Urban place names

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ABSTRACTS

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Changes in urbanonymy of north-eastern Poland in the context of statehood transformations

Urban place names are a chronicle of the history of a given territory and its inhabitants. They are evidence of crucial changes occurring over a long period of time, especially in the borderland area, to which the region of Mazury, a part of the north-eastern Poland belongs. Over years the region was a territory of contention between Poland and Prussia, during the Second World War it was under the German occupation, since 1945 it was within the borders of PRL (the Polish People's Republic), in the sphere of Russian influences. In 1989 the period of independence and statehood transformations began. In each period the mechanisms of giving new names to town objects and of changing the existent ones were similar. They reflected the culture of the nation, important events, historical figures, ideas and values in a given historical period. Giving names commemorating various, often controversial figures of political life such as generals and political leaders, was closely connected with the current policy of the state authorities. While the statehood being changed, the names vanished from the town onymy along with the historical epoch and ideology. The exemplification of the process is observed in towns situated in the region of Mazury, e. g. Ełk, Gołdap, Olecko, where after the Second World War German names were substituted with Polish ones, for instance *Hindenburg Straße* (commemorating the field marshal, later the President of Germany) was changed for *Armii Czerwonej* (lit. the Red Army; commemorating the armed forces of the USSR in the years of 1918-1946), in free Poland since 1989 the street has been named Armii Krajowej (lit. the Home Army; Polish underground military organization during the Second World War, whose members were persecuted by the communist authorities).

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Place names in the construction of social identities among the immigrant youth in Helsinki

Our paper discusses the role of place names in the linguistic construction of social identities among the immigrant youth in Helsinki. Moreover, the image of Helsinki displayed by the place names in use is studied. The primary sources of the study consist of focus-group and individual in-depth interviews conducted among 35 teenagers between 12 and 17 years and having Somali or Russian as their first language and Finnish as their second language. The interviews were conducted between 2006 and 2008. The database has been complemented by Finnish language proficiency test and ethnographic school observations.

We will study which place names, both official and unofficial, immigrant teenagers use, and look for possible reasons for using especially these names. In addition, the linguistic perception and stance towards these names is considered. Beside Finnish names even names in Somali or Russian are used. Our material includes also names previously stigmatized as racist, like *Mogadishu Avenue*. Nevertheless, names like these seem often to belong to the toponymy of immigrant teenagers as neutral everyday names. Evidently, an originally racist classification has been turned into a part of immigrant youth's own

identity and name has thus been captured to their own use.

Additionally, of special interest is to study which place names immigrant teenagers tend to avoid and why. Especially the slang based place names are here in crucial role. In many cases our informants do not use (or say that they do not use) a special slang variant while referring to their own neighbourhood although the very same variant is commonly used by monolingual, Finnish speaking teenagers. At the same time, some informants do use slang names quite naturally. We will discuss the relationship between the use of place names and social identities: what kind of a Helsinkian teenager is being constructed with the various onomastic choices.

Our study is based on two research projects "Transformation of the onomastic landscape in the sociolinguistically diversifying neighbourhoods of Helsinki" and "Helsinki Finnish: diversity, social identity and linguistic attitudes in an urban context", both organized by the Research Institute for the Languages of Finland. In our research we combine methods mostly in socio-onomastics and conversation analysis.

Mustafa Arslan
Selcuk University, Turkey

Different way of naming places in Beysehir, Turkey

Beysehir is a county in the province of Konya in Turkey. In this study about 3 000 place names were composed in Beysehir. Most of these place names are originally Turkish. But there are some place names related with Luwian language. Some of these Luwian originated place names have no meanings in Turkish. The names of rivers, valleys, hills and wetlands can be the remaining of Luwian language since they are geographical structures. These names could be inherited from that language and have survived from generation to generation.

In this study it will be seen that some names which have *-ibr* and *-ivr* roots are related with water and they are remainings of Luwian Language. In Luwian they have meanings related with water. E.g.: *Ibrim*: a place near Lake Beysehir. *Çivril*: a village near a river. *İvriz*: A village near a spring. *İbradı*: A county near Manavgat River. We can add more names from other regions of Turkey. There is an interesting place name in Karahisar Village in Beysehir: *Cebrail Çeşmesi*. Cebrail has got the same root *-ebr*. *Çeşme* means 'drinking fountain' in Turkish. And the name was also given for its surrounding. Cebrail or Gabriel is the archangel that was the messenger of God. The name *Cebrail* is also a name for males in Turkey. This drinking fountain was not built by a person who had the name of Cebrail and Gabriel does not have a duty related with water. In my opinion, Turkish people named this drinking fountain just like Luwian people had done. But the name did not attract attention because it is also used in Turkish as a person name.

By this study I aim to show the sense of naming places can be transferred from one ethnic group to another unconsciously with the same meaning and relations.

Maoz Azaryahu
Haifa University, Israel

Assigning commemorative street names: the critical turn and beyond

At the center of this paper is the academic study of odonymic commemoration. Following an exposition of the 'critical turn' in the social sciences and the humanities, the paper offers an overview of the politics of odonymic commemoration evident in naming and renaming the past as an ideologically directed and politically motivated procedure. However, as this paper argues, whereas the sociopolitical functionalism underlying the critical approach seems to be appropriate for analyzing naming procedures, its capacity to shed light on how odonymic commemorations partake in memory-work is limited. The paper suggests that one useful way is to apply a semiotic analysis in order to expand our understanding of how toponyms perform as a commemorative vehicle and how spatial inscriptions communicate information and meaning. At its conclusion, the paper draws attention to a general issue of bearing for the study of place-names, namely that the relationship between place and name is not self-evident.

Laimute Balode
Riga, Latvia – Helsinki, Finland

Slang urbanonyms of Riga, Latvia

Toponyms used in colloquial speech and slang still are neither collected nor analysed in Latvia. The research on slang urbanonyms of Riga has only recently started. Only few such names are used in Riga, but some of them are widely known: names of the suburbs of the city Riga: *Purčiks* (official name) *Purvciems*, *Pļavčiks* (official name *Pļavnieki*), *Zoļiks* (*Zolitūde*), *Maskačka* (*Maskavas iela* street and its surroundings), names of the most popular shops and restaurants – reronyms: *Rimčiks* (supermarket *Rimi*), *Lidiņš* (restaurant *Lido*). Some slang urbanonyms are very old and used by all generations: *Lielā māja* 'Large House'(= the main building of Latvian University), *Baltais nams* 'White House' (the building of National Opera), *Kolhoznieku nams* 'House of the Collective-farmers'(the building of the Academy of Sciences). Mostly slang urbanonyms are used by young people for their favourite places of gathering: *Bigbens* 'Big Ben' (Clock of the Central Terminal and its surroundings), *Griščene* (the hill Grīziņkalns and its closest area).

Mostly the slang urbanonyms of Riga are made on the basis of metaphor: *Skapis* 'Wardrobe' (bar in the hotel *Rīga*). Many of them are also derived with the help of the suffixes *-ik-* or *-čik-* (both of Russian origin): *Lubančiks*, *Čiekuriļņiks / Čikuriļņiks*, but sometimes nowadays there are new derivations with the help of Latvian diminutive suffixes *-iņš* or *-ītis*: *Lidiņš*, *Čierītis*.

Pauls Balodis
Latvia

First names and surnames in the street names of Riga

It is a universal type of coining street names from personal names. This type is well-known also in Riga. Almost 1/3 of all urbanonyms of Riga is made from anthroponyms: 83 from the first names and 81 from surnames.

First names used in urbanonymy mostly are from historical times (e.g., the name of bishop *Albert – Alberta iela, Alberta skvērs*, Russian imperator *Jelizaveta – Elizabetes iela*, historical leader of Livonians – *Imantas iela*), names from the Bible (*Ādama iela, Dāvida iela, Elijas iela*), names from fiction or mythology (*Lāčplēša iela, Laimas iela, Spīdolas iela*). But there are many indifferent personal names which are not associated with some concrete person (mostly female names – *Ausmas iela, Elvīras iela*).

Mostly Riga's street names of this type are derived from surnames (or pseudonyms) of Latvian poets and writers (*Raiņa bulvāris, Annas Sakses iela*), not so often – from surnames of Latvian composers, actors, sportsmen (*Emila Melngaiļa iela, Eduarda Smiļģa iela, Jāņa Daliņa iela*), some of them from the surnames of the statesmen – former presidents (*Jāņa Čakstes gatve, Kārļa Ulmaņa gatve*), military leaders (*Kalpaka prospekts*). Several surnames are of non-Latvian origin: 10 street-names made from the surnames of Russian writers, scientists (*Turgeņeva iela, Gogoļa iela*), 5 – names of persons of German origin (*Fridriha Candera iela, Hāmaņa iela*). Almost all of them are in some way connected with Latvia.

Usually both name and surname of the person are mentioned in the street name, but there are many cases (about 20 street-names) when the first-name is officially omitted. There is a pair of exceptional street-names when there are 2 names (*Zigfrīda Annas Meierovica bulvāris*) or double surname mentioned (*Ernesta Birznieka-Upīša iela*). Sometimes there is even a title before surname written on the plank (*Akadēmiķa Mstislava Keldiša iela, Pulkveža Brieža iela* 'Street of Colonel Briedis').

Ojārs Bušs
Riga, Latvia

Some pragmatic and onomastic aspects of the naming of streets in contemporary Riga (1990–2008)

In the recent past the naming of streets especially in big cities of what was then Soviet Union was almost completely ideologised, because "urbanonyms are the same symbols of state as its flag and national anthem" (G. Pitkevich). Also in Riga in the years of Soviet occupation had been created – mostly as a result of the renaming of streets – a stratum of urbanonyms connected with the "socialist" ideology and in some cases with the tendencies of russification too. A little time before the regaining of the national independence began the process of the renaming of streets, of the regaining of the old historic urbanonyms. The renaming was a bit complicated in the cases, when the street have had more as one historic name. E.g., *Sarkanarmijas iela* 'Red Armee Street' has in the past been *Aizsargu iela* (1935–1940; one can understand as 'Street of Defenders', nevertheless the street was named to honour the *Aizsargi* – a paramilitary self-defence organization in the Republic of Latvia in the thirties of last century, prohibited after Soviet occupation), *Karātavu iela* (18th and the first half of the 19th century; 'Street of Gallows'), *Bruņinieku iela* (1859–

1935; 'Knights Street'). The most valuable from the point of view of the history would been the oldest name *Karātavu iela*; nevertheless it is unlikely that the connotations of such urbanonym would been appropriate for the inhabitants of the street (it is a quite long street in the downtown of Riga). *Aizsargu iela* have been a relatively short-term name, and, what was the main reason not to restore that urbanonym – the renaming occurred in the 1990, the process of the break-down of the Soviet Union was still not concluded, and there was still not a possibility to restore urbanonyms, very closely connected with the idea for independent Latvia. Thus from the three historic urbanonyms the most appropriate turned out to be *Bruņinieku iela*, and it was restored.

At present there quite often arises a necessity to give names to new-created streets. To give some order to the process of the creating of new urbanonyms in Riga in the late nineties an advisory streetnames-committee by the municipality of Riga have been working; unfortunately in the course of political changes that body have creased to exist. That is one of the reasons why competent onomasts only sometimes have the possibility to influence the naming of streets in contemporary Riga. Nevertheless we have positive experience too. Before a couple of years a construction-enterprise suggested to name streets in a new block of flats by using designations of precious metals (*Platīna iela*, *Berila iela* etc.). The municipality consulted the specialists of Latvian language, and get suggestion to use old place names (hydronyms, names of farmstedts) for the creating of new urbanonyms in the corresponding areas. That suggestion had been respected, and from time to time is still respected. By the last name-giving to the new streets (11.11.2008) 10 from 16 new urbanonyms have been created from older place names (*Rītabuļļu iela*, *Parumbes iela* et.); in other cases common nouns have been used with associative connection to corresponding area (eg. *Lidlauka iela* 'Aerodromes Street', *Gaisa iela* 'Air Street' in the area, where once an aerodrome have been located) or to the older street names of that vicinity (eg. *Dīgstu iela* close to the older *Asnu iela*; both have the etymological meaning 'Shoot Street' or 'Sprout Street'). The urbanonyms created from less known place names (as, f. i., the mentioned ones) can already immediately after the name-giving be interpreted as maximally onymized urbanonyms.

Mehdi Damali Amiri & Amin Rastandeh
Bu Ali Sina University, Iran

Concepts and original roots of urban place names in Iran: nine case studies of historic urban places in Persian cities

Exhaustive investigation on urban place naming in Iran shows that urban spaces and places have been named based on many socio-cultural matrixes during the history.

At the present paper, the researchers will indicate that urban environment naming in Iran during the history of the country could be classified in three general subcategories of naming based on the historic events, designing considerations, and political manners.

To clarify the classification, the researchers focus on nine case studies in Iran to describe, analyse, and finally compare them. In each case study, original roots of naming, causes, and concepts will be investigated by academic methods to justify there are sweeping similarities and differences amongst the naming processes in each of three types of history-based, designing-based, and politics-based naming of urban places in Iran.

Elwys De Stefani
University of Berne, Switzerland

Negotiating place. Toponyms as "problematic" language units

Toponyms and place descriptions are frequent in different kinds of social encounters. They occur for instance in itinerary requests (Psathas 1986), but also in unfocalized spontaneous interaction (Schegloff 1972). In this paper we will analyze those place formulations that turn out to be problematic for the participants – either because they deliver contrasting descriptions, or because they do not agree on the territorial extension to which a place name applies.

Drawing on conversation-analytic research, we will examine a corpus of videotaped social encounters taking place in different settings (dinner tables among friends, service encounters in travel agencies), in which we have observed troublesome place descriptions. The analysis will show that the occurrence of different place formulations cannot be explained merely by invoking divergent perceptions of (urban) space. Our findings confirm rather Schegloff's (1972) observations, according to which the choice of a place term is contingent with a locational analysis of the interlocutors (i.e. where are the speakers located in relation to the described area?). Place descriptions also imply a membership categorization of the participants (for instance, a travel agent may use certain place formulations – including toponyms – when addressing a customer, while he will employ others when talking to a colleague), as well as a certain topic-sensitivity: referring to a place when speaking about an upcoming holiday trip may be done differently than talking about the place where one lives and/or works.

Through the analysis of problematic uses of toponyms and place descriptions in interaction, we will show the social relevance of studying urban place names, contributing thus to the development of the field that has recently been termed interactional onomastics.

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Elwys De Stefani & Anne-Danièle Gazin & Roberta Iacoletti
University of Berne, Switzerland

Place formulations as resources for constructing identity: caller identification in radio phone-ins

Although traditional onomastics treats place names mainly as onymic units that denote a specific spatial entity, the study of place names in everyday conversation shows that they are also used for accomplishing various social tasks. For instance, place names occur frequently in the opening sequences of radio phone-ins, where they are used to construct the callers' relevant identities.

Drawing on conversation analytic research, we will analyze a rich corpus (10 hours) of Italian radio phone-ins. In this setting, toponyms are regularly used as identification devices: in many cases the host announces the upcoming caller by mentioning the place he or she is calling from (and not, as he could do, by introducing the caller's personal name). While place names occurring in opening sequences are visibly involved in the construction

of social identities, their presence contributes also to the specific sequential structure of radio phone-ins. Moreover, speakers can promote the initial mention of a toponym to the first topic of conversation. In these cases place names may be used to display historical, geographical etc. knowledge and thus to exhibit oneself as a competent member of a community. The aim of the paper is to show that toponyms – and mostly urban place names, which occur with an overwhelming frequency in our data – are resources that speakers employ to exhibit socially relevant aspects of the interaction they are engaged in, calling thus into question a merely "referential" interpretation of toponyms.

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Joshua Hagen
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The geopolitics of place naming in the Polish-German borderlands

The eventual defeat of the Central Powers in World War One initiated sweeping geopolitical change around the world but especially Central and Eastern Europe. While all of these territorial revisions generated some level of debate, the changes along the new German-Polish borderlands were perhaps the most contentious. Here efforts to redraw the geopolitical map of the region based on ethno-linguistic criteria collided with the desire to create an independent Polish state with free and secure access to the sea. In the end, the victorious Allied Powers achieved a compromise that angered both Polish and German governments. The Treaty of Versailles established the so-called 'Polish Corridor' to link Poland with the sea. Yet some parts of the Corridor contained majority German populations and it also cut off the German province of East Prussia from the rest of Germany.

In addition to becoming a major irritant in German-Polish relations throughout the Interwar Period, this border realignment also instigated a wide ranging debate concerning the 'proper' names of the regions, cities, and local places in the Corridor, East Prussia, and adjacent areas. In this explosive atmosphere, contemporary scholars, activists, and politicians in Germany and Poland advanced competing place names and terminologies that, not surprisingly, served to support their differing geopolitical agendas. Although asserting that their claims were based on objective historical evidence, these authors utilized selective place names as part of their efforts to preserve or overturn the territorial settlement reached at Versailles. This research project seeks to illuminate, analyze, and better understand the process of place naming within the broader geopolitical discourse concerning the German-Polish borderlands during the 1920s and 1930s, as well as the broader implications for studying the multi-scalar process of place naming.

Milan Harvalík
Prague, The Czech Republic

Linguistic and extra-linguistic aspects of the development of the street names in the Czech Republic

The paper deals with both linguistic and extra-linguistic factors that have formed the present system of Czech street names. In its first part, the motivation of street names along with the frequency and productivity of particular kinds of street names from the oldest times up to the present are studied. The next section surveys some of the most significant political and social changes of the 20th century, and how they have been reflected in the street names of Czech cities. It also makes recommendations concerning which principles should govern the choice of street names in smaller towns. This is in response to the fact that urbanonyms belong to the group of proper names most likely to mirror the extra linguistic changes which have occurred in recent years. The necessity of having some sort of linguistic input in the selection and standardisation of urbanonyms is obvious. The unobstructed integration of urbanonyms into general speech is dependent upon their undergoing universal codification, along with the associated requirement that the principles of that particular language culture be applied.

Samira Hassa
Modern Languages, Manhattan College, USA

France's history is on a street sign in Fes!

One can almost claim that for Moroccans, it is not necessary to read a book about the major events in French history, because the history of France can be read just by following the street names in Fes, the oldest city in Morocco.

Being colonized by the French for more than forty years, the architecture of the Ville Nouvelle of Fes as well as the remnants of some of the street names is an extension of France and its historical past.

Using four maps of the city of Fes (1933, 1953, 1979 and 1986) I classified all street names of the Ville Nouvelle thematically, such as street names evoking French/European culture and street names referring to Arabic culture.

The results show that the maps of 1933 and 1953 show a preponderance of street names referring to European/French culture. We can even observe France's determination to build a European Union: Names such as *Rue d'Italie* and *Rue d'Espagne* can be found.

On the map of 1933, the heroes of the French army were recognized. For example, one can find the Rue du Colonel de Castrie (1727-1801) who successfully fought the Prussian army in 1759. However, the map of 1953 shows the opposite focus: the image of the army is perceived as less prestigious. This perception is connected with the intellectual movement headed by Jean-Paul Sartre in favor of peace and decolonization.

In contrast with the maps of 1933 and 1953, the map of 1979 shows that French culture and history have a weaker presence in the toponomia of Fes. Street names in Arabic are present more and more due to Arabization, a language policy that promoted Arabic culture. The reappropriation of space by Moroccans is reflected by the changes in the street names of Fes.

Bent Jørgensen
University of Copenhagen, Denmark

A quarter of a square kilometer of names

The aim of the presentation is to investigate the entire body of place-names being or having been in use within a quarter of a square kilometer in a part of Copenhagen urbanised in the second half of the 19th century. I shall try to throw light upon different types of names and their distribution between different kinds of denotata and the interrelation between names of the same or linguistically related content. The presentation is intended to be formed as a case study that could serve as an example for similar studies in other cities.

Abdurrashid Khazaei Feizabad & Esmael Abbasi
Zahedan, Iran

How power structures affect place names in Iran

The science that studies names is known as onomastics, usually divided into the study of personal names (anthroponomastics) and place names (toponomastics). In more popular usage, however, the term *onomastics* is used for the former, and *toponymy* for the later. The study of place names includes the small places and institutions as well as the main geographical features of the world. Local names have been used for centuries to name land, plots or sites and soils, etc. Place names have an intrinsic fascination, and many specialized studies have been undertaken. But it must not be forgotten that many thousands of names have an unclear or unknown etymology and it is this which provides a continuing motivation for place-name study.

The purpose of this study is to investigate the different factors influencing naming places in Iran. Naming streets and social places are clearly affected by the power structures and their values. In our country, Iran, this effect can be easily felt on the place names. After the 1979 revolution in Iran, almost everything changed greatly including the way people named streets and places. Naming streets and everyday places went through drastic changes. Although different factors like religious, political, cultural, historical, personal, and borrowing elements seem to have impacts on the way places are named, special factors started to affect it more than others; for instance, religious and political factors seem to have had a bigger influence on naming streets and everyday places. Hospital names such as *Payambar-e-Azam* (Moslem s Prophet), *Imam Ali*, *Ali Asghar* (both distinguished religious figures) and street names like *Imam Khomeini St*, *Shahid Beheshti St*, *Shahid Bahonar St*, and so forth are all names of great political figures in the revolution. Besides the revolution, our country had to involve in a war which lasted 8 years which, in turn, had a great impact on the street naming, of which names of martyrs who lost their lives in the defence of the country as names of streets and everyday places can be mentioned as an example. Even some place names which were thought not to be suitable names were changed into different names after the revolution. A good example can be the name of Kermanshah, a city in the west of Iran which carries the word *shah* in its last part similar to the title of king in Iran before the revolution, say, Shah changed to Bakhtaran meaning west; however, after several years it is now converted back to its original name *Kermanshah*. Still, there are names which were changed and are now known by their new names.

Toponymy can point out important historical information about a place. Place name study can also provide religious and political information in an area and information about institutional conditions and social conditions of a place as well.

Antti Leino
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Borrowing from oneself: slang names as intra-language loans

Historically, the so-called Helsinki slang can be divided into two rough phases, with the dividing epoch in the 1950's. The old slang was not really slang as the term is commonly used; rather, it was primarily a means for communication between Finnish and Swedish speaking bands of street urchins, and could in many ways be considered a pidgin. The modern slang is more clearly a slang, or a sociocultural variety of Finnish.

The transition from old to modern slang has meant profound changes in the lexicon. The bulk of old slang words were various loans and derivatives of Swedish words, with a mix of other languages thrown in. In contrast, vocabulary in the modern slang is more affective, with new analogous and metaphorical innovations happening all the time.

Old slang names are also largely derivatives, contractions and adaptations of existing Swedish toponyms, e.g. *Bakkis < Backasgatan*, *Hydda < Alphyddan*. There are some original names as well, but these are mostly secondary names, like *Fredikanskutsi* 'the forest (*skutsi*) of Pasila / Fredriksberg / *Fredika*'. Slang names originating in the modern period include similar derivatives based on Finnish toponyms, like *Jakis < Jakomäki*, although there are also numerous primary names that have been coined within the slang community.

Considering the characteristics of old Helsinki slang, it seems more appropriate to view slang names of that era as having crossed from one language to another instead of being intralanguage variants. Some of them, such as *Rööperi < Rödbergen* or *Drumssa < Drumsö* are clearly simple loan names, others have adapted more to their new host language. A similar approach can account for a number of newer slang names as well.

Sarah Leroy
University of Paris, France

One town, three names. Place names and languages in spoken language

The goal of this proposal is to a study the behavior of proper place names in spoken language, in a situation of multilingualism. This approach makes it possible to seize both the social dimension (the role of the proper noun in the linguistic construction of the social identity) and the linguistic dimension (the syntax and semantics of the proper noun in spoken language, the place of the proper noun as an element of a given language).

The study we are proposing is about the various names of an Algerian city which is known under three proper names, *Bejaia*, *Bougie*, *Bgayet*, which seem to tally with the three local languages (Arabic / French / Kabyle) and are so distributed by the speakers. The more one progresses in microtoponymy (names of districts, streets), the more frequent and complex these situations are. The collection of spontaneous oral speeches containing proper places names supplies data which facilitate the analysis of the relationship between the language of the proper name and the language of the speech. Indeed, this data makes it

possible to know if these proper place names are preferred places of code-switching or code-mixing, and even to observe the contexts in which the switches take place. Thus we measure social variations (the choice of the proper place names according to the interlocutor) and linguistic variations (congealings, equivalences).

These various points are approached through the data resulting from fieldwork led on the spot, on twelve speakers, in several Algerian languages and dialects; this fieldwork supplies particularly rich oral samples, notably regarding proper place names, of this linguistic and social variety.

Duncan Light
Department of Geography, Liverpool Hope University

'Their name lives on': Toponymic legacies of socialism in post-socialist Bucharest

It is widely recognized that a revolutionary change in political order is accompanied by a reconfiguring of urban space, of which the renaming of streets is an integral part. By changing street names a new regime can proclaim its presence and agenda whilst at the same time de-commemorating the heroes and events associated with its predecessor. Renaming streets in this way is frequently assumed to be a quick, 'clean' and decisive process in which the toponymy of the former regime is comprehensively eliminated from the urban landscape. However, evidence from Romania's capital, Bucharest, suggests that the situation is not so straightforward. Despite official efforts to rename the urban landscape of the city after the collapse of state socialism in 1989, socialist-era street names have proved highly enduring in the public landscape of the city. For example, there are numerous streets (and in some cases, districts) that continue to carry names that commemorate the personalities and aspirations of socialism and which have survived successive rounds of renamings. In addition, while many streets were formally renamed, there are plentiful examples of the material toponymy of socialism (in the form of street name plates and inscriptions on apartment blocks) that have remained in place throughout the post-socialist period. In other instances, while streets have been renamed, the socialist era names persist in widespread everyday usage and in some cases have even been adopted by a new generation of young people. Thus the officially-sponsored renaming of streets can be compromised, resisted or simply ignored at the popular level so that socialist-era street names persist in the material, imaginative and emotional geographies of the city. However, such names are now long detached from their original meanings and are being used in entirely new contexts.

Kristin Magnussen
University of the Faroe Islands, Faroe Islands

Faroese street names – the name giving

Since 2003 the Faroese towns and villages have been naming their streets. For the first time most of the Faroese villages have street names at all. This paper will give a presentation of the different name giving principles that has influenced on the present street names material. The presentation is partly based on interviews of members of the local naming committees and other persons that have had an influence on the name giving of the street names.

In some parts of the Faroe Islands the work of name giving the streets is completed. This makes it possible to examine and follow the variation in naming the streets in these areas as well as the name giving principles.

Kaija Mallat & Sami Suviranta
City Planning Department, City of Espoo, Finland

Bilingual solutions in name planning

Espoo is a bilingual town in the Finnish metropolitan area, next to Helsinki, with about 230,000 residents. After World War II, the number of residents has increased more than tenfold. With a growing population, the settlement has become more concentrated, and at the same time the proportions between the language groups have changed. The former Swedish-speaking rural parish has developed into Finland's second largest city, where more than 80 per cent of the residents are now Finnish-speakers.

The city's bilingual status means possibilities and challenges for name planning as well. Districts, streets and parks usually have separate official names in Finnish and Swedish. A term used as generic in a street name meaning 'street', 'road' or 'lane', and in group names referring to a certain theme the word used as specific as well, is always in Finnish in Finnish names and in Swedish in Swedish names. The traditional place names, however, are the most important foundation for name planning in Espoo. They are used in new names whenever possible. New Finnish names can be created from the Swedish names in various ways: the name may be preserved as such, it may be phonetically modified to better suit the phonetic system of the other language, or the contents of the name may be translated.

In earlier decades, especially from the 1950s to the early 1970s, the Swedish names were frequently translated with no second thought. Name propositions from those days reveal, that the translations were rather free – sometimes even imaginative. The possibility, that the Swedish name as such would better suit a Finnish context, was seldom considered. In the 1980s, things changed: people in Espoo began to insist certain new phonetic name modifications to be dropped. It is mainly a question of people not wanting established names to be changed. Finnish-speakers who live in a Swedish name environment have become used to the existing names and do not wish them to be altered and translated by force. In some cases the residents wish to let go of phonetic modifications that have been in use before the official name planning, because the connection to the old Finnish tradition has been broken.

In our presentation we deal with the challenges of name planning in an expanding bilingual city. Our focal point is the attitudes of the Finnish-speaking residents towards the Swedish names through different ages. We also present various solutions that the name planners in Espoo have settled for.

Olga Mori
Germany

Odonyms and context

Odonyms, as linguistic signs, occur and fulfil their function in different types of context, among others, historical, cultural, social and geographical. However, first of all, they function within the system of the historical language in which they are written and in relation to other signs of this language. According to Coseriu (1980: 96), in a certain text, it is possible to differentiate between <immediate speech context> (*unmittelbarer Rede Kontext*), what it is written immediately next to a sign and <mediate speech context> (*mittelbarer Rede Kontext*), what is said before or after a sign but separated from it. Usually, only the odonyms are written on the street signs, but sometimes a short text is added to give some information about them. This means that odonyms can also occur in an <immediate context>.

Odonyms also function in a physical, or non-linguistic context. The physical context is that to which the linguistic sign is attached, in this case the street signs on which the odonyms are written (Cf. Coseriu 1980: 96).

The scope of this paper is to pay attention to the relation between the street names and their linguistic and physical contexts.

Streets can be identified by numerals as well, but the designation of streets by means of linguistic signs goes beyond the mere identifying function; they have a secondary one to honour somebody or remind us of something. The immediate linguistic context registered on the street signs is usually related to this secondary function and provides further information about the odonym itself. Here we want to show and compare different types of immediate linguistic context recorded on the street signs of several cities in Argentina, Spain and Germany.

The physical context of the odonyms varies in different countries. Most street signs are very simple but they can also be elaborated and have aesthetical and historical value.

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Marjut Männistö
University of Vaasa, Finland

The effect of a changing townscape on urban nomenclature: the toponymic landscape of lifetime Asevelikylä residents

This study examines the place names used by Vaasa citizens who have lived their entire lives in the Asevelikylä neighbourhood and are over sixty-years-old. Specifically, I explore how changes in the townscape are shown in the residents' urban nomenclature. Additionally, I compare the lifelong residents' nomenclature to that of residents who have lived there less than ten years.

The material consists of the official and unofficial place names of the Asevelikylä neighbourhood, that is to say, of the urban nomenclature used by the residents when referring to places in their neighbourhood. I have collected the material through interviews using the so called biographical approach, so that in addition to naming place names, the interviewees have recited connected stories and events.

This research falls into the category of sociolinguistic onomatology. Its theoretical

frame of reference is in Labovian sociolinguistics, traditional onomatology, and in the research on the knowledge and use of place names.

Staffan Nyström
Uppsala University, Sweden

Urban place names in theory and practice: introductory comments from a name scholar, name planner and name user

As pointed out already in the first invitation to this symposium, urban place names seem to arouse a greater interest today than ever before. However, this is hardly surprising if one considers the fact that more and more people today live in urban areas. Cities all over the world are rapidly growing as urbanization continues and even speeds up. Consequently name planners are faced with many new challenges and delicate matters. But any urban environment – old as well as young – offers name scholars issues, problems and tasks which are different from those addressed when "rural" names of farms, villages, rivers, mountains, fields, etc. are examined. The official urban names in general are not created spontaneously but through a formal decision. Their etymological meaning is in most cases beyond dispute. Their origin and history is often known in detail. But how familiar and how used are these names? Do the names guide people and locate places in the way they are supposed to? Is there a competing, unofficial name stock, and if so – how does it look, who created it, who uses it? Is it a judicious strategy to try to preserve old settlements, activities, events, persons – or at least the memory of them – using urban naming? Is urban naming a way to strengthen or create local identity and well-being? What effect does it have on the urban name stock in general when single place names are treated as brand names and commercialized in line with somebody's desire to market an area or launch a vision? It is obvious to me that these questions are best answered by a cross-disciplinary approach. In my paper I will make a contribution to the discussion based on my personal experience as a name scholar, name planner and name user. My "cases" and examples will be mostly Swedish.

Emilia Palonen
University of Jyväskylä, Finland

The changing of the guards: politics of the street names in Budapest

In Budapest, as around Central and Eastern Europe, political changes are reflected in, manifested through changing street names. What the new era projected, and what kinds of political conflicts, values and ideologies did the cycles of change show? How did the character of the change of the Hungarian negotiated revolution reflect in the street name change? And can one learn something of this by contextualizing the change in the street names to change in the memorials and the urban landscape?

This paper looks at changes in the street names 1985–2004 in the Hungarian capital, Budapest – related to the "change of system" or postcommunist transition. It also makes a short reference to two other municipalities in Hungary which experienced a different patterns of change.

The paper ponders on street names as a political phenomenon in everyday life, and on the singularity of this field of inscription among other memory, ideology and collectivity-

forming tools. It treats the street names as a symbolic capital, and policies and political conflicts related to it as a form of controlling this capital.

Heikki Paunonen & Jani Vuolteenaho
University of Helsinki, Finland

Informal place names in the age of industrial urbanization: the case of male working-class juveniles in early twentieth century Helsinki

Based on interviews, and a corpus of 35000 slang coinages (including 3000 spatially designating proper and common nouns), our paper analyzes the spatiality of everyday life from viewpoint of young lads of Sörnäinen, a working-class district in early twentieth century Helsinki. As Helsinki slang was primarily a lingua franca of Sörnäinen's Finnish- or Swedish-speaking youth groups, its vocabulary concentrated on the domains of urban life with a special interest for them. Inspired by Allan Pred's analysis of the 'Lost words and lost worlds' in late nineteenth century Stockholm, we argue that specific spare time interests, money-making activities, aspects of urban built form, and delineations and contestations of territorial and social boundaries in urban space are readable from the slang place names used among these 'Sörkka lads'. In many public spaces, for instance, their presence as service-sector workers was a case in point how actual urban development threatened the clarity of segregation between the affluent and poor parts of the city. At the same time, and irrespective of class antagonisms of the time, their slang uses show that there were no means to keep them mentally detached from the allures of modernization in the local landscape. Besides its practical functions in easing bilingual communication, the adolescents' semi-clandestine slang-uses connoted alternative, anti-elitist conceptions of urbanity.

Olga Prokudina
Nal'chik, Russia

The ideological message of ergonymes in the context of urban environment

By ergonymes (from the Greek `*ergo* 'work, action') we understand here a class of urban toponymes created to designate institutions of social activities connected with commerce, entertainment, health and beauty care, such as shops, boutiques, clubs, cinemas, restaurants, hotels, etc. There is growing interest in Russia to this class of lexical units, abundant data is collected and ergonymic systems of several cities are described. Still, further clarification is needed as for the place of ergonyme among the signs of a language, specificity of their semantics, their cognitive and ideological value.

Ergonymes take a special place in the non-homogeneous class of urban toponymes. On the one hand, ergonymes, like other urban toponymes are the result of artificial (opposed to natural) nomination which presupposes purposefulness of nomination. On the other, ergonymes bear a distinct evaluative/descriptive/appealing component, as they are created not only to designate the object, but to show its best traits and, by adding myphological value, produce inspirational and regulative impact on the individuals We can speak of ideology when this impact becomes socially important and results in conceptual matrices reflecting or prescribing moral values. At this point, ergonyme can be correlated with a trade-mark or a brand-name and differentiated from a place name.

While some linguists deny toponyme (and, moreover, ergonyme) the status of a word of the language, viewing it as a string of letters more or less arbitrary chosen for the nomination of the single object, market researchers and ads analysts view these words a powerful tool of product promotion. These dubious words are so obtrusively represented in the urban landscape, appearing daily in our visual field in catching color format, size and case. Their appealing and regulative mission is revealed already at first approach and is rooted deeper. Experiments of American neuroscientists based on the Lexical Decision Task and Hemispheric specialization prove their status of emotively charged lexical units.

Coined to meet the expectations of the socium, ergonyme is like an archeological dig of a cultural layer. Compare, for instance, typical urban ergonymes of the Soviet era, aimed for the optimistic future: *Rassvet* (sunrise), *Gorizont* (horizon), *Polyot* (flight) with modern *Savage*, *Epatage*, *Lady Boss*, revealing secret ideals of modern women.

Guy Puzey
University of Edinburgh, Scotland

Urban multilingual naming and linguistic landscapes: methodological applications

The assortment of texts in different languages found in public spaces on, for example, road signs, shop signs, advertisements and posters, has become known within sociolinguistics as the *linguistic landscape*. Studies of linguistic landscapes are currently flourishing, as an increasing number of scholars see the potential of signs and placards as objects of research, and the methodologies employed in such studies are therefore developing rapidly.

As most linguistic landscape studies concentrate on urban spaces, and since the linguistic content examined is often made up of urban toponyms, linguistic landscape studies could play a key role in the future of urban toponomastics. In this paper, a number of the interdisciplinary approaches that can be adopted in linguistic landscape analysis will be demonstrated with reference to urban toponymies in different countries, including Italy, Norway and Scotland. Particular emphasis will be given to the utility of linguistic landscape studies in contributing to greater understanding of urban multilingualism through processes of 'bottom-up' naming (naming by private individuals or groups) and 'top-down' naming (naming by governmental or public authorities).

Riemer Reinsma
Netherlands

Newly built fortified cities in New Urbanism style: what kind of names are the streets being given?

New Urbanism is an architectural movement that is to be perceived all over the world. Thousands of new housing estates are set up in a compact way, and they breath a spirit of nostalgia. The seaside resort Alys Beach (USA), for instance, was designed after a Mediterranean fisher village. A special trend is to be seen in the Netherlands, where three housing estates were recently copied from old fortified cities, in places where no fortified city has ever been. The inhabitants foster the illusion that they live in an old, small town that is separated and seemingly protected from the outside world.

In the three new housing estates, old villages and towns were architecturally copied. But what about de street names? The original Dutch cities have a rather characteristical

street pattern, with typical names like *Wal* 'rampart', *Veste* 'moat', or *Markt* 'market; central square', and one might expect that street names in the old cities would be copied-and-pasted into the new locations. This might even reinforce the illusion of oldness.

In order to ascertain if this expectation is correct, a list of all street names in the new 'fortified' Dutch cities is compared with street names in the old ones. Although the observation material is (still) scarce, an attempt will be made to analyze the similarities and differences between street names in the new 'cities' and the old ones. The (tentative) conclusion is, that that there is a considerable discrepancy between the new names and the old ones. Most of the new names seem to have another function than the old ones: they intend to evoke a nostalgic atmosphere, whereas the old names had an orientational and descriptive function.

Noora Rinkinen
University of Helsinki, Finland

Migrants as users of toponyms in Helsinki

The aim of my paper is to discuss how migrants use toponyms in Helsinki. Do they prefer official to unofficial variants? How is the variation of using place names related to the variation of their speech in general? The research represents partly socio-onomastics and partly sociolinguistics because the topic is approached by studying, firstly, the toponyms which the migrants use and, secondly, by viewing their first personal singularis pronoun I and its possible Finnish variants.

The material has been collected by making focus-group interviews with a specific theme, i.e. Helsinki place names. The informants were born in eastern Finland but have later on migrated to Helsinki. They are of varying ages and have lived for different lengths of time in Helsinki.

The preliminary results show that the longer the informant has lived in Helsinki the more she knows and uses unofficial toponyms. However, the actual use of a name sometimes contradicts the speaker's assumptions about her own use of names (the metalinguistic consideration). The newly-migrated are often unsure and thus prefer the official name variants. Typical of migrants, though, they all use the unofficial variant *Hesa* for *Helsinki*, the capital of Finland. The other unofficial variant, the slang name *Stadi*, is seldom a part of their onomasticon. The variation of the pronoun I steers the course mentioned above: The one who has stayed several decades in Helsinki uses greatly the colloquial variant which is commonly used in the Helsinki region. The newly-migrated, for one, are either very dialectal or use the standard language variants.

Reuben Rose-Redwood
University of Victoria, Canada – USA

Spaces of calculation: street addressing and the making of a geo-coded world

Street addressing is one of the most basic strategies employed by governmental authorities to tax, police, manage, and monitor the spatial whereabouts of individuals within a population. Despite the central importance of the street address as a "political technology," few scholars have examined the historical and contemporary practice of street addressing with respect to its broader social, political, and ontological implications in both urban and

rural contexts. In the current paper, I explore the recent history of street addressing both in the United States and abroad. Since the 1980s, there has been a growing movement in the U.S. to replace rural route and box numbering systems with city-style street addresses as part of Enhanced 911 emergency management efforts. At the same time, the World Bank has promoted street addressing as a key strategy of urban governance in Africa within the context of political decentralization. Through archival research and conducting interviews with key participants, this study explores the spaces of calculation produced through street addressing in both urban and rural areas, the governmental rationalities that inform such spatial practices, and the relation between street addressing and the construction of civic identities in a geo-coded world.

Fernando Sánchez Costa
International university of Catalonia, Spain

Historical culture and street names. The Spanish case.

Public memory has raised a very special interest during last decades. Indeed, scholars have proposed several theories to explain the nature and dynamics of collective memory. However, in the humus of the German historiography has been developed an alternative approach to memory studies. This new perspective has been articulated around the concept of historical culture. Historical culture refers to the socio-communicative system that frames the historical consciousness of the citizens. Thus, in the social elaboration of "the past" take part several agents, media and discourses, which conform the infrastructure and the contents of historical culture. The aim of this paper is to state the relevance and the role of street names in European historical culture. It seeks to reread commemorative street names by means of this theoretical and methodological approach. European street names are used by political power as significant media to spread historical discourses in order to shape the historical consciousness of the citizens. The paper discusses, as well, how far commemorative street names are successful in their aim (reception perspective).

The theoretical reflection is upheld and illustrated by a comparative case study based in the street names of Barcelona and Madrid. They are analyzed from an historical perspective. The paper studies the progressive monopoly of the Spanish political administration in street naming and the evolution of the historical discourses underlying street names. It concludes presenting the different layers contained in the current city map of both cities and the mnemonic tapestry that they draw.

José Antonio Saura Rami
University of Saragossa, Spain

The Expo-Zaragoza 2008 and its impact on the urban place names

In 2008 Saragossa organized the Expo Zaragoza 2008, whose leitmotiv was the water and its historic high significance for Aragon (region in the NE of Spain). Obviously, the influence of that event on the town's urban development has been very important. We just want to deal with the onomastic processes connected with this urban planning: *La Torre del Agua*, *El Puente del Tercer Milenio*, etc.

Aleksei Shilov
Russia

Finno-Ugric (Meryan) traces in the urbanonimy of Moscow

It is well known that the territory of the future town Moskow was inhabited (before the Slavic expansion) by Baltic (Golyad') and Finnish (Merya) tribes.

Urbanonims of Finno-Ugric (i.e., of Meryan) origin in Moscow were revealed and treated. They can be conditionally divided into two main groups: (1) formed on the base of borrowed (from Meryan language) terms; (2) derived from the Finno-Ugric names of geographical objects (rivers, settlments, etc.) or represented the names of existing rivers.

The most representative names of the first group: *Kolomenskaya* (street, metro station) Russian **kolomya* 'grave' < FU *kalma* 'death'; Kukui (the historical district of the town) Russian *kukui* 'separate hill' < FU *kuk-*; *Neglinnaya* (street) < *Neglinka* (former river) Russian *negla* 'larch' < FU *negl-*.

Examples of the second group: *Shishebol'tsevo* (former village) < Meryan **Shishibol *shish*'?' + **bol* 'settlement'; *Chertanovo, Chertanovskaya* (district, metro station, street) Meryan, cf. Mari *shertny* 'willow'; Nishchenka (river) < Meryan, cf. Lappish *nieshshe*, Mari *nindze* 'slush'; *Sara* (river) < FU *sar-* 'tributary; fork'; *Sinichka* (4 rivers) < Meryan, cf. Mari *sin'd'zha* 'eye (spring)'.

It is of interest that the oldest (primary) name of Moscow – *Kuchkovo* is based on the personal name (*Kuchko*) of the Meryan origin, cf. Mari *kutskysh* 'eagle'.

Lucija Simicic & Ivana Burek
Institute for Anthropological Research, Zagreb, Croatia

Language policy and management of linguistic landscape in a multilingual city

Urban environment of a multilingual city consists of innumerable messages on public display written in various languages and scripts thus forming the linguistic landscape (LL) of a place including office and shop signs, billboards and neon advertisements, traffic signs, and enigmatic graffiti discourse. The production of signs' planning, making and placement reveals both explicit and implicit language policies, various ideologies and interests as well as the social layering of the community, the relative status of the various societal segments, and the dominant cultural ideals. On the other hand, language management deals with the interests and practices of those who read and use the signs, their perception, interpretation, evaluation and adjustment.

The objective of this paper is to investigate processes of both LL production and LL management in the town of Pula, the region of Istria, Croatia. Pula, is a regional urban centre, a major tourist resort, and officially a bilingual town in which Croatian and Italian languages are used on equal grounds. It accumulates linguistically various groups of inhabitants, indigenous Croatian and Italian populations, new immigrants from other parts of ex-Yugoslavia and tourists, and it represents an interesting arena of their various interpretive frames, interests and ideologies regarding LL. Based on empirical research and interviews with both policy makers and language users, the paper applies the language management theory and addresses the topics of which norms/expectations individuals have regarding public signs, which deviations from these norms/expectations are perceived, how the individuals evaluate the deviations, what are adjustment designs and implementations.

Paula Sjöblom
Turku School of Economics, Finland

Multimodal company names in townscape

One of the special characteristics of commercial names is their multimodal nature. Multimodality in communication means that the interpretations are provided not only by linguistic elements but by different kinds of semiotic modes, e.g. image, sound and movement, that are linked together.

The key term is *semiotic resource*, which originates in the work of M. A. K. Halliday. Resources are observable actions and objects that are used in social communication and that have meaning potential which is built by their previous use in social contexts. Language and other semiotic systems always fulfil some functions; they exist because people need them for some purposes. (Halliday 1978; Halliday 1985: xiii; van Leeuwen 2005: 3–4, 76–77.) By studying different semiotic modes we can reach a better understanding of the purposed meanings and maybe also of the community's attitudes and values.

Company name is a name that identifies a trader's business. The referent of a company name is an abstract entity which holds many different angles: the business idea, the products, the way of action, the business culture, and traditions. The image of a company is built by all the activities that the company takes. The name of a company triggers off the image, and companies lead up to have a name that supports the profiled image in the best possible way – taken into consideration the society's values. Company names, in spite of their abstract referent, can also be seen in townscapes on numbers of advertisements and signs, and that way they can be examined also as one kind of place names.

Because of the multitude of images that a name must convey, it is natural that different modes are brought into play. The multimodality of company names covers at least linguistic and visual elements, but in some cases also other modes are present. Linguistically, the meanings are conveyed by words and their meanings, by the syntactic structure of the expression and by the choice of language. Visually, important aspects of company names are e.g. graphemes, colours, the geometry or shape of the name, and the other visual forms connected to the name. The name can also involve auditory elements: it should be pronounced out loud for to get the full message. Even kinaestethic or tactile modes can be presented in company names: the new techniques enable movement and the development of printing materials enables experiences through touching the name.

This presentation clarifies the multimodality of company names through some examples.

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Tatiana Sokolova
Russia

The basic principles of material representation in the Moscow toponymic dictionary

The work deals with the problem of creating the dictionary of names inside Moscow — the names of rivers, hills and other physical-geographic objects, streets, avenues, squares, etc., the names of bridges, railway stations, underground railway stations, etc. The toponymy of Moscow is multilingual, multiplanned by origin, considering its chronology. It is rich according to the principles of nomination and diverse according to the ways of creation. It has been forming for over 860 years and at present consists of approximately 6 thousand official names of streets, avenues, lanes, boulevards, rivers, lakes and other intraurban objects. These names are peculiar monuments of different historic periods in the creation and development of Moscow, of Russia, and reflects different periods in the development of the Russian language.

Various material is alphabetically ordered, for example:

Арбат (Arbat) – district…

Арбат (Arbat) – street …

Арбатская (Arbatskaya) – underground railway station…

but etymology of this name is located in the section street, because it is an ancient urban object (XIV century). Every article contains topographic and culturological information, the history of naming and renaming any object, as well as its cognitive and scientific value, for example:

Sergeya Eisensteina street (Rostokino and Ostankino districts) was named in 1968 in honor of the great filmmaker, author of the world-famous film «Bronenosets "Potemkin». VGIK (All-Russian State Institute of Cinematography) is situated not far from it, and Eisenstein was teaching there for a long time. Before (1958 –1968) this street was called 4th Selskohoziaistvennaia street after the name of the neighbouring main street – Selskohoziaistvennaia.

Sokolniki, the first underground railway station in Moscow, was opened may 15 1935, and was named after the luna-park and historical district Sokolniki – the place of tsarist hunt in the XVII century.

The book will be of interest not only for geographers, historians, linguists, but also for a wide range of readers as well.

Anita Sujoldzic
Institute for Anthropological Research, Zagreb, Croatia

Remembering through forgetting – politics of identity and street naming

As other post-socialist states in Europe in the 1990's, Croatia replaced the official socialist discourse of the past with nationalist narratives of memory and homogenizing identity. Renaming of the streets was just one of the ways of organized and forced forgetting employed to legitimize new sites of memory. However, as a result of democratization and the anticipation of Croatia's EU accession, alternative voices appeared in Istria, a historically multiethnic region with a considerable Italian minority. The continuous socio-political shifts throughout the last century led to the development of a strong political regionalist movement and the emergence of a regional identity as opposed to (several) national identities, with a celebration of multiculturalism.

This process has been reflected also in the search for new self-representation of the regional centre of Pula. The city of Pula takes pride in its multicultural heritage which is publicly promoted in the city's publications and by local politicians, figuring even as a marketing strategy for the city identity. The city authorities appointed a special expert committee for renaming the streets and to turn name plates into peculiar memory sites of the city's cultural multilayered identity. In this paper I am concerned with the relation between memory and identity as revealed in present street names and discuss the extent to which their selection add new layers of meaning to urban space and reflect mixture through history, piecing together local heterogeneities. As every act of official remembrance through commemorative practices is accompanied by countless acts of forgetting, the focus of the analysis is on the articulation of multiple competing memories and a plurality of historical voices. The aim is to highlight both manipulations of public memory and subverting the past in pursuit of a regional political agenda, and innovative attempts to explore shared history of conflict and of common experience.

Joanna Szerszunowicz
University of Białystok, Poland

Some remarks on urban place names and idiomacity in a comparative perspective

Urban place names, in the broad sense of the term, constitute a group of names nominating a variety of places, both natural and man-made, in the urban space. Some of the places possess such distinctive characteristics that the names begin to convey symbolical meanings. Thus, such urbonyms function as a proper name (e.g. *Grand Central Station* 'a very large railway station in the USA, situated on East 42nd Street in New York') and an appellative (meaning 'a noisy place'). Symbolical meanings of urbonyms are particularly interesting in a comparative perspective, since such names tend to be part of the collective memory of language users belonging to a given community. Many names are emotionally marked and convey evaluations. Moreover, some of them express certain concepts typical of a given culture. The connotations of such urbonyms can be of international or function in more than one language (*the Ritz* 'luxurious place to stay'), national (Britain: *Fleet Street* 'press'), and local character (Warsaw: *Bródno*, the name of a cemetery 'cemetery'), which is very important in a comparative perspective. Urban place names may function as a conventionalized single-word metaphor included in dictionaries, they may also be components of phraseological units and proverbs. Urbonyms possessing metaphorical potential can be used creatively by language users in discourse. In the case of many urbonymic metaphors their culture-specific character may pose problems in translation as a result of the untraslatability of the connotations they convey. However, other names can be translatable, at least in some contexts, since functional equivalents exist. Yet, it should be stressed that the connotative value tends to differ in languages compared. Furthermore, some names can be transferred into another language, providing that their connotations are known to the target language users.

Marie Aurélie Thériault
University of Montreal, Canada

Investigation and analysis methodology of urban microtoponymic itineraries

This communication will explore the methodology required in order to conceptualize the urban microtoponymic inventory. Virtually all microtoponymic inventories contain a synchronic system of spatial orientation that is socially, culturally, and linguistically relevant to a native speaker of a given territory. This punctual system, described and defined by a whole lexicon, stems directly from the intimate and ongoing relationship the occupant or user has with his immediate surroundings. This specific organization of the physical territory leads to a shared perception and usage of an otherwise undefined space, and that in turn enables the users to interact socially and sociolinguistically within the confines of that territory. The researcher's work here is twofold: first, he will gather data, with an eye for the preservation of the singular linguistic heritage which he is observing; then he will analyze the gathered data in order to gain a better understanding of general microtoponymic processes, as well as of the specific microtoponyms present in the observed territory. This methodology will give us the opportunity to ponder, in the context of a scientific field study, the relationship that exists between the toponyms and microtoponyms which coexist within the urban landscape.

From such a study we can derive, through the compilation and functional codification of the specimens observed within the investigated urban territories, an analytical database of the terms that are part of an itinerary's sociolinguistic organization. This database would sort out the gathered appellations and group together the generic terms within specific locus categories, giving us a layout which would help us typify the space designations and identify the processes that govern the choosing of the specifics used in the creation of microtoponyms – or, in the case of toponyms, of specifics which are already ascribed or normalized.

The fact that these methods are based on those already used in the study of toponyms means that they can be adapted and applied within an urban context, whether it be for the elaboration of a toponymic, microtoponymic, or mixed (toponymic and microtoponymic) inventory. Concrete examples of possible itineraries will be given in the hopes that it will open the door to further studies in this field.

Bram Vannieuwenhuyze
Department of Medieval History, University of Ghent, Belgium

Medieval urban toponymy as a mirror of urban development. Some examples from the Low Countries.

Surprisingly often, identical toponyms (street names, place names, house names) appeared in the medieval towns of the Low Countries (Belgium and the Netherlands). Nearly all of them disposed of a *Hoogstraat* ('High street'), a *Bergstraat* ('Hill street'), a *Ridderstraat* ('Knight's street'), one or more *Nieuwstraten* ('New street'), et cetera. In my current research project I have the ambition to explain this intriguing phenomenon by using a comparative and multidisciplinary approach.

Until now, the study of street and place names often was limited to a local level. In the Low Countries toponymical studies mostly deal with only one single town or settlement. Yet a comparative approach is still missing, integrating the results of several

disciplines such as geographical history, linguistics, archaeology, cartography and spatial analysis. Since I am a historian, I will not venture a purely linguistic approach of the toponymic material. I want to use toponymy as a means to study medieval urban space and town development. The frequent appearance of identical toponyms suggests similar evolutions in urbanization and urban development, similar socio-economic processes and similar patterns of thought. Medieval urban toponymy could reflect spatial planning, territorial divisions, the transformation of the former physical landscape, hierarchies between urban socio-economic groups, the mental image of the cityscape and the existence of commercial flows and networks.

By choosing the viewpoint of the medieval urban toponymy, it will be possible to reveal some of these patterns. The comparative approach gives the opportunity to study these questions for one particular town but also to compare different towns at a higher level. In this paper I first will deal with some methodological questions, by focusing on my case study of late medieval Brussels. Secondly, I will pay attention to some of these identical toponyms trying to link them to general trends in medieval urban development.

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Talking about places in relation to other places

Helsinki is a bilingual city where six percent of the inhabitants are Swedish-speaking. My study focuses on how the Swedish-speaking inhabitants use Swedish place names. My main aim is to investigate how the name users talk about places in relation to other places and how they refer to them in order to, e.g., give directions from one place to another. In other words, what places are important enough for name users to use as a starting point when they orient themselves to their surroundings?

My data consist of group interviews of informants between 25 and 70 years of age, who have lived in Helsinki for varied periods of time. I have used a questionnaire as the basis of the interviews, with questions on, e.g., how well the informants think they know the city. The data cover a total of 7.5 hours of discussions. They contain a large number of descriptions of places given by the informants as they are talking about a place from the point of view of its location, e.g., close, opposite to, or within another place, as in this example: *nära Braheplan* 'near the Brahe ground'. The informants may also take streets as their points of departure, as in this example: *i ändan av Alpgatan* 'at the end of the Alp Street' or buildings and their function: *i det där huset var pressan har bott* 'in the house where the president used to live'. The informants also use appellatives that can be interpreted as proper nouns (cf. *via parken/via Parken* 'through the park/ through the Park'), depending on the context. The distribution of what types of descriptions go with what context or purpose is looked at in detail.