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TRANSONYMIZATION AS REVITALIZATION: OLD TOPONYMS OF SPLIT*

The paper deals with ancient toponyms of Split, a city in the centre of the Croatian region of Dalmatia. Along with numerous monuments of spiritual and material culture, toponyms are part of the two-thousand-year-old city's historical heritage. Split in particular abounds with sources that provide valuable information concerning ancient toponyms. In terms of the study and preservation of toponymy, three basic sources are crucial: the living oral tradition, written records, and old charts — mostly cadastral plans. In addition to researching, recording, documenting, and publishing Split's ancient place names through toponomastic, geographical, and town planning studies, toponymic heritage preservation is also implemented through the direct use of the names in everyday life. One of the ways of such revitalization of Split's ancient place names is their transonymization into the category of chrematonyms, i.e. their secondary use as names of institutions, shops, restaurants, schools, sports associations and facilities, bars and coffee shops, cemeteries, and so on. The present paper provides a classification and etymological analysis of detoponymic chrematonyms of Split. The authors propose measures to raise public awareness of the historical information conveyed by the names and raise some issues for consideration regarding further study of transonymization as a means of revitalizing local toponymic tradition.

K e y w o r d s: Croatian language, transonymization, toponyms, chrematonyms, etymology, revitalization, Split.

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1. The cultural heritage of Split

Cultural heritage is a very broad concept that covers not only visual arts (architectural heritage in particular) most clearly evident through tangible remains, but also literary, musical, theatrical and other types of heritage deserving careful research, protection and present-day evaluation. Toponymic heritage data — the traces and recollections of names of ancient localities, areas and settlements — also constitute intangible forms of heritage.

The Croatian city of Split in particular abounds with sources informing us about ancient toponyms. Three basic sources are crucial in the preservation of these sources: the ongoing life of tradition, written records, and old charts — mostly cadastral plans.

Living tradition is very strong and informs us of the names of Split's old neighbourhoods and areas. It was even more vibrant before the recent rapid urbanization. As might be expected, the reason for a strong living tradition can be found in the practices of the olden, predominantly farming population that preserved ancient names for their properties in various parts of Split's farming fields. There are sources that trace the usage of many names of modern-day areas of Split (such as *Marjan*, *Špinut*, *Skalice*, *Lovret*, *Kman*, *Pijat*, *Poljud*, and others) as far back as the early Middle Ages, whilst the names of some other areas trace their origin to early medieval edifices (*Sustipan*, *Sutrojice*, *Sukoišan*, *Supaval*, *Sućidar*, *Bene*, *Pojišan)*.

The written records of the names of ancient localities in Split are quite numerous. It is sufficient to analyse indexes of old document collections [Rački, 1877; CD] to gain an insight into the frequency of occurrence of these names as early as the Middle Ages. A particularly significant document among these historical sources is a list of lands of the Benedictine women's monastery dating from the 12th century, carefully analysed by V. Novak [1929]. This list contains ten ancient names of localities that still bear that same name or, in other words, preserve the tradition of the old locality's name, as well as sixteen toponyms and objects which have not yet been located.

Old charts and cadastral plans are especially valuable because they precisely define the geographical position of historical localities. Among many useful cadastral plans, one drawn up by Calergi in 1675 is the oldest known and the most valuable. The graphical source preserved in the National Archives in Zadar underwent basic analysis by L. Katić [1951, *71–96*], contributing to its more detailed interpretation from various aspects: topographic, historical, artistic, urbanistic, and, of course, onomastic. In addition to the identification and preservation of known and unrecognised historical edifices and roads, this cadastral plan also provides information about the names of some areas of Split not preserved in tradition, such as *Pod Remete* (the Croatian word *remeta* means 'sacristan'), used in relation to a monastery.

The toponymy of Split area has been researched by numerous archaeologists, historians, geographers, and in particular by philologists (most notably, by Petar Skok who made an exceptional contribution to the study of Split's onomastic heritage, see

[Skok, 1928; 1952; Novak & Skok, 1952] and other works). In addition to researching, recording, documenting, and disseminating old names through the practices of town-planning and geographical and toponomastic studies, the protection of toponymic heritage is also implemented through the modern-day evaluation of old names, that is through their direct usage in everyday life.

Historically, in the city of Split there has long been an interest in preserving traditional names in everyday usage, a task that has primarily depended upon researchers and cultural workers. In that sense, a significant role has been played by the County Commission for Street Naming whose goal in renaming the streets in Split has always been to preserve memories of old areas and places. Thanks to this Council, as many as 68 old toponyms are preserved in street names (such as *Pistura*, *Pujanke*, *Stagnja*, *Šperun*, *Škrape*, *Tabla*, etc.).

The revitalization of old toponyms has also been achieved by their transonymization into the category of chrematonyms, in the naming of institutions, shops, restaurants, sport facilities, etc. This helps the citizens of Split further their emotional connection to ancient names and respective places. This is also the most efficient way to avoid the oblivion of those extinct appellatives from which the toponyms have been formed,[1] and to re-enrich active vocabulary. Most elementary schools in Split are named after old city toponyms (*Bol*, *Dobri*, *Kman*, *Lučac*, *Marjan*, *Meje*, *Mertojak*, *Poišan*, *Skalice*, *Spinut*, *Sućidar*, *Trstenik*, and so on), as well as some hotels (*Marjan*, *Spinut*, *Split*), the student dorms (*Lovret*, *Spinut*), movie theatres (*Bačvice*, *Marjan*), city hospitals (*Firule*, *Križine*), most of city's pharmacies (*Dobri*, *Firule*, *Lučac*, *Marjan*, *Mertojak*, *Skalice*, *Spinut*, *Trstenik*, *Žnjan*), a shopping mall (*Dobri*), restaurants (*Lučac*, *Šperun*), fast food stands (*Pistura*, *Sirobuja*), bars (*Baluni*, *Pistura*, *Šperun*), and many sports facilities and clubs (*Baluni*, *Lubinski Porat*, *Marjan*, *Pistura*, *Spinut*, *Žnjan*).

However, there are no records of many bygone names of various localities in Split. In our article in the daily newspaper *Slobodna Dalmacija* from 1979 [Marasović, 1979], we pointed out this problem, referring, as an example, to an area of the city's western port *Dražanac*, named after its small bays (< Cro. *draga* 'small bay') separated by capes once present in that area (they are clearly seen in the plan of the city and its southern port drawn up by J. Santini in 1666). In that article we suggested the Commission rename a street or area after this toponym, so it might be preserved in the collective memory, which was done during the following renaming of streets — the street running along this port area still carries that name today. In one of our articles [Marasović & Marasović-Alujević, 2005, *150*], we also pointed out the need for the popularization of well-known old names accompanied by an explanation of their etymology to the wide audience so as to avoid misinterpretation, as is the case of the toponym *Bene*. Originally,

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[1] Split is the city in the centre of the Croatian region of Dalmatia. Although the standard language is Croatian, Čakavian dialect has been spoken for centuries, but nowadays has gradually vanished. Some of the old lexis is preserved in toponyms.

this toponym, derived from the hypocoristic form of the hagionym *Benedikt*, was the name of an early medieval church which was later directly adopted as the name of the respective area. Hypocoristics of such type occur very frequently in Croatian toponyms, especially in Split and Dalmatia in general, for example: *Bare < Bartul*, *Bone < Bonifacije*, *Duje < Dujam*, *Kleme < Klement*, *Šime < Šimun*, etc. In the case of the toponym *Bene*, the early demolition of the church and scattering of its remains resulted in the loss of collective memory regarding this sacred object. Thus, the public (including reports in the media) interpreted this toponym as a plural noun, and it is still used and declined in this way. It is only through the public dissemination of research into the newly discovered and restored church remains that this toponym will regain its original meaning.

2. Etymological analysis of toponyms

Those toponyms which have been formed throughout the past couple of thousand years in the geographical area of this mid-Dalmatian city have attracted the interest of researchers because of their linguistic diversity. However, an integral study of Split's toponyms has never been published. For this reason we have launched a research project supported by the Croatian Ministry of Science, Education and Sports and aimed at analysing toponymic sources in the area of the Split peninsula.

The project has thus far resulted in compiling a list and providing an etymological analysis of those toponyms that have been revitalized into the category of chrematonyms, which enables to preserve the names and to further an emotional connection between the ancient toponymic tradition and today's inhabitants of the city. This connection is well exemplified through the chrematonym *Marjan*, the name of a restaurant in France (perhaps motivated by the owner's sentiment), which originally refers to the hill that rises above the ancient centre of Split.

2.1. Toponyms of Romance origin

The interaction between the Romance and Slavic languages that marked the development of the local linguistic tradition left traces in the city's toponymy — we come across a significant number of toponyms of Romance origin which Croats adopted and adjusted to their phonological and morphological rules. Even if we exclude the place names derived from names of saints (*Sustipan*, *Sućidar*, *Supaval*, *Sukoišan*, *Sutrojica*, etc.), formed by combining Old Dalmatian (Romance) prefixes (*sut-*, *sta-*) with Croatian anthroponyms [Putanec, 1963], the majority of medieval toponyms on Split peninsula are of Romance origin.

The toponym **Baluni** refers to a bay inside the city port, Split's inhabitants connect this name to the dialectal noun *balun* originating from the Venetian word *balon* 'ball'. However, we believe that this toponym was created from the augmentative

form of the Latin noun *vallis* 'cove'. The substitution of the Romance short /ă/ with the Croatian short /ŏ/ dates from the time when Croats still lacked that sound in their phonological system, before the mid-7th century [Šimunović, 2008, *591*], and betacism *v > b* is also characteristic[2] that took place, at the latest, in the early Christian period [Holzer, 2011, *19*]. A sports club and a coffee house bear this name today.

Bol is a toponym created by semantic extension of the Latin word *vallum* which acquired the meaning of 'bulwark'. The substitution of sounds is the same as in *Baluni*. An elementary school is named after this toponym. Since the Croatian noun *bol* means 'pain' this toponym is not widely used.

Firule is a phytotoponym formed from the Latin name for the fennel bush (Lat. *Ferula communis*). This toponym was first mentioned in 1167 in the Capitular Cartulary in the form of "in *Ferule*," "in *ferulis*" [Katić, 1951]. The city hospital, a pharmacy and a sports facility bear this name today.

Gripe is a toponym derived from Lat. *grippa* 'whetstone, cliff', it was first mentioned as such in 1324: "terra capituli ad *Grippe*" [Smičiklas, 2, *56*]. An elementary school and a sports facility bear this name today.

Kman as a toponym is formed from the nominalized adjective *Cumanum*, and its usage was first recorded in 1119 as "ad caput de *Cumano*" [Šimunović, 2008, *589*]. An elementary school and a soccer association are named after this toponym.

Lora is a toponym first mentioned in the early Middle Ages, in 1030, as "terra de *Carbarola*," probably referring to a Roman landowner [Kostrenčić, 1967, *170*]. The first part of the word was later omitted and the second underwent metathesis — for now unknown reasons. According to Petar Skok [1952, *27*], *Lora* is a Latin derivation of the adjective *calvus* with two added Latin suffixes: *-arius* and *-alus*, meaning 'naked' and 'bald', which thus describes bare terrain. According to Katić [1956, *144*] the area of *Lagaronum* (now known as *Glavičine*) refers to present-day *Lora.* This toponym of Greek origin is also found in variations of "terra posita ad *Logarone*," "in *Lagarono*" (1338), and there is a reference to *Logorun* in the will of the Croatian writer Marko Marulić dated 1521. Skok believes that the Roman derivative was formed with the suffix *-one* from the Greek λαγαρός 'soft (when describing porous, soft ground)'. The naval academy of Split is named after this toponym today.

Lovret is a toponym first mentioned in 1020 as *Lauretum* [Kostrenčić, 1967, *58*]. According to Skok [1952, *26*], present-day pronunciation proves that *-et* is the reflex of the Latin suffix *-etum*, even though the Latin suffix *-etum* usually corresponds to the Croatian suffix *-ik* or *-ište* [Skok, 1972, *268*] (the Latin *lauretum* means 'bay plant'). A car dealership and a nursing home are named after this toponym.

There are various theories about the origin of the toponym **Manuš** related to an area in the northeast of the city. According to Skok [1952, *41*], this toponym is of pre-Roman origin, perhaps deriving from the name of the Manii, an Illyrian tribe that supposedly

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[2] Cf. the toponym *Balualta* from the Italian *valle alta* on the island of Lošinj.

populated the area before Romanization (cf. Lat. *Sinus Manius*, the Roman name of the Brač Channel). A more probable, in our opinion, theory is that the name originates from the Latin expression *puteus manus* meaning 'a good well'. An elementary school is named after this toponym today.

Marjan is a toponym first recorded in the testament of the Split prior Petar, in which the hill overlooking the city is mentioned as *Marulianus*: "Voleo et iubeo ut de ecclesia s. Joaniis terram unam ubi dicitur a Maruliani quam emi ab aunclo pro solidis quindecim..." Skok [1952, *19*] derives this name from the predial name *Marinianum*, i.e. from *fundus Marinianum*, the land of a certain Marinianus, probably an ancient inhabitant of Salona or Aspalathos on the southern slope of the hill Marjan. The form *Mrljan* (mentioned in the late 18th century [Smodlaka, 1946]), according to Šimunović [2008, *589*], is the result of dissimilation *nj — n > lj — n*. The present form *Marjan* also exhibits the Čakavian development of vocalic *r > ar*. The Slavic population misunderstood the Roman predial toponym which was used in various distorted forms. The present-day form of this toponym is now used as the name of a hotel, an elementary school, a movie theatre, a restaurant, a taekwondo club, a fishing association, and many other facilities.

Pistura is a toponym recorded in various medieval historical sources. It was first mentioned in 1222 as the name of the Benedictine monastery "in postures". G. Novak [1957, *526*] used this earliest attested form of the name to explain its etymology as the combination of *post* 'after' and *turris* 'tower' thus referring to an area 'behind the tower'. There is a written record of the land of St John de Posturio's church in 1234 [Smičiklas, 3, *394*], and another mention, dated 1359, which displays further distortion of the original toponym in the name of the city gate ("porta pisturiae"). The transition *o > i* misled Petar Skok who believed that this name originated from Lat. *pistorium* 'bakery'. This theory was later supported by P. Šimunović [2008, *592*]. However, Novak's etymology seems more convincing since we find similar toponyms in other Dalmatian cities, as well as medieval European cities in general. One of the south-western city gates in Zadar is named *Pusterla*, and two early medieval churches located next to this gate carried the same name: St Marija "*de Pusterla*" and St Ivan "de *Pusterla*". For the explanation of Split's *Pistura* we have to rely on toponymic analogies. In certain European cities, we find variations of the same toponym — *Posterla* and *Pusterla* — identical to that in Zadar. In Late Antiquity this toponym was already used to designate a small side door leading into the city [Battisti & Alessio, 1975, *3037*, *3038*, *3158*]. Battisti and Alessio derive this name from the Latin word *posterus* meaning 'the one coming after,' that gave many toponymic variations, such as *posteriola* in Ravenna, *pusterla* in Parma (identical to that in Zadar), *pusterla* in Lombardy, and *pistervula* in the Taranto idiom (the form closest to the toponym in Split). Battisti and Alessio believe that the toponym *posterula* is of Old Dalmatian origin [Ibid., *3038*]. The Split place name *Pisturna* fits in with the above etymology: the *Vrata od Pisture* 'Pistura Gates' were located below the western walls of Diocletian's Palace and served as the side

gates into the medieval city (the main entrance into the city was through the western gates of the ancient emperor's palace). Present-day traces of these medieval toponyms remain in the name of a street, coffee house, fast food restaurant and soccer club.

Plokite is a toponym formed from the Romance *placea* (cf. Greek πλάκα 'plate'), with the substitution of the Romance *ă* with the Croatian *ŏ* and, most probably, the addition of the suffix *-itta* (*plak(a) + itta*) [Šimunović, 2008, *592*]. An elementary school is named after this toponym.

Poišan derives from the Roman predial toponym *Pansianum* first mentioned in 1030 as "terra de *Pansiano*" [Kostrenčić, 1, *59*]. It was formed from the adjective of the gentilicium *Pensa* (+ *-ianum*) with the transition of the protonic /*ă*/ into /*ŏ*/ in the 8th century, and the later metathesis of the cluster *js > šj* [Šimunović, 2008, *587–599*]. An elementary school is named after this toponym today.

Poljud is a well-known toponym in Split today because the stadium of the famous soccer club Hajduk is named after the area where it is located. The name originates from Lat. *palus* > Ital. *palude* 'mud,' 'swampy area'. In a document dating from 1020 this toponym is mentioned as "locus prope *Palutum*" [Kostrenčić, 1, *59*]. Besides the above-mentioned stadium and affiliated sports facilities, this name is also used by a conference centre and a restaurant.

The toponym **Sirobuja** was firs mentioned in Split's notarial records in 1315 and 1323 in the form of *Siroboie*, *Serobullia*, *Serobuglia* (from the Venetian spelling *terra de Sirobulga*). It originates from Lat. *serpyllum* > **serbulu* 'breckland thyme' [Skok, 1952, *30*]. Today this name is carried by a fast food stand and a store.

Šperun is a toponym describing a part of the city's historical core. The name refers to the shape of the western semi-bastion that closed the city's defence wall in the southwest, which was erected in the mid-17th century. This was the first semi-bastion on the western side of the fort that resembled a boat prow. The toponym comes from the Venetian maritime term *sperone* 'ram of a boat, beak of a boat' [Marasović-Alujević, 2006]. The diminutive *speronzello* is attested in Venice from the 15th and 16th centuries in relation to a ram situated on a boat's prow. With the construction of the bastions this appellative also entered military terminology as a name for the wedge-shaped sections at the first and the last semi-bastions of the defence system. The term *šperun* originates from Ven. *speron* with the characteristic dialectal changes Ven. *on > un* [see Holzer, 2011, *29*] and Ven. *s > š*, as in many other similar cases (cf. Ven. *portone* > Split dial. *Portun*, Ven. *spina* > Cro. *Špina*, etc.). As of today, *Šperun* is also used as the name of a street, a restaurant, a coffee house and a travel agency.

Špinut is an area along the northern part of Marjan hill. The name originates from Lat. *spina* 'thorn' or *spinutum* 'bushes' and refers to the plants once covering the area. This toponym is first mentioned in the testament of prior Petar in the 11th century [Kostrenčić, 1967, *28*] in the form of "in *Spinuto*". Skok [1952, *39*] points out that the original form of this toponym was *Spinuntum*, and if we take into consideration that the present-day form derives from the Latin locative case *spinuti*, it is more probable

that Romans in Split used *Spinuntium*, in which *-un-* before the consonant *t* was later replaced by the Croatian *u*. Today the following objects are named after this toponym: a hostel, a marina, a pharmacy, an elementary school, a sailing club, a diving club and a maritime sports association.

Žnjan is an area with a very old name, dating from antiquity when the area was settled by retired Roman soldiers. It was first mentioned in 1090 in the list of St Peter's lands as *Zunano*, in 1301 as *Iugnano*, in 1370 as *Zgnano*, and in the list of Split toponyms from the 15th century as *Gisgnano* or *Zignano*. According to [Jelić, Bulić & Rutar, 1894] the name *Žnjan* originates from the Roman name *Geminianum*. However, more probable is Petar Skok's theory that *Žnjan* was a predial toponym interpreted as *praedium Iunianum* — that is 'Junijani's estate' — which is a derivative formed by the addition of the Latin suffix *-anus* to the Roman name *Iunius*. This occurred when the Latin unstressed *u* was omitted after turning into a semi-vowel, and the cluster *ni* was palatalized into *ń*. A pharmacy and a beach handball club use this name today.

The etymological meaning of the toponyms of Romance origin is now unclear for most inhabitants who tend to attribute to these names other meanings suggested by folk etymology. The toponym *Poljud* (< Lat. *pallude* 'swamp') is reinterpreted as related to Cro. *polje* 'field,' and *Baluni* bay (< Lat. *vallum* 'bay') — to the dialectal word *balun* 'ball'. In the same way, inhabitants relate the toponym *Žnjan* (< Lat. *Iunianum*) to the Croatian verb *žeti* 'to reap'.

2.2. Toponyms of Slavic (Croatian) origin

It is easier to identify the toponyms of Slavic origin.

As a toponym, **Lučac** is first mentioned in the list (the so-called "reambulation") of the lands belonging to the Archdiocese of Split, dated 1397. In the Latin version of this list there is a reference to a piece of land whose geographical location is described by a Latin and Croatian toponym: "in *Arcuzo* ubi slavice dicitur na luzaz" [Katić, 1956, *159*; Farlati, 1765, *343*]. This text, in which we recognize the name of the present-day area of *Lučac*, brings us to the conclusion that the respective Latin toponym was *Arcuzum* or *Arcutium*. There is evidence of the usage of this name in other historical sources such as, for example, the mention to one of Split's churches referred to as St Nicolas church "de *Arcuzzo*" [Farlati, 1765, *344*].

Previous explanations of this word's etymology are based on the presumption that the Latin form was the original one. Grga Novak [1957, *527*] thus points out that the present-day name of *Lučac* is "a Croatian translation of the Romance name". Novak, the author of the most comprehensive history of Split, assumes that this area was named after its architectural arches (Cro. *luk* 'arch' < Proto-Slavic *lǫkъ(jь)* 'curved,' 'bent' [Ivić, 1998, *51*]). But we accept the opinion of P. Petrić that *Lučac* received its name due to the natural arch-shaped stone ridge which still can be seen in aerial photos and topographic maps in spite of the area's urban development [Marasović-Alujević, 2007,

301]. An elementary school, a pharmacy, a Dalmatian singing group and a restaurant are named after this toponym.

The etymology of the other toponyms of Slavic origin is evident since they derive from easily identifiable Croatian nouns.

Bačvice is an area with a sandy beach, its name is now carried by an open-air movie theatre, a pharmacy and a restaurant. It received its name from a fort which protected the Split port in the past. In Calergi's map dated 1675, the fort was marked as "F. Di Botisele" (Cro. *bačvice*). This name is a diminutive plural form of the noun *bačva* ('barrel,' 'tun').

Blatine-Škrape (Cro. *blato* < Proto-Slavic *bolto 'mud'; Cro. *škrapa*, *ponikva* < Ital. *crepaccio* 'rift') is a part of the city which stands as witness to the symbiosis of Slavic and Romance languages in Croatian toponymy. A pharmacy and an elementary school are named after this toponym.

Brda is a city area whose name is motivated by the hilly terrain configuration (Cro. *brda* 'hills'). A pharmacy and an elementary school now bear the same name.

In Croatian toponymy, ***Brodarica*** refers to a location with a shipyard, dock or ships (Cro. *brod* < Proto-Slavic *brodъ 'ship'). A newly constructed residential and business complex is named after this toponym.

Dobri is a transformed elliptical two-part syntagm (*Dobri* < *Dobri izvor 'good well'). The name of this area refers to the local traditional belief that the Virgin Mary saved its inhabitants from plague twice (Cro. *dobar* 'good'), and also to an unpolluted-water springhead. Today a shopping mall and a pharmacy carry that name.

Dračevac is a name of one of Split's suburbs, this phytotoponym derives from *drača* < Proto-Slavic *dъračь 'Jerusalem thorn, garland thorn' (the ending -*evac* means that the named object possesses the characteristic denoted by the stem). A former military complex and a restaurant are named after this toponym.

Lubinski porat is an area with a picturesque name describing it as a spawning and fishing ground for *lubin* (Dalmat. ← Lat. *lupus* 'sea bass'), while *porat* (< Ital. *porto* 'port') refers to a small bay. Today a water polo and wind-surfing club are named after this toponym.

Matejuška is a toponym of anthroponymic origin (< *Matej*).[3] A restaurant is named after this part of town.

Mejaši is a new suburban part of the city with a name in plural referring to land boundary markers (Cro. *međa* 'border' < Proto-Slavic *medja). The name shows the Chakavian reflex of the consonant cluster (Proto-Slavic) *dj > *j* [Moguš, 1977, *64*], whereas in standard Croatian the result is /*đ*/ (*međa*). An elementary school is named after it.

The city area ***Meje***, located on the opposite side of town from *Mejaši*, has the same etymology. A pharmacy and an elementary school are named after it.

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[3] Compare with the toponym *Matuluška* on the island of Brač.

Mertojak is a phytotoponym (Cro. *mirta* < Lat. *myrtus communis* 'myrtle plant'). It was first mentioned in 1255 as *Mertevlach*. An elementary school and a pharmacy bear this name today.

Ovčice is the name of a coastal area close to the *Bačvice* beach. It was named after a type of fish (Cro. *ovčica* 'striped bream'). A coffee house is named after the location.

Pazdigrad is a suburban city area where the small Church of St Lovre of Pazdigrad is located. This church was first mentioned in 1250 as *S. Laurentius Paganus* ('pagan'). The toponym is a compound derived from the verb *bazdjeti* 'to stink', *pazditi* < Proto-Slavic **pъzděti* and the noun *grad* 'town' < Proto-Slavic **gordъ*. An elementary school and the new residential complex are named after this part of the city.

Ravne Njive refers to a city area named after the flat terrain configuration, characteristic in relation to the nearby Brda 'hills' (Cro. *ravne njive* 'flat fields'). An elementary school is named after it.

The toponym ***Skalice*** refers to one of Split's neighbourhoods and it is a diminutive form of the noun (Ital. *scala*, *scalino* < Lat. *scalae*, *scalaris* 'stairs,' 'steps'). An elementary school is named after this toponym, referring to the pedestrian steps that lead up and down this hilly city area.

Trstenik is a city quarter named after the plant (< Proto-Slavic **trъstěnikъ* 'reed') which grows along the creek of the same name. This name is first mentioned in the testament of prior Petar of Split (9th–11th century) in the form of "ad *Calamentum*," then in the *Sumpetar Cartulary*, in 1090, as *Calamitum*, while its Croatian name in *Jesenice* appears as "in Tristenico, sclauonice dicitur Tirstenic," which shows that the Croatian name substituted the Romance. The Croatian variant is formed with a suffix *-ik* corresponding to the Latin suffix *-etum*, and both are added to plant names [Skok, 1952, *26*]. An elementary school and a pharmacy are named after it.

Varoš is an appellative borrowed from Hungarian (< Hun. *város* 'town'), marking an area populated by blue-collar workers, mostly farmers and fishermen. A restaurant and a pharmacy are named after this part of Split.

Visoka is a part of Split named after its towering position in relation to other lower positioned areas (Cro. *Visoka* 'high'). An elementary school is named after it.

Zenta is a part of the city named after an Austro-Hungarian cruiser that once anchored in front of the respective bay, which itself was named after the city of Senta. The name is now carried by a sailing club, a diving club, a sport fishing club, and a small boat port.

2.3. Croatian and Romance toponyms of hagionymic origin

The influence of medieval hagiography in Split was particularly pronounced in the formation of toponyms after saints' names. In our analysis of this segment of toponymy in Split we have recorded twenty toponyms formed after names of medieval churches, the remains of which were more or less preserved [Marasović-Alujević, 1987,

233–245]. These toponyms are especially interesting in linguistic research because most of them reflect Romance-Slavic medieval language symbiosis. Namely, they represent compound forms containing a reflex of the Old Dalmatian adjective *sanctus*, *sancta* (*sut-*, *sta-*) and the name, most often Croatian, of the church's titular saint (e.g. *Sustipan* — St Stjepan, *Sućidar* — St Izidor, *Sukoišan* — St Cassian, etc.). However, having studied this segment of Split's toponymy, we concluded [Marasović-Alujević, 2008, *185*] that some of the hagionymic toponyms were formed in a different way. This smaller group of hagionymic toponyms is marked by the absence of the original adjective *sanctus*, they are all formed directly either from the saint's name in its hypocoristic form or from the dehagionymic adjective. The example of the first model of toponym formation is the abovementioned toponym *Bene*, the hypocoristic form of the name of St Benedict, titular of the recently discovered medieval church. The other group of toponyms is recognizable by the adjectival suffixes *-ica*, *-ac* or *-ača* added to the saint's name. Examples of such nominalized toponyms are *Sutrojica < Sveto Trojstvo* (Trinity); *Dujmovača < Duje* (St Domnius), after which a construction company is named; and *Lovrinac < Lovre* (St Laurence), which is now the name of the city cemetery.

3. Conclusion

Most of the important institutions and facilities of the city of Split are named through geographical reference. All elementary schools (*Blatine-Škrape*, *Bol*, *Brda*, *Gripe*, *Kman*, *Lučac*, *Manuš*, *Marjan*, *Mejaši*, *Meje*, *Mertojak*, *Plokite*, *Poišan*, *Špinut*, *Pazdigrad*, *Ravne Njive*, *Skalice*, *Trstenik*, *Visoka*), older pharmacies (*Bačvice*, *Blatine-Škrape*, *Brda*, *Dobri*, *Firule*, *Lučac*, *Meje*, *Merojak*, *Špinut*, *Trstenik*, *Varoš*, *Žnjan*), both city hospitals (*Firule*, *Križine*), both cemeteries (*Lovrinac*, *Sustipan*), military facilities (*Lora*, *Dračevac*), as well as older sport clubs and facilities (*Baluni*, *Firule*, *Gripe*, *Kman*, *Lubinski porat*, *Marjan*, *Pistura*, *Poljud*, *Špinut*, *Zenta*, *Žnjan*) have their names derived from the names of the places they are situated in, including toponyms that are no longer used as such, but still preserved as names of city facilities. Transonymization is, thus, one of the ways of conservation of place names to be seen as part of the city's cultural and historical heritage.

We believe that the historical information conveyed by detoponymic chrematonyms should be available to Split's present-day citizens. Children in elementary schools already have some knowledge of the origin of their schools' names. Yet it is important to further the possibilities of popularizing the knowledge of the city's onomastic heritage. We suggest that it can be done by publishing popular articles intended for the large audience that would explain the origin of names, by organizing public lectures and exhibitions, as well as by installing information stands and commemorative plaques as part of the city's tourist infrastructure.

The present paper also raises new questions concerning the mechanisms of transonymization, both of social and linguistic nature. For example, from

the onomasiological point of view, it seems interesting whether there is correlation between the capacity of a toponym to be used as a chrematonym and the types of facilities that can be named after toponyms. In turn, this necessitates a more sophisticated sociolinguistic typology of chrematonyms, since the mechanisms of naming city facilities may vary depending on social context: some chrematonyms are officially sanctioned (such are the names of public institutions — schools, stadiums, cemeteries, roads), others are not (private institutions: shops, cafés, etc.), there are also unofficial chrematonyms used by local citizens concurrently with the respective official names yet formally unregistered. The data collected in Split prove that chrematonymy may revitalize place names unattested elsewhere, but preserved in oral tradition and only much later registered as chrematonyms (such is the name *Bene* that was conserved as a chrematonym but originated as the name of a church and the surrounding area — the medieval church itself was discovered only in 2000).

Another question is whether the etymological transparency of a toponym favours its transonymization, i.e. its use as a name of an object of another kind (e.g. we may assume that hagionymic toponyms, in this respect, would behave differently from other kinds of toponyms: if the name is easily identified as derived from the name of a saint, this can favour its use as a name of a cemetery or a school, but it is rather unlikely as name of a stadium or a coffee shop). One can also wonder whether the folk-etymological reinterpretation of "opaque" old toponyms affects their secondary use as chrematonyms (cf. the names of Romance origin *Poljud*, *Baluni*, *Žnjan* in Section 2.1) or, vice versa, whether the transonymization itself can affect the interpretation of the name.

Acknowledgments

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ABBREVIATIONS

Cro.	Croatian language	Ital.	Italian language
Dalmat.	Dalmatian (Romance) language	Lat.	Latin language
dial.	dialectal	Ven.	Venetian language
Hun.	Hungarian language		

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ВОЗРОЖДЕНИЕ ЧЕРЕЗ ТРАНСОНИМИЗАЦИЮ: ДРЕВНЯЯ ТОПОНИМИЯ СПЛИТА

В статье рассматривается древняя топонимия Сплита, хорватского города, расположенного в центре исторической области Далмация. Наряду с многочисленными памятниками духовной и материальной культуры топонимы являются частью двухтысячелетнего исторического наследия города. В случае Сплита в распоряжении исследователей имеется множество источников ценной информации о его древней топонимии. Ведущую роль играют три типа источников: непрерывная устная традиция, письменные

памятники и документы, главным образом — кадастровые карты. Помимо изучения, документирования и публикации древней топонимии в виде топонимических, географических и градостроительных исследований, сохранение топонимического наследия также осуществляется через непосредственное использование этих имен в повседневной жизни. Одним из способов сохранения старой топонимии является трансонимизация, в частности хрематонимизация, т. е. вторичное использование топонимов в качестве названий общественных мест, магазинов, ресторанов, школ, спортивных ассоциаций и сооружений, баров и кафе, кладбищ и т. п. В данной статье осуществляются классификация и этимологический анализ оттопонимических хрематонимов Сплита. Авторы предлагают меры, направленные на дальнейшую популяризацию исторической информации, содержащейся в топонимии, а также поднимают ряд теоретических вопросов, которые касаются дальнейшего изучения трансонимизации как одной из форм сохранения местной топонимической традиции.

К л ю ч е в ы е   с л о в а: хорватский язык, трансонимизация, топонимы, хрематонимы, этимология, возрождение древней топонимии, Сплит.