

## **About The Characterizing Component of The Meaning of Onyms. (On the Example of Proper Names Denoting Regional Periodicals)**

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### **Abstract**

The article focuses on ways to materialize in gemeronym (the name of a periodical) that characterizes the seme, which is intended for the residents of a particular area. The article is based on the close relationship of the studied characteristic seme with such a type-forming feature of a periodical as its address to residents of a particular region. On the example of analyzing the names of newspapers and magazines published from 1811 to 2021 on the territory of one of the subjects of the Russian Federation (today called the Republic of Tatarstan), identified 10 typical methods of explication in gemeronym of seme 'designed for the residents

of a particular locality', of which the most active is recognized as the transonymization (transfer of onyms from one level to another); an introduction to the composition of a multicomponent toponym: toponym, the name of the town, district names, water object or adjectives derived from them. Within the framework of 10 main models, special cases of explication of the considered characterizing seme are described. The authors pay attention to the stereotypical models of local periodicals' nomination and come to a logical conclusion that the choice of ways to update the seme indicating that the newspaper belongs to regional publications is conditioned by historical processes and language fashion.

**Keywords:** onomastics, regional onomastic media space, toponym, semantic structure of the onyms, media linguistics, type of publication, regional edition

## 1. Introduction

The semantic structure of any proper name, as a rule, includes 3 basic components: classifying, individualizing and characterizing. The semantic structure of a toponym (the name of a newspaper or magazine) can be decomposed as follows: 'periodical printed publication', 'founder N', 'related to a particular typological group of publications'.

The object of research is the names of regional newspapers and magazines. Subject matter - how to update in the title of the periodical that describes the seme, that is, for the inhabitants of a given locality.

Relevance of the research topic. Newspapers and magazines of Russian regions are designed for their target audience – a local community united by common interests, culture, and tradition. The proximity of its audience and the correspondence of the topics of publications to the interests of readers determine the demand for regional print and online media, determine the degree of their significance for the residents of this region. At the same time, the language of regional newspapers and magazines, including the specifics of the regional onomastic media space, is still not given due attention in linguistics.

Research material. From the authors' card file, which consists of 1468 titles of newspapers and magazines, published since 1811. at present on the part of the territory of the Russian Federation, what with the specified prior to 1917, was called the Kazan province, in 1920, Autonomous Socialist Republic of Tatar (TASSR, Tatars), since 1990, the Tatar Soviet Socialist Republic (TSSR, Tatars), and since 1992 – the Republic of Tatarstan (RT, Tatarstan), 438 toponyms were selected, in which the characteristic seme under consideration is presented explicitly.

## 2. Methods

In the basis of the analysis of empirical material are areal, historical, culturological methods of onomatology, taking into account spatial and temporal point of being onym [1], the influence of language of fashion on the processes of choosing a name [2]; general methods of component analysis [3,4] and the methods of component analysis onym - specific semantics of a proper name: be bound by its value deictic element, transmitting the relation name to the speech act participants or context [5]; media linguistics methods based on such factors, as the nature of the audience and its interests; the intensities of the addressees and addressees; and the special effects on readers [6,7,8]. The latter are essentially reflected in the typology of periodicals, since the typology of a newspaper or journal is based on the following typologies:

functional purpose of the publication, the specific audience to which the publication is intended and the characteristics of the communicative interaction between the addressee and addressee of the indirect interaction, the subject and nature of the information published in the periodical.

### 3. Results and Discussion

For successful operation, a regional periodical should be recognized by its readers as a local publication covering topical issues of the region, its districts and cities. Analysis of the research material allows to state that the sema 'intended for residents of a particular area' (hence, an indication of the type of publication in the place of its publication and the target purpose of "its" audience) can be expressed in various ways.

1. The use of transonymization is quite active. These include the use of the name of the Republic and its regions and the names of cities to designate a periodical. This tactic is used by modern official republican mass media (newspaper "Republic of Tatarstan", magazine "Tatarstan"), some modern regional and district and / or city print media (newspapers "Bavly", "Green Dol", "Menzel", "Nizhnekamsk", "Sarman", "Tyulyachi") and online ("Aznakaevo", "Aksubaevo", "Aktanysh", "Apastovo", "Menzel", "Muslyumovo", "Sarman") mass media, newspapers "Kazan" (edition of 1910) and "Kazan" (edition of 2003). We also noted cases of using hydronyms, for example, in the title of the magazine "Idel" (translated from Tatar "Volga"), which is published in Russian and Tatar, and newspapers of Mamadyshsky district of the Republic of Tatarstan "Vyatka".
2. One of the most widely used techniques used by publishers is to include the name of a region in a multicomponent toponym.

There are 73 names of periodicals listed in our file that contain the word *Tatarya* or *Tatarstan*. So, the specified word is used in the names of newspapers "Red Tatarya", "Soviet Tartary"; "On the wave of Tatarstan", "Bulletin of Tatarstan", "New newspaper in Tatarstan", "News of Tatarstan", etc., in the names of magazines "Agriculture of Tatarstan", "Our home-Tatarstan", «Tatarstan Explorer», "Socialist economy of Tatarstan", "Elite of Tatarstan", etc.

The presence of the full official name of the republic in a toponym is usually a kind of marker of the official status of a periodical. The founders of such publications are usually government agencies, for example: "Bulletin of the National Economy of TASSR" (published from 1918 to 1920, body of the Kazan Council of People's Commissars and the Council of Trade Unions), "Resource Efficiency in the Republic of Tatarstan" (published from 2004 to the present, among the founders Ministry of Economy and Industry of the Republic of Tatarstan), "Economic Bulletin of the Republic of Tatarstan" (published from 1977 to the present, founders-the Ministry of Economy of the Republic of Tatarstan, etc.) and many others.

The same group includes isolated cases of actualization of the analyzed seme using the morpheme *tat-* (abbreviations from the words *Tatarstan*). Three examples of such names belong to the era of the 20-30s of the XX century, when different types of abbreviations were in fashion: "Life "Tattransgaz", "Izvestiya Bulletin of TatTSIKA", " Bulletin of TatSOYUZA", the fourth example is the name of a modern online publication: "Intertat.url" / "intertat.ru".

3. Also noteworthy are toponyms that include the name of a city or an adjective formed from the name of the city. The toponym is especially actively used *Kazan* (34 examples) and the adjective *Kazansky* (69 names). And a toponym with the word *Kazan* we find already in 1861 – "Reference leaflet of the city of Kazan", in addition, the word *Kazan* is found in the composite names of newspapers: "City of Kazan", "Diary of Kazan", "Our city Kazan",

"*Computer Kazan*", "*Discounts and sales in the city of Kazan*", as well as magazines: "*Kazan multinational*", "*Vivat Kazan*", "*Real estate of Kazan*", etc.

Gemeronyms with the word *Kazansky* also have a long tradition of functioning, the first onym of the analyzed type is noted in 1811- this is the first provincial newspaper "*Kazan News*". And then the newspapers: "*Kazan News*", "*Kazan Evening Mail*", "*Kazan life*", "*Kazan Week*", "*Kazan spark*", "*Kazan bulletin*", magazines: "*Kazan farmer*", "*Kazan Almanac*", "*Kazan Cooperation*", "*Kazan Breeze*" and many others.

In addition to the toponym *Kazan* and the adjective derived from it, the names of other cities are also used to create the name of a newspaper or magazine, for example: "*My city of Bavly*", "*Voice of Bugulma*", "*Bulletin of Elabuga*", "*Evening Nizhnekamsk*", "*New Sarman* (newspapers); "*Lights of Zainsk*", "*Zelenodolsk News*", "*Electronic Nizhnekamsk*" (online publications) and many others. Of course, the names of publications reflect only one hundredth of the total toponymic wealth of our region [9,10, 10].

4. There are also frequent cases of using the names of districts and cities (district centers) when creating gemeronyms. In the republic, the name of a district is often derived from the name of the city (district center), which is also reflected in the names of newspapers: "*Aktanysh dawns*" (Aktanysh and Aktanyshsky district – further similar, but it is possible to use other models), "*Aktyubinsk truth*", "*Leninogorsk news*", "*Mendelev news*", "*Bugulminskaya newspaper*", "*Zelenodolsk truth*", "*Tetyushsk dawns*"; magazines: "*Mendelev Museum Bulletin*", etc.

When forming composite names of newspapers using the onyms of cities, regional centers, and settlements, nominees often refer to template models with predictable valence. So, the following rows attract attention:

- "*Agryz news*", "*Alkeevsk news*", "*Vysokogorsk news*", "*Kazan News*", "*Leninogorsk news*", "*Salmachinsk news*", "*Tyulyachinsk news*";
- "*Almetyevsk Bulletin*", "*Arsky Bulletin*", "*Bavlinsky Bulletin*", "*Bulletin of Elabuga*", "*Borovets Bulletin*", "*Mendelevsk Bulletin*";
- "*Aktyubinsk truth*", "*Zelenodolsk truth*", "*Kazan truth*", "*Nizhnekamsk truth*";
- "*Aktanysh dawns*", "*Almetyevsk dawns*", "*Kaibitsky dawns*", "*Sabine dawns*", "*Tetyushsk dawns*".

5. It is also typical for the creators of regional periodical media names to refer to words formed from hydronyms when nominating them. Our empirical material includes names of newspapers and magazines that contain:

a) derivatives of the hydronym *Volga*. The first newspaper that uses the word *Volzhsky* dates back to 1884.: "*Volzhsk Bulletin*". The peak of activity of such gemeronyms occurs in the middle of the twentieth century (1903-1909), for example, the names of newspapers: "*Volzhsk Leaflet* (1903)", "*Volzhsk Leaflet* (1904)", "*Volzhsk courier*", "*Volzhsk evening*"; names of magazines: "*Volzhsk Bulletin*", "*Volzhsk expanse*", "*Volga Morning*", "*Zavolzhsky ant*" (1833). The only example of a gemeronym of this type in the 20 – 30s of the XX centuries is the journal "*Privolzhsky farmer*" (1933).

The tradition of using the adjective *Volzhsky* in gemeronyms was revived in the second half of the twentieth century. "*Volzhskaya new soil*", "*Volzhsky courier*", "*Volzhskiy expanses*", "*Volzhskiy dawns*".

b) hydronym *Kama*, for example: "*New Kama*" derived from the hydronym *Kama* (*Kamsky, Zakamye, Prikamsky, Prikamye*) appear in the names of newspapers in the 20-30s of the XX century: "*Prikamye*", "*Prikamsky village*", "*Prikamsky commune*", "*Prikamsky truth*", "*Kamsky Bolshevik*", then they are also quite actively used by newspaper nominees: "*Kama dawns*", "*Kamsky tractor builders*", "*Kamskaya new soil*", "*Kamskiy lights*", "*News of Zakamya*";

C) it is extremely rare, probably due to the vagueness of semantics, that a chorus onym is included in the composition of gemeronyms *Povolzhie*, formed from the corresponding hydronym: "*Lead of Povolzhie*" and "*Federal Bulletin of the Volga Region*".

6. Gemeronyms of the XIX-early XX centuries (before 1917) could include an indication of the region where they were published, using the words *Volga-Kama* or *Kamsko-Volzhsky*, for example: "*Kamsko-Volzhsky newspaper*", "*Volga-Kamsky word*", "*Volga-Kamsky speech*", "*Kama-Volga region*", "*Exchange and agricultural newspaper of the Kamsko-Volzhsky region*", "*Kamsko-Volzhsky correspondent*".

7. In the Russian Empire and in the first post-revolutionary years (1917-1918), the names of military, political, civil and other accounting units in the given administrative territory are included in the names of newspapers, for example: "*Additions to the Telegraph Bulletins of the Kazan District messages*", "*News of the Kazan Provincial Council of Peasant Deputies*", "*News of the Kazan Military District Committee*", "*News of the Kazan Provincial Council of Peasant Deputies*", "*News of the Revolutionary Committee of the Tatar Socialist Soviet Republic*", "*Diary of the Kazan Society of Doctors at the Imperial Kazan University*" and some others.

8. Non-frequent ways of updating the seme indicated above and marking the publication as one of its own for the potential reader include the introduction of the word *Tatar* into the gemeronym. There are only 4 such examples in our file: "*Tatar artists*", "*Tatar territories*", "*Tatar news*", "*Tatar world*", as well as the word *Tatar* in the name of a public organization "*News of Tatar Public Center*". It is impossible not to mention the newspaper "*Student of the Tatar Communist University*" (1925), where the word *Tatar* is equivalent to the modern *Tatarstan*, which is confirmed by the name of the republic in those years – *Tatar Soviet Socialist Republic*.

9. It is extremely rare for newspapers and magazines published in the region to use the name of a part of the world – *Vostok* ("*East*") and the word *Vostochny* ("*Vostochny Courier*"; "*Vostochny Express*").

10. An unproductive way to indicate the place where a newspaper or magazine is published, and the purpose of a periodical for residents of our region, is also to use generic words for a lexico-semantic group with the general seme 'edge, place of residence', namely: *Zemsky*, as well as lexeme *district, republic, province, city*. These are the names of the newspaper "*Zemsky week*" (1908) and magazines of the same name (1915 and 1916), Kazan newspapers "*Province*" and "*City*", *News of the region*, weekly Parties of Tatarstan "*Republic*". All the listed gemeronyms can hardly be considered successful, since the seme that characterizes the given examples of onyms indicates that the publication is regional, but it is not able to clarify which region of the Russian Federation it is. The same can be said about the name of the weekly newspaper published in Almetyevsk "*City A*".



## 5. Summary and Conclusion

The gemeronym reflects information about the place of publication and updates the seme 'intended for residents of a particular area', i.e. updating the typological characteristics of the publication, as a regional one, occurs as a result of: 1) transonimization, namely the use of administrative gemeronym (Republic name, names of places), toponym (in particular, names of cities); 2) the inclusion in the composition of multicomponent gemeronym the name of the Republic (and, in the presence of the gemeronym the full official name of the Republic, typically, is a kind of marker of the official status of periodicals); 3) introduction to composite the gemeronym name of the city or formed from the name of the city of the adjective; 4) the introduction of the multicomponent names of districts and names of cities (regional centers); 5) use in the category of words, formed from hydronyms, rarely actually hydronyms. Other methods of updating the sema to indicate the specified type of publication in its name are not considered frequent, namely, the introduction of the word *Tatar* or the names of military, political, civil and other accounting units in a given administrative territory, and the use of the name of a part of the world *Vostok* and its derivatives, as well as generic words for the lexical and semantic group of words with the general seme 'region, place of residence' of words: *Zemsky*, as well as the lexemes *republic*, *province*, *city*. The latter method is evaluated negatively, as it does not provide complete information about the target audience for which the publication is intended. Of course, the methods of updating the seme 'intended for residents of a particular locality is determined by historical processes, language fashion, and reflects trends towards stereotyping forms of expression.

## 6. Conclusion

Thus, in the seminal structure of gemeronyms, classifying, individualizing and characterizing components are distinguished. The latter is not included in the list of mandatory semantic components of the gemeronym, but it is precisely related to the typological characteristics of the publication (all – Russian-regional; socio-political-entertainment-advertising, etc., children's – youth – for the elderly, etc.) and the success функционирования of the gemeronym functioning in the onomastic media space.

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