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SPECYFIKA NAZW HOTELI W RÓŻNYCH REGIONACH ANGLII

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Adnotacja. Celem artykułu jest analiza nazw hoteli zebranych w południowych i północnych regionach Anglii, Londynu i okolic w ciągu ostatnich dwudziestu lat, według ich cech leksykalnych, semantycznych i strukturalnych.

Badania przeprowadzono za pomocą takich metod naukowych jak opisowy, arealny i statystyczny.

Badanie obejmuje 793 tytuły. Większość nazw jest w języku angielskim. Główny sposób tworzenia nazw na południu i północy Anglii – widapelatywny, w Londynie i jego okolicach – widonimowy. Podjęto próbę klasyfikacji ergonimów. Nazwy obiektów hotelarskich są warunkowo podzielone na podgrupy. Analizowane tytuły mają pozytywną kolorystykę stylistyczną i pełnią funkcję reklamową. Wśród nazw ottonimowych analizowane są ergonimy utworzone przez transonimizację antroponimów, toponimów, mitonimów, poetonimów i pragmatonimów. Najliczniejsze są nazwy ottonimiczne i widantropimiczne.

Słowa kluczowe: ergonim, toponim, antroponim, transonimizacja, apel, jednostka leksykalna, nazwa zapożyczona.

SPECIFICATION OF HOTELS NAMING IN DIFFERENT REGIONS OF ENGLAND

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Abstract. The purpose of the article is to analyze the names of hotels collected in the southern and northern regions of England, the city of London and its surroundings during the last twenty years, according to their lexical, semantic and structural features.

The research was carried out using descriptive, areal and statistical scientific methods.

Research covers 793 names. Most of the names are given in English. The main method of names' formation in the south and north of England is appellativian, in the city of London and its surroundings is onymian. An attempt to classify these ergonyms is made. Names of objects are conditionally divided into subgroups. The analyzed names have a positive stylistic colour and perform an advertising function. Among onymian names, ergonyms formed by transonymization of anthroponyms, toponyms, mythonyms, poetonyms and pragmatonyms are analyzed. Toponymian and anthroponymian names are singled out as the most numerous among onymian ergonyms.

Key words: ergonym, toponym, antroponym, transonymization, appellative, lexical unit, borrowed name.

СПЕЦИФІКА НАЗВ ГОТЕЛІВ В РІЗНИХ РЕГІОНАХ АНГЛІЇ

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Анотація. Метою статті є аналіз назв готелів, зібраних у південних та північних регіонах Англії, місті Лондон та його околицях протягом останніх двадцяти років, за їх лексичними, семантичними та структурними особливостями.

Дослідження проводилось за допомогою таких наукових методів як описовий, ареальний та статистичний.

Дослідження охоплює 793 назви. Більшість імен подано англійською мовою. Основний спосіб утворення назв на півдні та півночі Англії – відапелативний, у місті Лондоні та його околицях – відонімний. Зроблено спробу класифікації ергонімів. Назви об'єктів готельного бізнесу умовно поділено на підгрупи. Проаналізовані назви мають позитивне стилістичне забарвлення та виконують рекламну функцію. Серед відонімних назв аналізуються

ергоніми, утворені шляхом трансонімізації антропонімів, топонімів, міфонімів, поетонімів і прагматонімів. Від-топонімні та відантропонімні назви є найчисельніші.

Ключові слова: ергонім, топонім, антропонім, трансонімізація, апелятив, лексична одиниця, запозичена назва.

Introduction. The increased interest of researchers in the study of ergonyms – the names of objects of various types of human activity, the peculiarities of their occurrence, interaction with other classes of onyms and functioning is explained by the increase in the number of objects of various fields of activity, which include the names of objects of the hotel business. In Ukrainian linguistics of the late 20th and early 21st centuries, many works appeared in which the main direction of ergonyms' studying is the areal. Today, we have thorough dissertation works dedicated to the study of the names of different regions of Ukraine. O.O. Belei analyzed in detail the firmonyms of Transcarpathia (Белей, 2000); Yu.I. Didur, using the example of the names of ergonyms, recorded in large cities of different countries, conducted a comparative analysis (Дидур, 2015); N.V. Kutuza studied the ergonyms of the city Odessa (Кутуза, 2003), N.M. Lesovets examined the ergonyms of Luhansk (Лесовець, 2007), O.M. Sydorenko devoted her research to nomination processes in the polylingual ergonymiya of Donetsk region (Сидоренко, 2013), M.M. Tsilina studied the names of Kyiv (Цілина, 2006).

Ergonyms, primarily their structural and semantic features, are actively investigated by other European scientists, research is carried out on the material of various languages. A. Lewandowski studies Polish firmonyms (Lewandowski, 1992). The works of I. Horecky (Horecký, 1994) and P. Odalosh (Odalosh, 1995) are devoted to firms' names of Slovakia.

The development and functioning of ergonyms are also studied in numerous works of such German researchers as: Angelica Bergien (Bergien, 2010, 2017), Antje Lobin (Lobin, 2017), Ingrid Spitzner (Spitzner, 2017), Dieter Stelmacher (Stelmacher, 2017), Elke Roneberger-Siebold (Roneberger-Siebold, 2015) and others. At the same time, taking into account the available scientific research, we can state that certain subclasses of ergonyms have not yet been sufficiently investigated. This subclass includes service names – objects of service provision, the need to study which determines the urgency of the submitted work.

The purpose of the work is to analyze the names of hotel business objects, recorded in different regions of England during the last twenty years, according to their lexical, semantic and structural features.

Main part. The proposed study was conducted on the material of names, recorded during 2000–2020 in the south of England – in the cities of Brighton and Bristol, in the north of England – in the cities of Liverpool and Manchester, and in the capital of England and Great Britain – the city of London and its surroundings.

Names of hotels in London and region

Multimillionaire London, which is called the global capital, is the pearl of touristic Britain. Hotels, both luxurious and expensive or small, so-called B&B (Bed and Breakfast) where the hosts offer a room with a bed and breakfast, are usually not a problem.

The study covers 181 names. The main ways of forming hotel names are onymian (by transonymisation from onyms) – 65% and appellativian (by onymisation from appellatives) – 35%. During the onymian formation of the names of objects of the hotel business, transonymization into ergonyms occurs mainly from toponyms (about 27%). Transonymized anthroponyms account about 19%. The number of names transonymized from other classes of onyms amounts to 19%. Names with appellativian origin make about 35% of the total number.

In the subgroup of transonymized toponyms, which includes 49 names or 27% of the total number, the following structural models can be distinguished:

- transonymized toponyms indicating the object's state affiliation: *Britannia Hotel, Britannia International Hotel*;

- single city choronyms and word combinations with choronyms denoting location near famous London tourist spots: *Bloomsbury Palace Hotel, Buckingham Palace, Kensington Hostel, Sohostel*;

- names which are related to topographic objects located on the territory of the United Kingdom: *Cardiff Hotel, Dover Castle, Norfolk Plaza Hotel, Nayland* (Nayland is the village, situated on the border between Suffolk and Essex in England);

- transonymized toponyms which are not related to the certain area and name well-known places, cities and countries of the world: *Sidney Hotel, Wellington Hotel, Waterloo Hub Hotel & Suites* (Waterloo is a village on the territory of modern Belgium, the place of the last great battle of Emperor Napoleon the Ist).

Among the transonymized anthroponyms, 34 names or 19% of the total number are counted, and the following structural models are distinguished:

- transonymized single anthroponyms, which are attractive female and male names, names of the members of the royal family: *Alexandra Hotel, Elizabeth Hotel, Enrico Hotel, George Hotel, Victoria Inn*;

- transonymized anthroponyms, which are names or surnames of prominent personalities: *Cromwell Crown* (Oliver Cromwell was an English statesman and commander, leader of the English Revolution), *Ruskin Hotel* (John Ruskin was an English writer, artist, art theorist, literary critic and poet), *Tudor Court Hotel* (Tudors were the royal dynasty of England in 1485–1603), *The Mandeville Hotel* (Bernard de Mandeville was an English philosopher, satirical writer and economist);

- transonymized anthroponyms which are the owners' surnames: *Clayton Hotel, The Rochester Hotel*;

- transonymized anthroponyms which are the names of saints: *St. Christopher's Inn, St. David's Hotel, St. James' Court, St. Paul's Hotel*.

Among the names formed from other types of onyms, the following subgroups have been found:

- a single transonymized mythonym: *Mercure*;
- title names: *Duke of Leinster, Lords Hotel, Pasha*;
- transonymized pragmatonyms which are the names of well-known brands to denote worldwide hotel chains: *Citizenm, Hilton, Holiday Inn, Ibis, Jumeirah, The Langham London, Marriott Hotel, Premier Inn, Safestay, Travelodge, Yha*.

Among the hotel names of appellativian origin, the following subgroups have been selected:

- names indicating comfortable conditions, quality and additional services: *Best Western Hotel, Lido* (the presence of an outdoor pool), *Safestay* (security of residence);
- names indicating the location: *Central Park Hotel, The Westbridge Hotel, The Tower, The Marble Arch*;
- names formed from the names of plants with a positive connotation: *Double tree, Mayflower Hotel*;
- names formed from the names of birds and animals with a positive connotation: *Beaver Hotel, Pelican Hotel & Residence, Wombats City Hostel*;
- names indicating a connection with the royal past and present: *Kings Cross, Queens Park Hotel, Royal Garden Hotel*.

The group of hotels' names in London with foreign language origin is only 3% of the total number of names. Fixed names are borrowed from:

- French: *De Vere Devonport House, Grand Royale, Le Meridien Piccadilly*;
- Italian: *Como Metropolitan, Como the Halkin* (where *como* is *as*).

The specifics of hotel names in the South of England

The study includes 220 names, fixed in the cities of Brighton and Bristol. The main ways of hotel's names' formation are appellativian (70%) and onymian (30%). With the onymian formation of the names of hotel business objects, the transonymization into ergonyms occurs mainly among toponyms (about 21%) and anthroponyms (about 5%). The number of names transonymized from other classes of onyms amounts 4%.

In the subgroup of transonymized toponyms, which includes 46 names or 21% of the total number, the following structural models can be distinguished:

- transonymized toponyms, indicating the object's state affiliation: *Royal Albion Hotel, Britannia Study Hotel*;
- toponyms which have a certain relation to the area: *My Brighton, The Grand Brighton, Bristol Harbour Hotel & Spa*;
- names which are located within the United Kingdom: *Mendip Spring Golf Club* (де Mendip – a local government area of Somerset in England), *Norfolk Guest House, York Place*;
- transonymized toponyms which are not related to the certain area and name well-known places, cities and countries of the world: *Amsterdam, The Washigton, The Wellington, Portland Apartments*;
- transonymized hydronyms and word combinations with hydronyms: *Avon Gorge, Avonside Cottage*.

Among the transonymized anthroponyms, 11 names or 5% of the total number were counted, the following structural models were distinguished:

- transonymized anthroponyms, which are surnames of prominent personalities: *Drakes, The Cromwell your Apartment, Winston Manor*;
- transonymized anthroponyms, which are names or surnames of owners of the establishments: *Felix Lodge Apartment, Hamilton Apartment, Maison Ville, Rodney Hotel*;
- transonymized anthroponyms, which are the names of members of the royal family: *Victoria Square Hotel, Victoria Inn*.

Among the names formed from other types of onyms, the following subgroups have been found:

- transonymized mythonyms: *Mercure Bristol Holland House, Mercure Bristol Brigstow Hotel* (Меркурий – in ancient Roman mythology the patron god of trade);
- transonymized poetonym: *Goblin Coombe Glamping*;
- transonymized pragmatonyms which are the names of well-known brands to denote worldwide hotel chains: *Hilton, Holiday Inn, Ibis, Malmaison Hotel, Premier Inn, Travelodge*.

Hotel names of appellativian origin are divided into the following subgroups:

- names, indicating the location: *Beach House, Kempfield House, Meadow Cottage*;
- attractive names, indicating comfortable conditions and quality of services: *A Room with a View, Legends House, The Rising Sun, The Angel Inn*;
- names with undisguised information about the type of activity of the persons for whom they are intended: *Artist Residence Brighton, Hunters Rest Inn, Jurys Inn*;
- names, referring to the building: *Old Church Farm, Portcullis Hotel* (Portcullis – lowering bars for the gates of the fortress), *The White House*;
- names, related to the royal family: *Imperial, Kings Hotel, Queens Hotel, Royal Albion Hotel*;
- names formed from the names of plants with a positive connotation: *Acorns Guest House, Double tree, Thistle, Willow Court Lodge*;
- names formed from the names of birds and animals with a positive connotation: *The Bear and Swan, The Crafty Cow, The Horseshoe*.

The group of hotels' names in the south of England with foreign language origin is only 3% of the total number of names (6 units). Fixed names are borrowed from:

- French: *Hotel du Vin* (a little of wine);
- German: *New Steine* (new stones);
- *Alderman Apartment* – a term of Anglo-Saxon origin for a noble ruler of a county, after the Norman invasion was replaced by the word sheriff.

Specifics of hotel names in the North of England

The study counts 392 names recorded in the cities of Manchester and Liverpool. The main ways of forming hotel names are appellativian (73%) and onymian (27%). During the onymian formation of the names of hotel business objects, the transonymization into ergonyms takes place mainly of toponyms (about 12%) and anthroponyms (about 8%). The number of names, transonymized from other classes of onyms amounts to 7%.

In the subgroup of transonymized toponyms, which includes 48 names or 12% of the total number, the following structural models can be distinguished:

- transonymized toponyms indicating the object's state affiliation: *Britannia Adelphi*, *Britannia Manchester*, *Britannia Country House*;
- toponyms which have a certain relation to the area: *Didsbury House Hotel* (Didsbury – a suburb of Manchester), *Manchester Hall*, *The Liverpool Inn*, *Trafford Hall Hotel* (Trafford – a district in Manchester);
- names which are related to topographic objects located on the territory of the United Kingdom: *The Bridewell* (a palace in London, the residence of King Henry the VIII), *The Newsham Guest Rooms* (Newsham is a village in North Yorkshire, England), *Wilmslow Park* (Wilmslow is a town in England);
- transonymized toponyms which are not related to the certain area and name well-known places, cities and countries of the world: *Landsdowne* (a town in India), *Martindale House* (Martindale is a city in Texas, the USA), *The Kingscliffe Guesthouse* (Kingscliffe – a coastal city in Australia).

Among the transonymized anthroponyms, 33 names or 8% of the total number were counted, and the following structural models were distinguished:

- transonymized anthroponyms are names or surnames of prominent personalities of the past: *Milton Manchester Hotel* (John Milton is an English poet and politician of the 17th century), *The Lowry Hotel* (Sir Thomas Lawrence is an English artist who gained fame as a fashionable portraitist of the Regency time), *The Abel Heywood* (Abel Heywood is the mayor of Manchester, the hotel is located next to the town hall building, on which the largest bell also has the name of the mayor of Manchester – Great Abel. Haywood laid the last stone in the construction of this town hall), *Lord Nelson*;
- transonymized anthroponyms are surnames of outstanding personalities of today: *John Lester & Eddie Colman Courts* (a famous American baseball player and an English football player), *The Nadler* (an American politician), *Crowne Plaza John Lennon Airport*;
- transonymized anthroponyms, which are names or surnames of owners of the establishments: *Ashton House Hotel*, *Max Serviced Apartment*, *Sir Tomas Hotel*, *Sheil Suites*;
- transonymized anthroponyms, which are names of members of the royal family, both past and present, surnames of royal dynasties: *Albert Court*, *Prince Alfred*, *The King Harr yBar & Hostel*, *Victoria Park Hotel*;
- transonymized anthroponyms, which are names of saints: *St. Hilda Hotel*, *St. Anns Square Apartments*.

Among the names, formed from other types of onyms, the following subgroups have been found:

- transonymized group names, names of musical groups: *Beatles Apartment*, *Pendulum* (Australian drum-and-bass band), *Rem Hotel* (Rem – American rock band);
- transonymized sportonyms: *Everton* (English professional football club from Liverpool), *The Knowsley* (a professional women's football club from Liverpool), *The Rams Lodge* (Rams – professional American football club from the city of Los Angeles);
- a transonymized mythonym: *Mercure Manchester Piccadilly*;
- a title: *Chancellors* – a honorary title, a position in a number of countries of the world;
- transonymized poetonym: *YellowSub* – the name of a famous song;
- transonymized filmonyms: *Gotham* (American crime television series), *Hallmark Inn* (the name of an American TV channel), *Muligans of Deansgate* (Muligans – Canadian romantic drama film);
- name of the ship: *Titanic*;
- transonymized pragmatonyms: *Cocoon@International Inn* (Cocoon – women's clothing brand), *Stanley Park Hotel* (Stanley – a brand of hand tools), *The Dolby Hotel* (Dolby – an American record company);
- transonymized pragmatonyms which are the names of well-known brands to denote worldwide hotel chains: *Hilton*, *Holiday Inn*, *Ibis*, *Malmaison Hotel*, *Premier Inn*, *Travelodge*.

Hotel names of appellativian origin are divided into the following subgroups:

- names, indicating the location: *Airport Hotel*, *Castlefield*, *Gardens Hotel*, *Town house Hotel*;
- names, indicating comfortable conditions and quality of service: *Deluxe Apartments*, *Dream house Apartments*, *The Beauty Rooms B&B*, *Snooze*, *Sweet Homes*;
- names, formed from the names of plants with a positive connotation: *Golden Tulip*, *Hawthorn*, *The Thistlewood*, *The Maple Hotel*;
- names, formed from the names of animals with a positive connotation: *The Black Lion Hotel*, *The Bull's Head*;
- names, connecting with the sports direction: *Football Hotel*, *Formule 1*, *Soccer Suite*;
- names, indicating a connection with the royal past and present: *Best Western Princess*, *Queens Guesthouse*, *Royal Chambers*, *The Crown & Anchor*.

The group of borrowed names of hotels in the north of England makes up 4% of the total number of names (14 units). Fixed names are borrowed from:

- French: *Le Bateau* (човен), *Verdene* (a municipality in France);
- Italian: *Campanile* (a bell tower), *Caro* (respected), *Casa da Anna* (Anna's house), *La Suisse* (Susie is there).

Table 1

Distribution of names of onymian and appellativian origin and borrowings of objects of the hotel business in regions of Great Britain

№	Region	General number	Onymian names, %	toponyms, %	antroponyms, %	other onyms, %	appellativian, %	borrowings, %
1	London	181	65	27	19	19	35	3
2	Southern England	220	30	21	5	4	70	3
3	Northern England	392	27	12	8	7	73	4
	Total:	793						

Conclusions. The main way of forming the names of hotel business objects in the south and north of England is defined as the appellativian one, the city of London and its surroundings – the onymian. Among onymian names, toponymian and anthroponymian ones are singled out as the most numerous.

A lot of ergonyms have been created by the way of transonymization from mythonyms, poetonyms, pragmatonyms, as well as from the names of musical groups, films, sports teams, titles. In the group of appellativian ergonyms, the names with an undisguised indication of the type of activity, quality of living conditions, location, names of plants, animals, birds, with a positive connotation, names, indicating a connection with the royal past and present, borrowings from other languages have been recorded.

All the hotel names are positive, orthographically uncomplicated lexemes that are understandable to both English and foreign-speaking visitors.

Further study of the specifics of the emergence of ergonyms consists in a comparative analysis of the names of hotel business objects of different regions in different countries, as well as in comparison with objects of other types of activity.

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