the Swiss canton Solothurn: Olten-Gösgen and Dorneck-Thierstein

Even prior to the consolidation of the three name book projects of the Swiss cantons Basel-Stadt, Baselland and Solothurn (*Namenbuch der Nordwestschweiz*) in the year 2008, there were a lot of thoughts on quantitative and qualitative

structure of a regionally limited toponomastic data treasure. Experience and random sampling have shown that many toponyms appear several times in all three project cantons Basel-Stadt, Baselland and Solothurn. Therefore, time and cost saving opportunities of the etymological working up and presentation of the toponomastic data treasure offered themselves. Based on the random sampling, it can be assumed that there is a coverage from 50% up to a more optimistic 60-70%. However, until now there were no conclusive identifications found.

This thesis is taking up on this point and conducts a qualitative and quantitative survey of the toponomastic data treasure of the two districts of the Swiss canton Solothurn, Olten-Gösgen and Dorneck-Thierstein. The resulting structures and patterns of toponyms will allow secure information on the exact distribution of microtoponyms within a bigger region by comparing them to their respective historical background in the two districts in which they are found. Possible questions are as follows:

- The percentage of the same toponyms found in both districts and what can be concluded from these numbers?
- To what extend are the toponyms similar or different in the two districts and in their toponomastic nature, in their pronunciation and in their historic language registers? Is it possible to identify any patterns, if yes, which ones?
- What importance can be placed on the toponyms that are only found once, the so-called Hapax legomena? How can this single use of name be explained in a geographical and historical context?

Furthermore, the following quantitative questions will be examined: For example:

- How often can certain names be found (type: cleared woodlands, names of waters, rises and elevations, growth, etc.) and how many word components can be found and how are they combined?
- Is there a correlation between the development of population figures in the certain communities and districts in regards to the toponomastic data treasure?

The evaluation of the quantitative and qualitative data will be finished by July 2012 and the findings will be presented for the first time at the conference *Trends in Toponymy 5* in Berne, Switzerland.

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Methodological proposal for place names self-correction through comparison of place names databases

Gazetteers are increasingly important and demanded in the context of Spatial Data Infrastructures. In this sense, we believe that it is important to develop methodologies that facilitate the harmonization of place names and simplify the process of debugging toponymic databases.

We propose a methodology for the comparison of place names databases available of a concrete area in order to facilitate the choice of official preferred and alternative/variant place names among all possible toponyms used to designate every entity appearing in the corresponding gazetteer according to the accuracy of the name.

Principles for place names self-correction through basis comparison are:

1. Election of a preferred name in any case when there is more than one option (even if it implies the creation of a new record). By default, preferred place name is the official one but, in some cases, we consider it could be proposed to the place name authority the possibility of using the supposed variant name as preferred, if it is more accurate or does not contain errors. We suggest avoiding deletion of non-preferred place names (but exceptionally) as every place name, even if it contains mistakes, may have consolidated or have acquired patrimonial value. Thus, we recommend the conservation of all the non-preferred geographic names as alternative or variant names.

2. Differentiation between description and decision. We believe that there are no axioms in toponymy, in such a way that similar type of toponyms may be treated differently depending on the idiosyncrasy of each one of them. Therefore, in our methodology, we consider essential differentiating between:

1. Relationships establishment. Classifying every relationship between toponyms referencing same entities or same specific terms facilitates the discussion among toponymic authorities.

2. Action. Having identified every relationship, we find possible proposing codes for defining which would be the most appropriate treatment for every place name, in order to make it as easy as possible identifying a geographical entity through its name.

Our methodology has been tested in two Spanish regions, Álava (Basque Country) and Huelva (Andalusia), comparing regional toponymic databases with *Spanish Basic Geographic Gazetteer* (SBGG). The results allow expecting that SBGG self-correction through comparison to different regional sources will facilitate the clean-up of around 30-40% of national place names. We consider that it will make possible both identifying names and location errors, as well as enriching the place names base with the proposal of inclusion of new records that should have been included in the SBGG, but were not considered during its development.

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Interaction of microtoponyms between human and environment. A research of the territorial names in the urban area

Globalization, migration, integration and mobility – these are important topics

in our society. They reflect the current structures of our living environment. This tendency in the countryside differs to the one in the city. Only since 30 years we can see a systematic urbanization in the countryside. This increasing urbanization is leading to consolidate the different living environments of the countryside and the city. There is no more city-countryside contradistinction, instead there is a regional grade of urbanization.

We talk about a physical urbanization in the following regions of the canton of Solothurn: district of Gäu, Olten and Gösgen. On the other hand we have a functional urbanization in the districts of Thal, Dorneck, Thierstein and Wasseramt. The social process of urbanization is shown in the microtoponyms. Existing names were integrating into objects of urbanization, and therefore a number of new street-names were established. Since 2008 the research projects of the cantons of Solothurn, Basel-Stadt und Basellandschaft are subordinated under the major project *Namenbuch der Nordwestschweiz*. The research is collected in the database *FLUNA*. The database of this major project includes over 85'000 toponyms, which allow an super-regional comparison in the northeast area of Switzerland. This poster will show the comparison between the countryside toponyms and the city toponyms, on the basis of a selection of examples.

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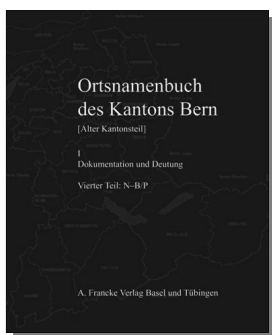
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