

ABSTRACT

Graduation Level of Proficiency Paper - Master's degree

Subject matter: Spanish and Russian ergonyms in comparative aspect

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Topical Importance: contemporary processes of globalization increase the growth of public interest in the distinction between existing and new names of business associations of people – ergonyms. A large number of Russian ergonyms appear in foreign language vocabulary, including Spanish, which increases the need to study this topic.

Goal: to identify typologically oriented features and language specific ergonyms in Spanish and Russian.

Tasks: - to study the theoretical basis of onomastics in the field of ergonyms;

- to compile and classify Spanish and Russian ergonyms;

- to identify the components of ergonyms;

- to make a comparative analysis of Spanish and Russian ergonyms.

Theoretical value and practical applicability: this research expands on the notion of proper names, in particular, the names of business associations of people and contributes to the development of a common onomastic science in the context of the study of city language. Conducted comparative analysis in which the characteristic features of the structure and semantics of Spanish and Russian ergonyms were revealed, this contributes to the development of lexicology, word formation, and sociolinguistics. The criteria by which our classification was made can also be used to study onyms of other types. Comparison of the ergonyms of major cities in Spain and Russia could increase the interest in the study of cultural features of these countries in the future.

Results: comparative analysis of Spanish and Russian ergonyms allowed us to define their common and distinctive features. Common typological features were identified, such as the presence of foreign language ergonyms, ergonyms which

were derived from other types of onyms, such as toponyms, anthroponyms, et cetera. Other typological features identified include ergonyms which indicate the type of company, the type of products that are produced, the location of the company, and a number of other subclasses. We found many common typological features, and it is apparent that the most popular method of creating ergonyms, is transonimization in both Spanish and Russian.

Implementation advice: the material may be applied in the study ergonyms of other regions, but not limited to our country but also in foreign countries, the study of names of other categories (e.g., anthroponyms, toponyms, urbanonyms, hydronyms, etc.), as well as in the teaching of sociolinguistics, economics and marketing. In addition, the results of the study can be useful for creators of products or services.