

Functional and semantic appearances of ergonyms in modern Ukrainian language (for example of catering establishments in the city Kyiv)

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ABSTRACT

Proper names occupy an important place in any language, they quickly respond to various changes in society, reflect various historical, economic, social and ideological influences, change their semantic content due to changes in various aspects of cultural and historical development. The problem of collection, systematization and description of proper names arose in Ukrainian onomastics due to the sharp increase in their number at the end of the last century and needs to be organized and comprehensively studied. Ukrainian linguistic studies contain investigations of the ergonyms some regions. But the ergonyms of Kyiv are actively changing under the influence of extralinguistic factors and require special research. The material of this study includes 3,500 names of catering establishments fixed during 2022-2023 in Kyiv. The semantic manifestations of ergonyms of Kyiv for the designation of food establishments are analyzed in the article. The factors, contributing to the creation of such ergonyms are highlighted, the main structural and morphological features of such ergonyms are revealed. Special attention is paid to the sources and ways of borrowing of Kyiv's ergonyms. The novelty of this study lies in the fact that for the first time ergonyms are considered as an element of the onomastic system and a unit of the onomastic space of Kyiv. A typology of ergonyms and their statistical description by structure and origin, including the fixation of graphics (Latinization, graphic deconstruction, etc.), is proposed.

KEYWORDS

*proper name,
ergonyms,
catering establishment,
semantics,
structure*

Introduction

Clarifying the principles, motives, methods and means of forming the names of enterprises and other business associations of people makes it possible to identify, in addition to general features, specific features of the country where they are present, which is important not only for linguistics, but also for such sciences, as cultural studies, intercultural communication, sociology, political science, economics, etc. Ergonyms bear the imprint of society's culture and ideology, which makes it relevant to study this class of onyms in various aspects: sociolinguistic, psycholinguistic, functional and pragmatic, etc.

The aim of this work is to comprehensively analyze the semantics of ergonyms of Kyiv using the examples of catering establishments. The purpose of the research re-

quires the following tasks: to identify the ergonyms of catering establishments of various ethnic groups in Kyiv, to determine the methods and means of their creation.

The object of the study is Kyiv ergonymicon. The subject of the study is the structural, semantic and functional features of ergonyms in Kyiv.

The following research methods are used in the article: the descriptive method provided the process of systematization and generalization of the collected material; the semiotic method is involved in the study of ergonyms with elements of graphic transformation; the structural method made it possible to conduct a study of the structure of ergonyms, to distinguish their structural types; the method of etymological analysis is aimed at clarifying the peculiarities of the lexical-semantic formation of the investigated ergonyms, determining their motivation; the descriptive method made it possible to create a consistent description of

proper names, with the help of which ergonyms were classified and interpreted. The scientific novelty of the obtained results lies in the fact that, for the first time in the article, a comprehensive typological study of modern Kyiv ergonyms for the designation of catering establishments was carried out. A new ergonymic material was introduced into scientific circulation and its analysis was carried out.

The relevance of the study of ergonyms for the designation of catering establishments in Kyiv is due to the need for a comprehensive description of the etymological and word-forming structure, semantics, motivation of the ways of origin of ergonyms in the Ukrainian language, their stylistic expressiveness and functional orientation. The analysis of the specifics of the names of such an understudied subgroup as catering establishments expands and supplements knowledge in the field of onomastics, as well as lexicology and linguistics in general.

The material for this research was the collected card index, which includes 3,500 units for the designation of food establishments recorded during 2022-2023 in the city Kyiv. The subject of our attention was the structural and semantic manifestations of ergonyms in Kyiv for the designation of food establishments.

Research methods

The attention of linguists to this class of onyms is based, first of all, on the fact that ergonymics was formed at the junction of a number of other sciences, which focus attention on the issues of comparison of different classes of proper names (further PN). Ergonyms as socially oriented units, which exist in the linguistic, cultural and pragmatic aspects, are socially and economically determined. Such researchers as O. Karpenko (2007), Yu. Didur (2018), H. Zymovets (2019), O. Mikina (1993), consider the problems of the terminological description of ergonyms, as well as the issue of their use in names of complex objects of elements of other linguistic and non-linguistic systems. L. Beley, Yu. Karpenko, M. Khudash, P. Chuchka, V. Shulgach and others also devoted their works to the issue of the status of proper names of different classes. Scientific explorations of recent years are distinguished by increased attention to the study of the peripheral zones of the onymian space: ergonyms and pragmatonyms. From the point of view of the features of formation, functioning and high level of informativeness, ergonyms are a particularly interesting and versatile object of research. That is why ergonymic vocabulary has attracted considerable attention of modern linguists.

There are studies of the ergonymic space of certain regions of Ukraine (O. Beley (1999) studied the ergonomics of Transcarpathia, N. Kutuz (2003) in Odesa, N. Lesovets (2007) in Luhansk, G. Volchanska, N. Vilkhovetska of the city Kropyvnytskyi (2023), Yu. Poznihirenko (2018), M. Tsilina (2006), and Yu. Didur in Kyiv (2018), S. Shestakova (2002) in Kyiv, Lviv, Poltava, Sumy, Kharkiv., Yu. Gorozhanov in Lutsk (2014). O. Karpenko (2006) Cognitive onomastics as a new directio, M. Torchynskyi (2008), paid attention to the understanding of the nature of ergonym in their works, which allows to trace the specific features of this or that area through the prism of objects of human activity, in particular geographical location, historical factors, features of the infrastructure, traditions and cultural development of the region.

Results and Discussion

The main ways of ergonyms formation in the modern Ukrainian language are onymian and appellativian processes. The study of the peculiarities of the creation of the ergonymicon in any case intersects with the etymology of proper names, which can have two levels of manifestation: onomastic and pre-onomastic.

The word acquires a new meaning during the transonymization from one group to another. The formation of a new meaning begins when an onym is used in appropriate contexts. This or that external factor plus the internal reserves of the onym affect profound changes in the semantic structure of the proper name (Danylchenko, 1993). However, the background information of the original onyms is not always considered, and the newly formed ergonyms may have lack of logic.

The study of onyms which were created by transonymization allows us to trace the tendency of assigning names to various objects of human activity and their development under the influence of economic, political and cultural changes in society. As O. Karpenko notes, that more than half of all ergonyms, especially firmonyms, are formed from anthroponyms and, to a lesser extent, from toponyms (Karpenko, 2006). There are common cases when an ergonym becomes from such a toponym as a horonym, an oikonym, a hydronym, sometimes an oronym, which indicated the location of an industrial enterprise, organization or institution. Ergonyms, formed from the names of mythological and literary heroes, names of plants, animals, precious metals and stones, also function. During the transonymization of an anthroponym, a toponym, or another onym into an ergonym, semantics are enriched by connecting to it additional (compared to the original meaning) semantic components (Danylchenko, 1993).

A significant number of diminutive ergonyms gives PN a diminutive and caressing tone. Most of these names are innovations and express a positive attitude towards them. The suffix -k- is the most productive in the formation of such ergonyms, e.g.: *Khatynka* (from Ukrainian (further Ukr.): *A little house*) restaurant, Chornomorka (Ukr. Connected with Black Sea) restaurant, *Lisopylka* (Ukr.: *Sawmill*) bar.

3.1 Transonymization of toponyms

In the names formed by transonymization of toponyms, the following structural models are distinguished:

- appellative/onym+ preposition +onym
«*Любчик на Воздвиженці*» (Ukr.: *Dear in Vozdvizhenka*), «*Реберня на Узвозі*» (Ukr.: *Ribs in Uzviz*), «*Argentina Grill на Оболоні*» (Ukr.: *Argentina Grill in Obolon*);
- onymian adjective + appellative:
restaurants «*Український борщ*» (Ukr.: *Ukrainian borscht*), «*Українські страви*» (Ukr.: *Ukrainian cuisine*), «*Італійська редакція*» (Ukr.: *Italian version*), «*Львівська Плячки*» (Ukr.: *Lviv Croissants*), «*Львівська Майстерня Шоколаду*» (Ukr.: *Lviv Chocolate Workshop*), «*Тайський Привіт*» (Ukr.: *Thai greetings*), restaurant «*Китайський Привіт*» (Ukr.: *Chinese greetings*), entertainment facility «*Італійський ресторан*» (Ukr.: *Italian restaurant*); restaurants «*Київська реберня*» (Ukr.: *Kyiv ribs*), «*Голосівський двір*» (Ukr.: *Holosiivsky yard*), «*Одеський бульвар*» (Ukr.: *Odesa Boulevard*), «*Кавказький очаг*» (Ukr.: *Caucasian hearth*); fast food restaurant «*Київська перепічка*» (Ukr.: *Kyiv pastry*),

which is the first fast food restaurant in Kyiv since 1981, which is still operating, so it is actually the oldest fast food establishment in Kyiv. "Perepichka" is a Ukrainian pastry;

– individual toponyms unrelated to the area where they function:

choronymian names of restaurants: «Європа» (Ukr.: Europe), «Євразія» (Ukr.: Eurasia), «Китай» (Ukr.: China), «Гімалаї» (Ukr.: Himalayas), «Grill do Brasil», «Alaska Kyiv»; nicht clubs: «Манхеттен» (Ukr.: Manhattan); «Бессарабія» (Ukr.: Bessarabia); cafe: «Італія» (Ukr.: Italy), «Argentina Grill», «Georgia», «Sicily»; astionymian: restaurants «Bratislava Hotel Kyiv», «Братислава» (Ukr.: Bratislava), «Флоренція» (Ukr.: Florence), «Прага» (Ukr.: Prague), «Пекин» (Ukr.: Beijing), «Krakow», «Одеса»; poetonymian toponyms: restaurants «Tbiliso» (Tbilisi), «Одеса-мама» (Ukr.: Odesa-mother);

– single hydronyms: pelagonym:

sushi bar «Жовте море» (Ukr.: The Yellow Sea) and word combinations with hydronyms: potaponimian: restaurants «Веранда на Дніпрі» (Ukr.: Porch on the Dnipro), «Провінція на Дніпрі» (Ukr.: Province on the Dnioper), cafe «Хуторець на Дніпрі» (Ukr.: A farm on the Dnipro);

– ergonymic term + toponym, indicating the location in the city:

Kaviarna na Franka (Ukr.: Café in Franko street), *Pizza Bar na Bessarabke* (Ukr.: Pizza Bar in Bessarabka), entertainment complex «Голосіївський двір» (Ukr.: Holosivsky yard); cafe «Турка на Гончара» (Ukr.: Turk in Gonchar), restaurants «Євразія на Маяковського» (Ukr.: Eurasia in Mayakovsky), «Євразія на Великій Васильківській» (Ukr.: Eurasia in Velyka Vasyl'kivs'ka), «Євразія на Льва Толстого» (Ukr.: Eurasia in Leo Tolstoy), «Євразія на Печерську» (Ukr.: Eurasia in Pechersk), «Євразія на Олімпійській» (Ukr.: Eurasia in Olimpiyska), bar «Samogon Fish Bar на Подоле» (Ukr.: Samogon Fish Bar in Podol), restaurant «Viva Oliva на Осокорках» (Ital., Ukr.: Long live Oliva in Osokorki), night club «Зоряний носоріг на Подолі» (Ukr.: Star rhinoceros in Podol), restaurant «La Veranda на Богомольця» (Ital., Ukr.: The porch in Bogomolets) та ін.;

– phrase toponym + appellative(s) or appellative + toponym:

restaurant «Замок Видубичі» (Ukr.: Vydubychi Castle), restaurant «Італієць із Бейрута» (Ukr.: An Italian from Beirut), cafes «Аргентина гриль» (Ukr.: Argentina Grill), «Bali Bowl», «Istanbul Café & Restaurant», «Lviv Handmade Chocolate» (Львівська майстерня шоколаду (Ukr.: Lviv Chocolate Workshop), restaurant «China Garage», restaurant «China White»);

– single transonymized oronym:

«Верховина» (Ukr.: Verkhovyna (Highland)), «Казбек» (Ukr.: Kazbek), «Луса Гора» (Ukr.: Lysa Gora (Bald Mountain)).

3.2 Transonymization of anthroponyms

Among the names formed by transonymization of anthroponyms, we singled out the following structural models:

– transonymized female and male names:

restaurant «Mario», restaurant «О'Панас» (Ukr. O'Panasy), restaurant «Аделль» (Ukr. Addel), restaurant «Тарас» (Ukr. Taras), restaurant «ЛАНСЕЛОТ» (Ukr. Lanselot), restaurant «Марко» (Ukr. Marko), café-bar «Ярослава» (Ukr. Yaroslava); restaurant-varenychna «Petrus-ъ» (Ukr. Petrus');

– transonymized surnames of prominent people:

restaurant «Matisse», bakery and pastry shop «Волконський» (Volkonsky), restaurant «Belkin», restaurant «Djotto»;

– anthroponymic names with a pointer to the name of the host:

restaurant «Rafinad by Katerina Peskova», restaurant «Kachorovska»;

– transonymized anthroponym + appellative or appellative + transonymized anthroponym:

restaurant «Мадам Жозі» (Ukr. Madame Josie), «Піріжкова Тітка Клара» (Ukr. Pastries Aunt Klara), café «Тісто, сир і тітка Белла» (Ukr. Dough, cheese and Aunt Bella), restaurant «Папа Джон» (Ukr. Daddy John), restaurant «Doctor Vine», grill restaurant «Doctor Woland», restaurant «Улюблений Дядя» (Ukr. Beloved Uncle), restaurant «Sam's Steak House», restaurant «Містер Бо» (Ukr. Mr. Bo), restaurant «Ottoman House Cafe».

3.3 Transonymization of other groups of onyms

– transonymization of poetonyms:

restaurants-hostels «Айвенго» (Ukr. Ivanhoe), «Камелот» (Ukr. Camelot), «Ланселот» (Ukr. Lancelot), «Пантагрюель» (Ukr. Pantagruel), grill restaurant «Doctor Woland», «Кобзар» (Ukr. Kobzar), tavern «Тарас Бульба» (Ukr. Taras Bulba), restaurant «Чічіко» (Ukr. Chichiko), night club «Монтеккі и Капулетті» (Ukr. Montecchi and Capuleti), restaurant «Товста качка» (Ukr. Fat duck).

This type is one of the most productive among onymian ergonyms. The reason for choosing a poetonym as a name is considered to be the fact that the main poetonym is generally recognized (usually known in world literature), and this makes it possible to associatively transfer the aura of a literary hero to the future recognition of a public catering establishment (Tsilyna, 2006).

– anthroponymic adjective + appellative:

hotel-restaurant «Петровський Бровар» (Ukr. Petrovsky Brewery), hotel-restaurant «Софіївський посад» (Ukr. Sofiivskyi Posad), restaurant «Володимирський» (Ukr. Volodymyrskyi);

– transonymized mythonyms:

restaurant «Бахус» (Ukr. Bacchus), restaurant «Аврора»;

– transonymized filmonyms:

restaurant «Титанік» (Ukr. Titanic), restaurant «Умка» (Ukr. Umka), restaurant «Качині історії» (Ukr. Duck Tales), restaurant «Одеса-мама» (Ukr. Odesa-mother);

– transonymized katoikonoms:

pizzeria «Il Siciliano» (Ital. The Sicilian), restaurant «Італієць із Бейрута» (Ukr. An Italian from Beirut), restaurant «Чорноморка» (Ukr. Connected with Black Sea).

In addition to the use of actual transonymized onyms for ergonyms formation, onyms in combination with one or more appellatives are widely used. The following models were recorded in our study:

– onym + appellative:

«Katimo cafe», «Viktoriya Family 1», «Argentina Grill», «Lviv Croissants», restaurant "Texas Ranch", «Юджин Фуд Хол» (Eugene Food Hal – English words are given in Cyrillic script);

– appellative + onym:

«МАМА МАНАНА» (Ukr.: MOTHER MANANA), «Корчма Тарас Бульба» (Rus.: Taras Bulba Tavern), «Grill do Brasil», «Prynada Ukrainian Cafe».

3.4. Onymization of appellatives

Appellativian ergonyms include proper names formed by onymization of the corresponding appellatives, which do not have motivational onyms in the source lexical material. The range of names is wide and varied. Among such names, simple and complex are distinguished by their structure. Two-word, multi-word, abbreviated names, acronyms are distinguished from complex names. Various methods and means are used to form ergonyms: affixation,

pluralization, compounding of words and bases, compounding of bases and suffixation, splicing, formation of name-phrases, transonymization, univerbation, etc.

The names formed by the appellative method are divided into the following lexical subgroups:

– names with patriotic semantics that reflect the national character:

restaurant «Козачок» (Ukr. Cossack), restaurant «Kozak»;

– words or word combinations, indicating the quality of service, delicious food, festive atmosphere:

restaurant «Пузата хата» (Ukr. A pot-bellied house), restaurant «Смакотелла» (Ukr. Smakotella, which means very tasty), restaurant «Сито-П'яно» (Ukr. Full-Drunk), restaurant «Спотикач» (Ukr. Spotykach, means can't go straight after drinking);

– names with positive semantics, indicating comfort, family cosiness:

restaurants «Кум та кума» (Ukr. Kum ta kuma are godparents of one godchild in relation to each other, as well as to the parents of the godchild), restaurant «Любов та Люди» (Ukr. Love and People), restaurant «Будинок Великого Дива» (Ukr. House of the Great Wonder), restaurant «Батьківська хата» (Ukr. Parent's house), restaurant «Рідна хата» (Ukr. Native house), restaurant «DOM» (Ukr. House), restaurant «Druzi» (Ukr. Friends, given in Latin script), restaurant «Душа» (Ukr. Soul), restaurant «Як на крилах» (Ukr. As on wings, the first word was given in Latin Script);

– the names of restaurants, cafes, fast food places with an indication of the food:

«Борщ» (Ukr. Borsch), «Василеві пироги» (Ukr. Basil's pies), «Карамель» (Ukr. Caramel), cooking «Ковбаска» (Ukr. Sausage), «Хінкальня» (Ukr. Khinkalnya), «Хачапурі і вино» (Ukr. Khachapuri and wine), «Пиріжки» (Ukr. Pastries);

– names of restaurants, cafes, pubs with an indication of drinks:

«Компот» (Ukr. Compote), «Первак» (Ukr. Pervak), Beer House, Whisky Corner, «Пивна дума» (Ukr. Beer thought);

– names of coffee shops with the word coffee:

«Дом кофе» (Ukr. House of coffee), «Кава та троянди» (Ukr. Coffee and roses), «Арома Kava» (Ukr. aromatic coffee, given in Latin Script), «Latte Coffee & Desserts», «More Coffee Inside», «Prostir Kavu» (Ukr. Coffee space, given in Latin Script), «Пан Кавоман» (Ukr. Mr. Coffeeman), «Клясна кава» (Ukr. Super coffee), «Файна кава» (Ukr. Good coffee);

– lexemes indicating the elements of dishes:

«Три вилки» (Rus. Three forks), «Кувшин» (Rus. Jug), «Videlka» (Ukr. A fork, given in Latin Script), «Глек» (Ukr. Pitcher);

– names with an indication of natural realities:

hotel-restaurant «Гірський струмок» (Ukr. Mountain stream), hotel-restaurant «Джерело» (Ukr. Source), café «Небо» (Ukr. Sky), restaurant караоке-бар «Ozero» (Ukr. Lake, given in Latin Script);

– the use of plant names with a positive connotation:

restaurants «Апельсин» (Ukr. Orange), «Мандарин» (Ukr. Tangerine), «Імбир» (Ukr. Ginger), «Калина» (Ukr. Guelder rose or Viburnum), «Клюква и Брюква» (Ukr. Cranberry and Beetroot), «Червона калина» (Ukr. Red viburnum), «Mimosa», «PERETS» (Ukr. Pepper, given in Latin Script), «Olivka» (Ukr. Olive, given in Latin Script, diminutive form), «Троянда» (Ukr. Rose);

– names of fish, birds, animals with a positive connotation:

restaurants «Риба Пила» (Ukr. Saw fish), «Белая акула» (Ukr. White Shark), «Голодна пташка» (Ukr. Hungry bird), «Алігатор» (Ukr. Alligator), «Зозуля» (Ukr. Cuckoo), «Косатка» (Ukr. Killer whale), «Птаха» (Ukr. A bird), «Золотий лев» (Ukr. Golden lion), «Хамелеон» (Ukr. Chameleon), night club «Чорний кіт» (Ukr. Black cat), restaurants «Очеретяний кіт» (Ukr. Reed cat), «Mister Cat», «S-

elephant», «Gorilla», «Дю Лонг' (дев'ять драконів)» (Ukr. Du Long (nine dragons)), «Ішак» (Ukr. Donkey), «Чорне порося» (Ukr. Black pig), «Ахіллес і Черепаха» (Ukr. Achilles and the Tortoise), restobar «Канарейка (Канарейка)» (Ukr. Canary), café «ЧИК-ЧИРИК» (Ukr. ЧИК-CHIRYK is a sound-imitation of bird singing).

As the most frequently used grammatical construction, it is necessary to note the word combination adjective + appellative:

restaurants «Царське село» (Ukr.: Tzars village), «Пузата хата» (Ukr.: A pot-bellied house), «Silk Road», «Остання Барикада» (Ukr.: The Last Barricade), «Білий налив» (Ukr.: White pouring), «П'яна вишня» (Ukr.: Drunk cherry), «Товста качка» (Ukr.: Fat duck).

Fast food has become very popular not only in Europe, but also in Kyiv:

not just «Шаурма» (Tat.: Shawarma), «Чебуреки» (from the Crimean Tatar çübere – Chebureks), «Міністерство чебуреків» (Ukr.: Ministry of Chebureks), «Міністерство шаурми» (Ukr.: Ministry of shawarma). Modern fast food cafes: «Samandardoner», «5K FastFood», «Kartofan» (Ukr. colloquial: Potato), «Gremio Grill», «Philadelphia», «PITA KYIV», «Дрова» (Ukr.: Wood), «Dolce&Salato» (Ital.: Sweet&salty), restaurant «Два Гуся» (Ukr.: Two Geese), cafe bar «ЧарХутір» (Чарівний хутір) (Ukr.: A charming village), pizzeria «Хешбраун» (Hashbrown – given in Cyrillic script), bar «Dogz&Burgerz».

According to the law of economy of linguistic efforts, we observe a process of simplification of compound nouns in favor of one-word names, and among one-word names – in favor of one- or two-syllable names.

The names of various ergonyms of appellative origin can be explained using an independent part of speech, a combination of two or more independent parts of speech, a combination of independent and auxiliary parts of speech, or only a substantive exclamation.

3.5 The main morphological distinguishing of the ergonyms

Depending on the morphological expression of the main word, nominal, verbal and adverbial groups are distinguished from among the words-ergonyms and phrases-ergonyms.

The following main subgroups are distinguished from among the nominal ergonyms:

– nominal: single-component nouns:

hotels «Діброва» (Ukr. Oak wood), «Восход» (Rus. Sunrise), «Дружба» (Ukr. Friendship); nominal phrases, where the noun is the main word with which other parts of speech are combined: hotels «Елки-палки» (Ukr. Stick Christmas trees, colloquial), «Коттедж с сауной» (Rus. Cottage with sauna), «Золоті ворота» (Ukr. Golden Gate), «Домашній затишок» (Ukr. Home comfort), «Під стріхою» (Ukr. Under the roof), «Твій кут» (Ukr. Your corner);

– adjectival:

restaurant «Козацький» (Ukr. Cossack);

– numerals:

hotel-restaurant «Zero»;

– pronouns:

restaurant «Всі свої» (Ukr. All their own), cafe «El Solo» (Span. He alone);

– verbal:

cafes «Заходь» (Ukr. Come in), «Ne speshi» (Rus. Take your time, given in Latin Script);

– adverbial:

cafe «Смачно» (Ukr. Deliciously);

– combination of an adverb + a prepositional phrase:

cafe «Далеко від жінок» (Ukr. Far from wives).

As for incomplete parts of speech, exclamatory PNs are substantivized, which are conditionally divided into proper exclamations (cafe «Welcome», «Holà! » (Fr.:

Hello), «Merci» (Fr.: Thanks), «Plau» (Cat.: Place)) and sound-imitation names (cafe «Ням-ням» (Ukr.: Yum Yum is a sound-imitation of eating process)).

One-component formations can function both in the form of the singular (cafe «Ласун» (Ukr. Sweet tooth), restaurant «Аристократ» (Ukr. Aristocrat)), and in the form of the plural (cafe «Тропіки» (Ukr. Tropics)).

Among the one-component names of objects, the lexemes that express the external characteristics and qualities of people, their passions are used: cafes «Лідер» (Ukr. Leader), «Ласунка» (Ukr. Gourmand), «Ласун» (Ukr. Sweet tooth).

Two-component ergonyms are represented by such models:

– appellative + appellative, where appellatives are noun + noun:

restaurant «Казан-диван» (Ukr.: Cauldron-sofa), «Хата рибачка» (Ukr.: Fisherman's hut), cafes «Любовь-Морковь» (Ukr.: Love-Carrot), «Фунт изюма» (Ukr.: A pound of raisins), «Планета Суши» (Ukr.: Planet Sushi);

– appellative + appellative, expressed by nouns connected with conjunctions:

cafes «Кава та троянди» (Ukr.: Coffee and roses), «Чай і кофе» (Ukr.: Tea and Coffee), «Гра з вогнем» (Ukr.: Game with fire), restaurants «Пирогои та друзі» (Ukr.: Pies and friends), «Клюква і брюква» (Ukr.: Cranberries and turnips), «Rebra & Kotlety» (Ukr.: Ribs & Cutlets, given in Latin script), «Steak & Grill», «Охота на овец» (Rus.: Sheep hunting), «Рыба в огне» (Rus.: Fish on fire);

– ergonymic term + appellative, where the appellative is a noun:

cafe «Pizza House», restaurant «Forest Club», restaurant «Home Pizzeria»;

– attribute + noun:

«Barhat cafe»; restaurants «Батьківська хата» (Ukr.: Parents' house), «Гірський струмок» (Ukr.: Mountain stream), «Рідна хата» (Ukr.: Native house), «Старий пруд» (Ukr.: Old pond);

– numeral + noun:

coffee shop «Два гуся» (Ukr. Two geese), coffee house «Три товарища» (Ukr.: Three comrades), restaurants «Чотири корчми» (Ukr.: Four inns), «Три вилки» (Rus.: Three forks);

– pronoun + noun, where the pronoun indicates belonging:

cafe «Наш двір» (Ukr.: Our yard);

– verb + verb:

cafe «Сели & съели» (Rus.: Sat down & ate).

There are names, containing adjectival components new/old + appellative (or onym):

cafe «Старый шансон» (Rus.: Old chanson), restaurants «Старая клюшка» (Rus.: Old stick), «Старый замок» (Rus.: Old castle), «Старий Томас» (Ukr.: Old Tomas).

The nominations in the form of persistent phrases with a connotative color of romance are also used: cafe «Північне сяйво» (Ukr.: North Light). The reference component is usually a noun because it names the object to which the adjective or other part of speech is related.

Names formed by metaphorical, metonymic transfer are also multi-component ergonyms "with a semantic shift" or "symbolic motivation":

restaurants «Острів скарбів» (Ukr.: Treasure Island), «Большая медведица» (Rus.: Big Dipper), «Містерія Здоровий Глузд» (Ukr.: The Mystery of Common Sense).

Multi-component names include ergonyms formed by combining three or more words. To create them, syntactic methods of nomination are used. Ergonyms have meaning and are legally attached to certain objects, therefore, they are "full-fledged nominative units".

Names, consisting of three or more words can also contain an ergonymic term: cafe «Світ кави та чаю» (Ukr.: The world of coffee and tea).

3.6 Ergonyms-abbreviations

Abbreviations as names have become widespread in many languages. The abbreviation became widely used in the language in the 10-20s of the 20th century. However, until the 1930s, there were no clear rules for abbreviations constructing. In the 80s and 90s, the language returns to free formations, when individual letters or sounds are arbitrarily taken from each word or the most important words of the full name. Names, determining the direction of activity, location and other features of enterprises or organizations are often cumbersome, therefore inconvenient to use, need to be shortened, but with the maximum possible preservation of meaning. The only convenient way out of this is the formation and use of abbreviations. Saving language means and language efforts is determined by the needs of the development of modern society, its social transformations, the development of science, economy and culture. One of the ways to achieve this saving is through the elimination of informationally redundant elements (Korunets, 2001). Concise forms simplify perception during the growing volume of information. The use of ergonymic abbreviations in the language is more convenient than the use of a full, cumbersome name. For the creation of abbreviations at first, to have a single meaning; secondly, to have sufficient frequency, thirdly (this is related to the second condition), to be socially significant, important for those individuals, groups that use this phrase. N. M. Lesovets noted that the main method of creating ergonyms in Luhansk is lexical-semantic, represented by onymization and transonymization. An abbreviation also appears in a productive way (Liesovets, 2007). As for the ergonyms of the city Kyiv for the designation of food establishments, this method of creation is not very productive. Among the abbreviations, the initial abbreviations were recorded: restaurant «НБР» (Нью Бомей Пелас) – New Bombay Palace in Cyrillic script; restaurant «ЖЧЛ – Життя чудових людей» (Ukr.: The life of wonderful people).

Conclusion

So, the practical analysis of the etymological and word-forming structure of the formation of modern ergonyms of the city Kyiv confirms the existence of two main methods of formation: transonymization of onyms and onymization of appellatives.

The processes of transonymization assume the transition of PN from one onymian field to the another. Among the onymian ways of ergonyms formation, the leading ones are anthroponymian and toponymian. Both simple and complex onyms are transonymized, including mythonyms, poetonyms, pragmatonyms, anthroponyms, oronyms, choronyms.

Onyms are used in naming independently, as well as in combination with appellatives, where the appellative designates an object, and the onym indicates belonging to a person or a place. Prospects for further research can be seen in the comparative and typological analysis of ergonyms based on the material of languages of different structures.

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Функціонально-семантичні прояви ергонімів у сучасній українській мові (на прикладі закладів громадського харчування міста Києва)

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Власні назви посідають важливе місце в будь-якій мові, вони швидко реагують на різноманітні зміни в суспільстві, відображають різні історичні, економічні, соціальні та ідеологічні впливи, змінюють своє семантичне наповнення внаслідок змін у різних аспектах культурно-історичного розвитку. Проблема збирання, систематизації та опису власних назв виникла в українській ономастиці у зв'язку з різким збільшенням їх кількості наприкінці минулого століття і потребує впорядкування та всебічного вивчення. Українські мовознавчі дослідження містять дослідження ергонімів окремих регіонів. Але ергоніми Києва активно змінюються під впливом екстралінгвістичних факторів і потребують спеціального дослідження. Матеріал цього дослідження включає 3500 назв закладів громадського харчування, зафіксованих протягом 2022–2023 років у Києві. У статті проаналізовано семантичні прояви ергонімів Києва на позначення закладів харчування. Висвітлено чинники, що сприяють створенню таких ергонімів, виявлено основні структурно-морфологічні особливості таких ергонімів. Особливу увагу приділено джерелам і способам запозичення ергонімів Києва. Наукова новизна роботи полягає в тому, що вперше ергоніми розглянуто як елемент ономастичної системи та одиницю ономастичного простору міста Києва. Запропоновано типологію ергонімів та їхній статистичний опис за структурою і походженням, що включають і фіксацію графіки (латинізацію, графічну деконструкцію тощо).

Ключові слова: власна назва, ергоніми, заклад громадського харчування, семантика, структура.