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## Introduction

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### Wprowadzenie

We proudly present and place in the hands of the Reader the next volume of “Annales UMCS. Sec. FF”, which contains works by outstanding Polish and foreign researchers of onomastics. The authors of the published articles describe different classes of names: geographical names, anthroponyms and chrematonyms, combining onomastics issues with other research areas: geography, cartography or marketing; they evaluate onymisation and transonymisation processes and the ways in which past and present creators of proper names form onyms of different categories; they make *nomina propria* in the historical and linguistic aspect the subject of their analyses; in the research process, they also develop new groups of names in the contemporary language, functioning in usage, in cultural texts and in fine literature.

This volume contains 15 works with different subjects, responding to the needs of a new look at naming phenomena in the surrounding reality. The volume starts with articles on geographical nomenclature. Zoriana Kupczyńska uses several empirical and descriptive methods to study diachronic, 15<sup>th</sup>-century, Ukrainian oikonymic material in order to illustrate the theoretical foundations of arealogy, stratigraphy and oikonymic landscape. The methodology of research with linguistic and cultural oikonymic material of Ukraine is analysed and described by Vira Kotovych, who, in her scientific studies, exploits several methods, e.g. descriptive, historical-comparative and structural, to bring closer the historical conditions of creating names, their place in the system-structural paradigm of language and the national specificity and linguistic-cultural universality of proper names. A similar scope of research can

be observed in the exploratory theses of the article by Irina Haponienka, who analyses toponyms with a colour component, compares Belarusian, Russian and Polish toponyms containing a colour component or a base motivated by colour names. Reflections on geographical nomenclature also appear in the works of onomastician from the Catholic University of Lublin. Władysław Makarski's article, which is a reflection on the methodology of toponymic and hydronymic research, revises the previously analysed view of the semantics and etymology of many local names of the eastern Lublin region, with reference to analogous onymic structures from the areas of the part of the Bełz Region located near the Bug River. The author attempts to decrypt naming units, verify their etymology, pointing to the sources of their ambiguity: source deficiencies, erroneous reading of the morphological structure of the onym, old name notations, etc. The last article on toponymy is Anna Czapla's work on the semantics and structure of ten geographical names of the Halych land with mysterious origins (e.g. *Rydoduby*, *Kluwińce*).

The next part of the volume comprises a few papers on anthroponymic issues, among them: description of Polish YouTubers' pseudonyms with in-depth linguistic and semantic analysis, indication of the function of these proper names and ways of creating nicknames, Internet *proprias* enriched with digits and non-letter graphic signs (authored by Iwona Nobis); research on Polish religious names with analysis of their reception among the Internet community on the basis of their comments posted on various Internet forums, including axiological aspects (authored by Ewa Zmuda); semantic analysis of pseudonyms created by the users of a Polish dating portal (article by Joanna Ozimska); the problem of functioning of Ukrainian names in the anthroponymic space of the Czech Republic with an overview of these names in Czech onomastic works (article by Liubov Ostash).

The following articles present the problems of chrematonymy: Danuta Lech-Kirstein discusses the description of names of confectionery products being on the borderline of proper names – the author not only repeats the question known in onomastics about the boundary between proper and common names, but also determines their marketing and persuasive function on the basis of semantic analyses. The theory of business communication and the 16<sup>th</sup>-century word-and-picture composition, i.e. an emblem combining image with text – these are the bases for the research of company names in the urban space of Poznań, carried out by Patryk Borowiak. Ekaterina Sudarkina and Elena Gudieleva's article deals with media onomastics: the authors review and analyse the names of contemporary children's TV programs in Russia on the example of Carousel – a television channel dedicated to children and youth, determine the structure of ideonyms (hemeronyms in research nomenclature), the implementation of functional and pragmatic aspects and the dynamics of the naming strategy.

Such an important volume could not ignore the subject of literary and virtual onomastics. Giorgio Sale writes about the wordplay in onomatopoeic names and constructions in Daniel Picouly's *L'enfant léopard*. He evaluates the names used as a reference to anchor the narrative as an important element in historical references, serving as an authentic and intertextual function in the novel, thus, influencing the poetics of the reception of artistic text. Proper names in translation are the topic of the work by Martyna Katarzyna Gibka, who analyses the functions of the names of characters in Terry Pratchett's *Jingo* and its Polish translation, *Bogowie, honor, Ankh-Morpork*. On the basis of the author's findings, the reader of this work can see difficulties in translating literary onyms, the values of the name that are preserved in translation and those that are lost, as well as the changes in proper names involved in translation, especially in relation to the description of their functions in the original and translated text. The last article (concerning guild names in the *World of Warcraft* game) in the presented volume is written by Katarzyna Sucharska. In the paper, onomastics is clearly connected with the social life of groups of people participating in the game, and the names themselves (the way the game is played, the cohesion of the presented world, the game universe and its mechanics). The proper names also depend on the creative abilities of the players.

The authors of the presented articles come from different countries, propose different research positions, methodological findings (reviewing older positions and introducing new ones) and often different processes of analysis of proper names and naming terms (cf. the terms *hemeronym*, *colouronym* or *oikoculturonym*, which rarely occur in Polish studies).

This issue of the journal presents a wide range of research in the field of onomastics, and readers interested in this discipline of science will surely find in it appropriate works for their own studies, thoughts and reflections. The exploratory conclusions of these scientific texts provide solutions to many dilemmas and answers to our questions about the life of proper names – in the texts and in the world around us.

*Translated into English by Marek Robak-Sobolewski*

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