

# THE LANGUAGE TENDENCIES OF THE MODERN RUSSIAN ERGONYMS

## **Graduation Qualifying Thesis from:**

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Chair of Experimental Linguistics and Cross-Cultural Competence

**Author:** Nikolaeva Alexandra Dmitrievna

**Graduate Thesis Advisor:** Yurova Tatyana Alexandrovna, associate professor of the Chair of Experimental Linguistics and Cross-Cultural Competence

**Main parts:** Contents, Introduction, three Chapters, Conclusion, Bibliography.

**Keywords:** onomastics, ergonym, commercial name, classification of ergonym, linguistic landscape, foreign language ergonyms

**Abstract:** The purpose of this study is to identify the features of the modern Russian ergonymics, as well as to determine the role of the foreign borrowings that affect the formation of the new ergonymic terminology and the new proper names - the names of different objects.

To achieve the goal we put forward the following tasks:

- To determine the status and the place of ergonym in the system of proper names;
- To explore the classification of ergonyms;
- To analyze the history of ergonyms in their synchronic and diachronic aspects;
- To consider the structural organization of the ergonyms;
- To analyze the specifics of the existence of the ergonym-borrowing;
- To establish the degree of influence of the ergonym-borrowing on the change of the linguistic landscape of the city.

In **Chapter I** theoretical aspects of studying of ergonyms in the general onomastic system are considered.

In **Chapter II** linguistic aspects of the modern ergonyms are studied.

In **Chapter III** the role of the borrowings in the modern Russian linguistic landscape is reviewed.