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LINGUISTIC VARIABILITY OF ENGLISH PROPER NAMES IN THE EPOCH OF GLOBALIZATION

Summary. The diversity of proper names and scientific approaches to their study are reflected in works on onomastics, which studies the formation, development, and spread of proper names, ways of borrowing from other languages, and transformation in new conditions. Formation and functioning of proper names in different contexts, styles and genres is directly related to current issues of globalization. All proper names used in the English language are organized into an onomastic space, representing an open system that is being constantly updated. They are accumulated in significant layers of historical, social, and spiritual experience of different groups of people, reflecting voluminous fragments of the linguistic world picture. Many proper names have become the carriers of cultural concepts, and their unities have become linguo-cultural codes. The functionality of an onym, its ability to name, indicate, and communicate information about its bearer and orient a person in the cultural space. They become parts of stable expressions, phraseological units and idioms. Onomastic units unite three main types of objects of onomastic analysis: official naming, symbolic names, and concepts verbalized in proper names. Proper nouns in the lexical system of the modern English language form a unique subsystem with special system-forming mechanisms. Internet onomastics combines the study of the functioning of traditional onyms in Internet communication situations, as well as special onomastic phenomena that reflect the communicative and discursive specifics of the electronic environment. With the development of Internet communication, changes are observed in the field of proper names, associated with the virtualization of products of human activity that are well known in the real world and have been transferred to the virtual environment. Internet nicknames become a powerful factor that actualizes speech and language phenomena.

Key words: onomastics, proper name, anthroponym, nomination, function, media, Internet.

The relevance of the study. The pace of the XXI century affects different aspects of man's life, including rapid changes in communication activity, increased interconnectedness and interdependence among countries, including the advances in information technology. It determines the increasing influence of a proper name on social manifestations in human life. The consideration of the interaction of ethnic, religious and cultural factors in the formation of proper names in the written and oral communication is directly related to current issues of globalization.

The wide distribution and diversity of proper names throughout the world, the overall complexity of this lingual aspect, is reflected in onomastics, which studies the existence, development, and distribution of proper names, both native and borrowed, and determines

their typological and universal features. Proper names may be defined as words or word-combinations mainly used in noun phrases that refer to contextually unique individuals (people, places, institutions, events, etc.). Peripheral forms such as nicknames, diminutives or other alternative ways of naming, may be also related to proper name groups loaded with specific functions [1].

Presentation of the main research material. Onomastics makes it possible to link the study of a language with literature, history and culture. Proper names have already been the subject of a large number of publications, which have considered them from different angles, including: semantics, syntax, typological studies, stylistic peculiarities and pragmatic characteristics. The role of proper names in the aspect indicates great cognitive potential. In addition to the main, linguistic, function (nominative-differential, identification and deictic), onyms also perform additional functions: characterological, temporal, local, ideological, cultural-historical, emotional-evaluative, and social [2, p. 25–26], aesthetic, allusive, symbolic, expressive [3 p. 169–170]. The set of all proper names used in languages is considered as an onomastic space, representing an open system that is constantly being updated. The perception of people in objective reality begins with the determination of the value of the human nature as the creator of its own world, for which appropriate names are used. Proper names have a unique status in the system of natural language. They are accumulated in significant layers of historical, social, and spiritual experience of different ethnic groups, reflecting voluminous fragments of the linguistic world picture. Many linguists postulate that proper names also have something close to the predicative meaning of lexemes found in the dictionary [1]. In everyday communication, many factors of man's cultural life can be reflected in proper names, creating additional stylistic meaning [4, p. 278].

Today we can distinguish two main areas of scientific research on proper names that have developed due to rapid technical, linguistic and communicative changes. The object of research of the first group deals with the functioning of proper names at the level of Internet discourse, and the second area includes onyms that were formed in the sphere of Internet communication with the description of their semantic, pragmatic, stylistic and formal-grammatical features.

In the onomastic nomination, an essential role is played by the object, that is, the nature of its longevity; hence the different level of human participation in the act of nomination. Toponymic names were given to geographical objects in the past. Although the modern population does not understand many words, it uses the foundation of previous centuries as a product of the collective creativity of generations. Concerning the names of living beings, whose fragility, in comparison with inanimate objects, causes the variability of personal names with

each new generation; such creation of anthroponyms requires human participation throughout time [5, p. 182].

In the vocabulary of each national language, there is a composite group of words that have received onomastic status (toponyms, kosmonyms, zoonyms, etc.), the central subgroup of which is a list of proper names belonging to people (anthroponyms). Some anthroponyms belonging to specific people have entered the world linguoculture as a cultural heritage of the past years [6, p. 283].

Various proper names have become carriers of cultural concepts. The totality of New Testament onyms form a code that is a system of milestones of the entire Christian ideological and moral concept. For example: the anthroponymic subcode of the biblical code *Jesus* is a symbol of the unity of God and man, as well as sacrifice in the name of people; *Maria* is a symbol of motherhood; *Judas* is a symbol of betrayal; *Magdalena* is a symbol of sin and repentance; *Agaspher* is a symbol of everyday and spiritual restlessness. From the other angle we find ancient mythological names, such as *Prometheus*, as a symbol of sublime sacrifice; *Aphrodite*, as a symbol of beauty and love; *Narcissus*, as a symbol of egocentrism and narcissism; *Dionysus*, as a symbol of the dark soul drives. Scientists also distinguish Shakespeare's anthroponymic code. For example: *Hamlet* as a symbol of painful doubts; *King Lear* as a symbol of late insight; *Othello* as a symbol of jealousy; *Macbeth* as a symbol of unrestrained desire for power.

The Dickens anthroponymic code contains, for example, the following onyms: *Mr. Pickwick* as a symbol of life's naivety and lack of adaptation; *Scrooge* as a symbol of greed and greed; *Uriah Heep* as a symbol of hypocrisy and insidious villainy. Having become significant, such proper names function in the linguistic and cultural space as common names or pseudonyms [7, p. 223–224].

The functionality of an onym, its ability to name, indicate, and communicate information about its bearer and orient a person in the cultural space, gives grounds to adopt a position according to which the meaning of a word corresponds its functional use. Thus, the term "poetonym" appeared, which is used to denote onyms that perform a predominantly stylistic function in a literary text [8, p. 121]. Like English phraseological units that include a personal name or a family name, e.g.: *Jill of all talents* – sometimes derogatory, implying no real ability in any of the trades; *every Tom, Dick or Harry* – meaning all kinds of people; anybody at all, the personal names included in these phraseological units have the generalizing meaning of "anyone, everyone."

The idiom "before you could say Jack Robinson" means very quickly, before you can say anything, before you say someone's name: *I would be ashamed to be with him in a lift. ... He would look at you and then – before you could say Jack Robinson – it was like a conjuring trick* [9].

In English, there is a stable expression *Uncle Sam*, the only meaning of which is the state of the United States of America. The origin of the expression has not been precisely established, though, it is known that it is motivated by the initials US, which are also the initial letters of the combination United States. Being a phraseological unit of the language, this expression is reproduced in texts, including artistic ones, in a ready-made form: *And to think Uncle Sam wouldn't even get the tax* [10].

Among onomastic units, there are three main types of objects of onomastic analysis:

1) official naming (this includes all types of objects that have an official category – anthroponyms, toponyms, hydronyms, etc.);

2) symbolic names (this includes proper names, in the semantic space of which a certain meaning is fixed, symbolizing any sign of reality: *Friday* – "unlucky person");

3) concepts verbalized in proper names (this includes any concepts that have received or can receive a proper name as a linguistic packaging: the concept of "Power" – *Hercules, Leviathan, Spartan, Superman, Tarzan, Titan*).

Proper nouns in the lexical system of the modern English language form a unique subsystem with special system-forming mechanisms, as well as patterns of development and functioning. Accordingly, there may be distinguished:

– personal names (*Maria, Susan, Alfred, Norman*); surnames (*Smith, Shellman, Nilsen*); nicknames of animals (*Princess, Buddy, Oscar*), animal nicknames for humans (*Night Owl, Bunny, Lone Wolf*);

– proper names of prominent people given to geographical objects (*the state of Louisiana was named in honor of king Louis XIV; the state of Delaware named after Baron de La Ware*);

– symbolic proper names (*Jack the Ripper; Every Tom, Dick and Harry*);

– pseudonyms and cryptonyms (a signature under a work instead of the author's name, which does not allow for the possibility of identifying it with a particular person) (*Mark Twain, George Orwell, Lady Gaga, LICOZY-3*).

– anthroponyms of literary works, or proper names of people used in works of fiction, which can be both real and fictional and can serve various functions, for example, indicating the social status, character, origin of the character, or simply being part of the language of the work; heroes of folklore and myths (*Laputa, as an imaginary flying island in "Gulliver's Travels" by J. Swift*);

– ethnonyms (names of nations, peoples, nationalities, such as: (*Italians, Hindu people, Indians*);

– technonyms, referring to names for technical objects, energy sites, or vehicles, often derived from landmarks, locations, or creators (*Manapouri Power Station in New Zealand; Dishwasher – a product that washes dishes; Microwave – a product that cooks, or heats food*);

– eponymous terms name concepts in English-language terminological systems (*Freud's method; Dupuytren's contracture*). As we can see, this may contain the names of scientists who discovered or described a phenomenon, a clinical sign, a method of treating a certain disease [11, p. 28].

What makes changing the names relevant, as well as marketing strategies effective (names of shops, new products, campaigns), is precisely that reliance on the meaningfulness of proper names, which inserts them into a semantic network and assigns them a significant place in it [1].

Linguists who turn to the problems of onomastics, in particular, anthroponymy, inevitably come to the need to talk about different semantic content of proper names that function: a) as a specific person's name, known to a narrow group of people, e.g.: *English caddy and American caddie* to name a person who carries a player's bag, and gives insightful advice and moral support; *head-hunter*, denoting a person whose task is to find talented people that would be the best to work for your clients; b) names of media production, e.g.: *The Simpsons, Rapunzel, Shrek, James Bond, Dr. House, King Kong, Terminator, Frodo*; c) domain names, which often use colloquial word forms, substitution of letter combinations with numbers, stylization to foreign word forms, and specific phonetic spelling,

e.g.: *janekimari.com*; *amazon.com*; *apple.com*; *myname.com*.; d) as a name of an outstanding, well-known person, e.g.: *Winston Churchill*, *Walt Disney*, *Rowan Atkinson*, *Jackie Chan*. Any proper name of a famous person attracts attention of the recipients and can become a key element of factual information. The mediality makes its bearer more recognizable, gives him greater social significance, and can become an incentive to continue the activity he has begun [6, p. 285].

Recognition of lexical meaning in names gives grounds to speak of their ability to possess additional, connotative meaning, reflecting social characteristics and national and cultural specifics. There are certain features in the names of London streets: *Victoria Street*, *Victoria Road*, *Victoria Embankment*, *Prince Albert Road* – these streets were named in honor of *Queen Victoria* and her husband *Prince Albert*; *Dombey Street* was named so to commemorate the hero of *Charles Dickens's* novel “*Dombey and Son*”. The names of some streets are linked to certain natural and geographical objects: *Fleet Street*, a street and lane named after *the River Fleet*, which was placed in a pipe in the 18th century when the area was built.

The paper headline is a mediator between a media text, a set of previous texts and a person, his emotional environment, experience and the amount of available background knowledge. When interpreting the meaning of media paper headlines, the addressee faces a number of difficulties of both linguistic and linguocultural nature. It is possible to note the metonymic use of toponyms: the name of a geographical object is often transferred to political institutions located in this settlement or political leaders. In cognitive linguistics the phenomenon of metonymy is being discussed mostly in connection with common nouns. Metonymic name usage may be explained with the complex semantic structure of names that includes all the knowledge about the person or place designated by the name [12, p. 208], e.g.: *Italy hosts winter Olympics. I adore Shakespeare. Washington is eager to have Greenland*.

Among anthroponyms there are both the names of famous people who influence modern economic events (such as presidents of states, politicians, heads of leading international organizations), and the names of people from the past who are the cultural heritage of economic knowledge.

Sometimes foreign words are included to create a certain flavor: «*Shortly afterwards, between 20 and 25 kilometers in the Danube Estuary, the Barbados-flagged cargo ship ADELHEID BR discharges water directly into the river. So, is the water in the Danube really safe?*». The value here is the communicative and cognitive strategies of the authors when using foreign words. From the point of view of communicative stylistics, the author deliberately uses foreign words to draw the reader's attention to the article as a whole.

Our interest has been attracted by the use of proper names in the headlines observed in such online publications as: *The Times*, *The Guardian*, *The Wall Street Journal*, and *New York Times*. We subdivided them into separate groups:

- proper names of public figures and politicians: *How Trump is using MLK and Obama to distract from Epstein files. MPs 'openly hostile' to Starmer's pick as equalities watchdog chief*.
- political parties: *Tories try to turn oil tanker round before 2025 general election*.
- geographical names: *Meet Simon Young, the Pitcairn Islands' exotic new mayor (from Yorkshire)*.

- countries: *First picture of North Korean leader Kim Jong-un and one of his children. Baby elephant cools off in German zoo – and other news in pictures*.

- companies and organizations: *Elon Musk should have bought Mumsnet. AstraZeneca to invest \$50bn in US after Trump tariff threat*.

- educational institutions: *Cambridge University students 'fear being offensive'*.

- sports and sport competitions: *Kylian Mbappé needs this World Cup more than ever. No top EU officials going to Qatar World Cup*.

- places of entertainment such as restaurants, clubs and pubs: *Gunman in Bob's Tavern shooting behind bars. Murrysville Lions Club sponsors free drug and alcohol test kits*.

- financial institutions: *European Central Bank says more rate hikes to come*.

- vessels: *On Murano, Making Glass for More Than 700 Years*.

- holidays: *Our Best Thanksgiving Recipes. Five Met officers in court over Christmas party brawl*.

- proper names of common people: *Feel the burn: Ulrika's tan has become a hot topic*.

Internet onomastics combines the study of the functioning of traditional onyms in Internet communication situations, as well as special onomastic phenomena that reflect the communicative and discursive specifics of the electronic environment. Among more specific phenomena characteristic of the functioning of onyms in the Internet array, it is worth mentioning the names of virtual realities, that is, phenomena that exist exclusively in virtual space. As an example, we can cite such a new phenomenon as social website naming.

Users create nicknames that consist entirely of non-alphabetic characters, and therefore cannot be read and pronounced, for example: *wwwwwww*, *7ooow*. Non-standard models of education can also be noted, in particular, the use of speech parts other than the name, and even sentences: *Buzzzzzzz*; *Free Lover Boy*; *CallOn-Duty Truck*; *DarkKnightRider*. Well-known people also get nicknames: e.g. “*The Oracle of Omaha*” for *Warren Buffett*, “*Space Cowboy*” for *Elon Musk*, “*Neutron Jack*” for *Jack Welch* [13].

In social networks a nickname may completely match the user's real name or surname: *Zak Smith*, *Brian O'Hara*; may represent a real name with the addition of graphic symbols that may indicate a surname or any field of activity: *Samanta-D*, *MelissaN*, *Komensky_J*.; may be purposefully misspelled *Petr* instead of *Peter*, *Susan* instead of *Susan*; show the relation to some ethnic group or geographical object: *Canadian*, *Londoner*, *New Yorker*, *Moon*, *Quasar*; it may be based on the names of comics, computer games, literary, music and sport heroes, political figures, : *Cheshire Cat*, *Real Ace*, *Naruto*, *O!bama*, *Lenin Simpson*, *Metallica*, *Cosmo-lady*, *Zeus*; at last there are nicknames that contain only graphic elements: *Guest 237790*, *Guest +(0)777770*. Consequently, the need to create a graphically unique proper name becomes a powerful factor that actualizes speech and language phenomena not specific to the Internet sphere.

In the framework of our study, we may distinguish proper names of film and animation discourse. Having gained great popularity, these names may be related to global names, since they became known in different countries due to internationalization and propaganda through mass media. Usually, they denote characters that did not exist in reality and remain fictional and possess emotional

and evaluative meaning. The name of *Jack Sparrow* from «*Pirates of the Caribbean*» is associated with a person who is selfish, prone to betrayal and escape, but in critical moments may show nobility. The name of *James Bond*, the iconic British Secret Intelligence Service agent 007, is associated with sophisticated espionage, high intelligence, exceedingly cunning and independent nature. The name of *Shrek*, as the title character of the *DreamWorks* franchise, may denote a person, who is outwardly rude, intimidating and cynical, metaphorically meaningless, unprincipled and immoral, but in his soul sometimes kind, sensitive and loyal.

Conclusions. Proper names are an integral part of the global communication process. Onyms are distinguished through media, literature, cinematography and Internet. They reflect the social status, cultural preferences and historical affiliation of people. In this context, proper names help to indicate the communicant's origin, gender, age, social, cultural preferences. Proper names in mass media have significant associative potential, and are capable of conveying negative and positive evaluative ideas. The system of proper names highlights different levels of historical and cultural heritage. Cinematic characters act as a means of verbal influence and also expand ideas about the mechanisms of development of figurative meanings of images to real individuals, endowing them with emotional and evaluative characteristics. Internet nicknames are based either on finished language products, or are original self-nominations, which appear as a way of name modeling in the English-language Internet communication, combine a number of features that may be considered a new developing phenomenon. The Internet facilitates the development of new research related to Internet communication, virtual linguistic personality and its self-presentation.

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Четверікова О. Лінгвістична мінливість англійських власних імен в епоху глобалізації

Анотація. Варіативність власних назв та наукових підходів до їх вивчення відображено в працях з ономастики, яка вивчає формування, розвиток та поширення власних назв, способи їх запозичення з інших мов та трансформацію в нових умовах. Формування та функціонування власних назв у різних контекстах, стилях та жанрах безпосередньо пов'язане з актуальними питаннями глобалізації. Усі власні назви, що використовуються в англійській мові, організовані в ономастичний простір, що представляє собою відкриту систему, яка постійно оновлюється. Вони акумулюються у значних шарах історичного, соціального та духовного досвіду різних груп людей, відображаючи об'ємні фрагменти мовної картини світу. Багато власних імен стали носіями культурних концептів, а їхні єдності – лінгвокультурними кодами. Функціональність оніма свідчить про його здатність називати, вказувати та передавати інформацію про свого носія та орієнтувати людину в культурному просторі. Власні імена входять до складу стійких виразів, фразеологічних одиниць та ідіом. Ономастичні одиниці об'єднують три основні типи: офіційні імена, символічні імена, а також поняття, вербалізовані у власних іменах. Власні імена в лексичній системі сучасної англійської мови утворюють унікальну підсистему зі спеціальними системо-утворюючими механізмами. Інтернет-ономастика поєднує вивчення функціонування традиційних онімів у ситуаціях інтернет-спілкування, а також спеціальних ономастичних явищ, що відображають комунікативну та дискурсивну специфіку електронного середовища. З розвитком інтернет-комунікації спостерігаються зміни у сфері власних назв, пов'язані з віртуалізацією продуктів людської діяльності, які добре відомі в реальному світі та були перенесені у віртуальне середовище. Віртуальні нікнейми стають потужним фактором, що актуалізує мовленнєві та мовні явища у комунікативному просторі.

Ключові слова: ономастика, антропонім, онім, номінація, мова, медіа, Інтернет.

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