

Olga Vasilyeva

*Co-aspirant of Grammar Department of Odessa I.I.Mechnikov National University,
lecturer of English of Foreign Languages Department №2 of National University "Odessa
Academy of Law"*

STRUCTURAL TYPOLOGY OF IDEONYMS IN THE ENGLISH LANGUAGE

The research is dedicated to the structural typology of **ideonyms** – the proper names of results of human creative activity [3, p. 61; 1, p. 94], that have a spiritual, intellectual and artistic value, and belong to one of four classes [4; 2]: **artionyms** – the proper names of works of art, **biblionims** – the proper names of texts and their collections, **gemeronyms** – the proper names of mass media, and **computeronyms** – the proper names of computer programs and games. The aim of this study is to identify the structural types of ideonyms. The object of this research are English ideonyms, their structural organization is the subject. The research material was chosen by the method of representative selection from English materials including mass media, on-line newspapers, magazines and commercial web-sites.

Ideonyms can be divided into one-component, two-component and multi-component structures. One-component ideonyms are the ones which are expressed by one-stem words and derivatives. Complex ideonyms are divided into compounds, both suffixational and prefixational, as well as abbreviations. Two-component and multi-component ideonyms can be presented by word-combinations and sentences. The predominant for all types of ideonyms without exception is the use of two-component word-combinations, that creates a specific combination of lapidary expression and clarification of certain distinctive characteristics of the object. One more common feature for all ideonyms is almost complete absence of abbreviations and complex words. The difficulty of such type of nominations for understanding can be explained by the fact that they simultaneously actualize two or more concepts in one lexeme that creates considerable difficulties with their perception.

The most famous English ideonyms which are divided into various groups have been chosen for the structural analysis. **Imagonyms**, which include 10 most popular British masterpieces such as *The Lady of Shalott* (John William Waterhouse), *Ophelia*

(John Everett Millais), *Head VI* (Francis Bacon), *Gassed* (John Singer Sargent), *Man's Head* (Self Portrait I) (Lucian Freud), *The Fighting Temeraire* (JMW Turner), *Going to the Match* (L.S. Lowry), *Five Ships* (Alfred Wallis), *Nocturne: Blue and Gold – Battersea Bridge* (James Whistler), *Cold Dark Matter: An Exploded View* (Cornelia Parker). We can observe such distribution as: one-component imagnonyms which falls into only two units (one-stem word without or with derivational affixes), multicomponent imagnonyms which also consist of 2 units. There are only six examples of two-component units in our rating.

Scenonyms which have been chosen from the most popular up-to-date London plays are: *The Phantom of the Opera*, *Cats*, *Chicago*, *Hello, Dolly!*, *City of Angels*, *Lion King*, *Sunset Boulevard*, *King Lear*, *Macbeth*, *We Will Rock You*. As we can mention, the prominent position (5 examples) is occupied by two-component word combinations, the second place is occupied by one stem scenonyms without derivational affixes and also two multicomponent and two-component sentences have been found.

Musiconyms, which include musical compositions performed at electronical instruments such as *Like A Rolling Stone* (Bob Dylan), *Hotel California* (Eagles), *Earth Song* (Michael Jackson), *Imagine* (John Lennon), *The Winner Takes It All* (ABBA), *You Raise Me Up* (Josh Groban), *Stairway To Heaven* (Led Zeppelin), *Bohemian Rhapsody* (Queen), *White Christmas* (Bing Crosby), *Thriller* (Michael Jackson). As a rule, this musical genre is connected to pop-music if we speak about classical musical compositions. That is why proper names will have other characteristics. In this case the first place is occupied by two-component word combinations and only two one-component with derivational affixes musiconyms and three multicomponent sentences.

Cinematonyms include a great variety of films, movies and cartoons for different age categories. That is why cartoons and movies of different genres are mentioned here: *The Godfather*, *Star Wars*, *Back to the Future*, *The Silence of the Lambs*, *One Flew over the Cuckoo`s Nest*; *Tom and Jerry*, *South Park*, *The Simpsons*, *Mickey Mouse*, *Sponge Bob Square Pants*. The structural type of cinematonyms are: six two-component word combinations, and also one-stem word with derivational affixes, composite and multicomponent word combination and sentence.

Biblionyms, which have been explored in our research also include books for children: *Ulysses* (J. Joyce), *Moby Dick* (H.Melville), *The Great Gatsby* (F. Scott Fitzgerald), *Hamlet* (W.Shakespeare), *The Sound and the Fury* (W. Faulkner), *Harry*

Potter (J.K.Rowling), Charlie and the Chocolate Factory (R. Dahl), The Chronicles of Narnia (C.S. Lewis), Winnie the Pooh (A.A. Milne), Alice`s Adventures in Wonderland (L. Carroll). Biblionyms are subdivided into following structural types: six two-component word combinations and also two biblionyms which belong to one-stem word without derivational affixes and one – to multicomponent word combinations.

English gemeronyms are not differentiated onymically into printed and online newspapers, since their titles coincide That is why in this research we analyse only printed newspapers which belong to pressonyms: *Daily Express, The Guardian, The Independent, Daily Mail, Metro, Daily Mirror, The Times, The Daily Telegraph, The Sun, The Observer.* Here we can mention such kind of distribution: the first place is occupied by one-stem word gemeronyms with derivational affixes (four examples) and gemeronyms without derivational affixes (two examples). Also four two-component word combinations have been found.

Computeronyms, which we analyse include programs and video-games such as: *Microsoft Word, Adobe Photoshop, Mozilla Firefox, Apple iTunes, ABBY Lingvo; Need for Speed, World of Warcraft, Counter-Strike, The Elder Scrolls V: Skyrim, Assassin`s Creed.* Here we can mention such a situation: nine out of ten computeronyms are two-component word combinations and only one example is multicomponent computeronym.

Literature

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