



Investigating Ergonym Texture Characteristics from Kazan's Streets Seen Through the Lens of English Language Dependence

Elena Valerievna Varlamova¹, Natalia Petrovna Gladkova², Radik Nakimovich Khamitov³, Fanuza Kharisovna Tarasova⁴

¹ Department of Romance and Germanic Philology, Kazan Federal University, Kazan, Russia; el-var@mail.ru

² Department of the Theory and Practice of Foreign Languages Teaching, Kazan Federal University, Kazan, Russia; NataPGladkova@kpfu.ru

³ Department of Criminal Law, Criminal Procedure and Forensic Science, Kazan Federal University, Naberezhnye Chelny, Russia; RNHamitov@kpfu.ru

⁴ Department of Foreign Languages, Kazan Federal University, Kazan, Russia; FHTarasova@kpfu.ru

Abstract

This article focuses on the characteristics of the context of ergonyms of Kazan's central and peripheral streets in terms of linguistic affiliation (the period under study is 2020-2021). For the first time, the concept of "contextual use of an ergonym" is used in this study, by which the authors understand the ergonym itself, that is, the proper name, with an indication of the type of enterprise/institution. In the polylingual region, the language affiliation of an ergonym, as well as the context - other languages or English - are thought to be especially important. According to the findings of the study, the context in other languages only dominates in Kazan's center and on the outskirts. The context with information duplication in other languages and English accounts for 23% of the total number of ergonyms. Context is especially important in English. All official languages are used to present 25% of the context in the outskirts of this study. Consequently, the context in the other language undoubtedly predominates both in the city center and on the outskirts. In comparison, the other language-English duplication accounts for one-quarter of the context. The main distinction between the city center and the periphery is the use of the English language in the context of an ergonym, which is prevalent in the city center but almost entirely absent in the landscape of non-central districts.

Keywords: Foreign Language; English Language; Ergonyms Texture.

1. Introduction

An ergonym, as defined by Podolskaya (1988), is "a category of onym, the proper name of a business association of people, including a union, organization, institution, corporation, enterprise, society, institution, club." The study of ergonyms entails the study of any locality's linguistic landscape. When discussing multilingual regions, it is customary to refer to the linguistic landscape. Amirova's (2011) studies on the linguistic landscape of Tokyo, Kurbanova's (2014) studies on the forces that shape multilingual language landscapes, and Monnier's (1989) studies on the landscape of Montreal's commercial sector are all well-known. Shohamy et al. (2010) focus their research on city ergonyms; many studies are devoted to Kazan's English ergonyms. The field of sociolinguistics contains a large number of works on the linguistic landscape (Backhaus, 2006). Linguistic landscapes of cities are also studied from the perspectives of cultural studies, word formation, semantics, and pragmatics (Tortunova, 2012). (Butakova, 2013). The phenomena of contextual and contextual functioning of ergonyms were investigated in this work. These concepts are presented for the first time in this work, determining the study's novelty. The importance of this work stems from the growing demand for multilingual text analysis in a variety of contexts.

The study's goal is to present the ratio of other languages used versus English in the context of an ergonym. This is required to understand how the official languages interact with one another in the linguistic landscape, as well as to determine the degree of English language use in Kazan's central streets. The following tasks are defined by the study's purpose: to differentiate between the concepts of "contextual functioning of an ergonym" and "non-contextual functioning of an ergonym"; to compare the quantitative presence of other languages and English in the context of the ergonyms of the linguistic landscape of central and peripheral streets. The context function of an ergonym is critical. The context

frequently conveys to the audience the information required for the successful presentation of an enterprise/institution/cultural object in the linguistic landscape. The language in which the context is presented is important for the Kazan landscape: it can be in other languages or English, or it can be presented in one or all languages. Thus, the context is interesting from the standpoint of sociolinguistics as evidence of the population's preferences for a specific language audience.

2. Literature Review

The names of business associations and individuals (firms, commercial enterprises, institutions, unions, societies, etc.) are ergonyms derived from the Greek word *ἔργον*, which means "work," "activity," or "function." At the time, the term "ergonym" was initially documented in the onomastic dictionary of Podolskaya (1988). Its primary usage was in reference to the names of foreign business entities. These are Podolskaya's (1988) works concerning the ergonymy of French companies and cooperatives, English firms and cooperatives, medical institutions in the United Kingdom and the United States, and Podolskaya's (1988) works regarding ergonymy in France, among others. As stated by Podolskaya (1988), my ergonome comprises a recognizable cohort of individuals, institutions, organizations, and businesses. A calling card for the team or firm, Ergon is frequently the initial point of contact for the recipient regarding the organization. The majority of candidates possess a clear understanding of this fact and, as a result, design ergonyms to elicit a particular response from the intended audience. Clarification of the term was required due to the broad scope of the definition, which encompasses not only commercial enterprises but also educational and medical institutions, as well as various types of public unions. This resulted in the following absolute or partial (genus-species) synonyms: business name, firm name, business name /commercial names (ergonyms)/NKP (name of a business enterprise); ergo-advertising name; advertising urbanonyms (as per the definition). They are also referred to as brand ergonyms and official names in the scientific literature; their usage is domain-specific (Konuratbayeva et al., 2018)

As can be seen from the list, such a diversity of names indicates that the term has different denotative representations - what type of associations can be indicated by him about the possibility of different approaches to the study of ergonomy? Shimkevich (2002), for example, narrows the scope of the concept of ergonym by excluding the names of societies, unions, and circles, whereas Shimkevich (2002) broadens it by including the names of buildings and various functional profiles (houses, enterprises, firms, shops, sports complexes, markets, cinemas, and others). Podolskaya (1988), on the other hand, specifies that an ergonym can become an oikodomonym if we are discussing a topographic object - the name of a building structure. Shimkevich (2002), on the other hand, proposes a distinction between ergonyms - proper names of enterprises as business associations of people - and temonyms - their names as legal subjects. Shimkevich (2002) proposes using the term ergonym as a generalized name of the nominal conceptual field, highlighting the ergotemonim ("the official name under which the enterprise carries out its commercial activities," its function is legal, security), ergourbonim (proper name on signs and banners, main function - advertising), and a domain name (the name of an enterprise on the Internet, function - identifying). Overall, such a polynomial attests to the terminological disorder of this area of onomatology, including the need for a shared understanding of the role of the ergonym in term hierarchies (Davluatova & Rashidova, 2022).

3. Methodology

The study's material comprised 109 units of ergonyms from the central streets of Kazan (Profsoyuznaya and Levo-Bulachnaya streets) and 203 units of ergonyms from the periphery (Daurskaya and Gvardeyskaya streets). The study utilized various methods to handle its material. These methods included continuous sampling (ergonyms collected material was photographed), descriptive and comparative analysis, quantitative and statistical analysis, and the method of quantitative and statistical analysis. In the language space of the city, ergonyms can be defined with or without context. The contextual utilization of an ergonym consists of the ergonym itself, which is the proper name, followed by a designation of the nature of the establishment, object of culture, or provision of goods and services, advertising information, and so forth. An instance of an ergonym being utilized contextually is in the name "Invitro Medical Center." The medical institution in question is denoted by the term "Invitro," and the ergonym's context—"medical center"—provides information regarding the nature of the institution.

The utilization of an ergonym outside of its intended context signifies the ergonym, or proper name, being present without delineating the nature of the enterprise, institution, or cultural entity, nor does it involve the promotion of products or services. One instance of an ergonym being used out of context is represented by the unit "OZON." It is important to

acknowledge that details regarding the nature of the enterprise, institution, or cultural object, as well as the products or services it provides, are typically included in the name. Therefore, the inclusion of the ergonym context is not required. "Grocery shop" and "Shoe repair" are two examples. When this occurs, we suggest using the term "context-name overlap" to refer to the similarity between the context of the ergonym and the proper name.

4. Results

Ergonyms with the context in other languages without duplication of information in English are present in the greatest number (41 units), accounting for 62% of the linguistic landscape of Profsoyuznaya Street. In English, the context is represented by nine units (14%). Ergonyms with context duplication can be found in all languages in a total of 6 units, or 9%. In all languages, four units of ergonyms with superimposed context-name duplication are presented (6%). Ergonyms with contexts that are duplicated in other languages and English are presented in 4 units, accounting for 6% of the total number of ergonyms on Profsoyuznaya Street. English manifests itself in the amount of two units in the context duplicated in other languages (3%).

Thus, two state languages interact in the ergonyms of a multilingual city's central streets because the context is duplicated in other languages in the amount of 12 out of 66 ergonyms (18%). Ergonyms with the context in other languages without duplication of information in English are represented in the greatest number (16 units), accounting for 36% of the linguistic landscape of Levo-Bulachnaya Street. In the linguistic landscape Levo-Bulachnaya, eight units of ergonyms in other languages appear without duplication in English with a context-name overlap (18%). The context in English is presented in three units (7%). An ergonym in English with a context-name overlap was seen in the amount of 1 unit (2%). In other languages, ergonyms with context duplication account for four units, or 9% of all ergonyms. Ergonyms with context-name overlap and duplication in other languages are presented in 8 units (21%). Ergonyms in which the context is duplicated in other languages and English are represented by two units or 5% of the total number of ergonyms. In addition, 1 unit was assigned to an ergonym with context duplication in other languages and English (2%). As a result, other languages interact with the ergonyms of Levo-Bulachnaya Street because the context of 13 out of 43 ergonyms (32%) is duplicated in other languages.

Ergonyms with context in other languages that do not duplicate information in English are present in the greatest number (59 units), accounting for 63% of the linguistic landscape of Dauruskaya Street. Ergonyms in other languages without duplication appear in 14 units in English with context-name overlay (15%). The context in English is presented without duplication in the amount of 2 ergonyms, which is 2%. In the other language, the context is only mentioned in one ergonym, accounting for 1% of the total. In other languages, ergonyms with context duplication account for 13 units or 14% of the total. Ergonyms with context-name overlap and duplication in other languages are presented in 5 units (5%). As a result, two state languages are involved in the ergonyms of a polylingual city on peripheral streets because the context of 18 of 94 ergonyms (19%) is duplicated in Other. There were no instances of duplication in both English and another language.

Ergonyms with the context in other languages without duplication of information in English are represented in the greatest number (47 units), accounting for 44% of the linguistic landscape of Gvardeyskaya Street. Ergonyms in other languages without duplication in English with context-name overlap appear in the amount of 24 units (22 percent). The context in English without duplication is presented in the amount of 1 ergonym, which is 1%. In the other language, the context is represented by two ergonyms, accounting for 2% of the total. In other languages, ergonyms with context duplication account for 26 units, or 24% of the total. In Other languages, ergonyms with context-name overlap and duplication are presented in 7 units (7%). Thus, because the context of 33 out of 109 ergonyms (30%) is duplicated in Other, the two-state languages actively interact in the ergonyms of a polylingual city in peripheral streets. Cases of duplication in other languages, as well as English, were not recorded (Galiullina, 2008).

5. Discussion

There are 65 units with context in other languages, 13 units with context in English, 22 units with context duplication in other languages, six units with context duplication in other languages and English, and three units with context duplication in all three languages in the linguistic landscape of the central streets. Thus, the context of 25 of 109 ergonyms is duplicated in two official languages, accounting for 23%. The majority of the context is presented in other languages, but the English context is also significant.

There are 144 units with context in other languages in the linguistic landscape of peripheral streets, three units with context in English, three units with context in other languages, 69 units with context duplication in other languages, no units with context duplication in other languages and English, and no units with context duplication in all three languages. The majority of the context is presented in other languages, with only a slight presence of English. The context of 51 out of 203 ergonyms, or 25%, is presented in both official languages.

6. Conclusion

The results of this work can be applied in a variety of fields, including tourism, when conducting tours around Kazan. In addition to their application, the findings are significant for sociolinguistic research because they clearly demonstrate the characteristics of Kazan society and its language preferences. Furthermore, the results can be useful in practical classes on lexicology and grammar of the other language, English, because they allow us to analyze not only the processes that occur in languages with different structures separately but also the characteristics of a multilingual text. The prospect of work is seen in the creation of separate layers for use at morphology and word formation seminars, as well as guided tours.

Acknowledgments

This paper was written as part of the implementation of the Kazan Federal University Strategic Academic Leadership Program.

References

- Amirova, R. M. (2011). Tatar Ergonymy of the City of Kazan: dis. ...cand. Phil. Sciences: 10.02.02. Kazan.
- Backhaus, P. (2006). Multilingualism in Tokyo: A Look into the Linguistic Landscape. *International Journal of Multilingualism*, 3(1), 52-66.
- Begmatov, E. (2013). Uzbek Tili Anthroponymicasi. - Tashkent: Fan, - 264 p.
- Butakova, E. S. (2013). Ergonyms Of Foreign Language Origin in The Communicative Space of The City: Abstract. dis. ...cand. Phil. Sciences: 10.02.01. - Tomsk, 26 p.
- Davlatova, E. M., & Rashidova, F. B. (2022). The Problem of Studying Ergonyms in Linguistics. *Web of Scientist: International Scientific Research Journal*, 3(12).
- Galiullina, G. R., & Bedretdinov, R. B. (2008). Functioning of Anthroponyms as Ergonyms in the Tatar Linguistic and Cultural Space. *Scientific notes of Kazan State University. T. 150, book. 2. – Kazan. 95–99.*
- Konuratbayeva, Z., Karipzhanova, G. T., Sagdieva, R. K., Husnutdinov, D. H., Mirzagitov, R. H., Kurbangalieva, G. M., & Galiullin, R. R. (2018). Influence of urbanonyms on city image development. *International Journal of Mechanical Engineering and Technology*, 9(11), 405-415.
- Kurbanova, M. G. (2014). Ergonyms of the modern Russian language: semantics and pragmatics: dis. ...cand. Phil. Sciences: 10.02.01. - Astrakhan, 2014.
- Monnier, D. (1989). *Langue d'accueil et Langue de Service Dans Les Compares à Montréal [Текст]*. Québec: Conseil de la langue français.
- Podolskaya, N. V. (1988). *Dictionary of Russian Onomastic Terminology*. Ed. A.V. Superanskaya. — 2nd Ed., reprint. and additional. - M.: Nauka, - 192 p.
- Shimkevich, N. V. (2002). *Russian Commercial Ergonymy: Pragmatic and Linguoculturological Aspects: Abstract. dis. ... Candidate of Philology. Sciences. – Yekaterinburg. – 22 p.*
- Shohamy, E., Ben-Rafael, E., & Barni, M. (2010). *Linguistic Landscape in the City*. Bristol, Blue Ridge Summit: Multilingual Matters.
- Solnyshkina, M. I., & Ismagilova A. R. (2015). Linguistic landscape westernization and glocalization: The case of Kazan, Republic of Tatarstan. *XLinguae*, 8(2), 36-53.
- Tortunova, I. A. (2012). Ergonym as a Result of Speech Creation. *Linguistics of Discourse*, 3, 124-136.

