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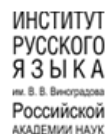
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AN ONOMASTIC BANQUET OF INTERCULTURAL RELATIONS

Review of the book: Felecan, O., & Bugheşiu, A. (Eds.). *Names and Naming: Multicultural Aspects*. Cham: Palgrave, 2021. xxx + 490 p.

This review critically appraises a weighty, international volume of 29 chapters dealing with the multicultural dimensions of naming practices across four continents drawn up with the collaboration of leading experts and researchers in onomastics. This interdisciplinary work opens new vistas on the complex interaction between toponyms, anthroponyms, and names in the religious, literary as well as commercial sphere in relation to ethnicity, language, culture and politics. It offers an appetizing smorgasbord of informative surveys, intriguing data and stimulating, theoretical contributions to the domain of the newly burgeoning field of socio-onomastics. The reviewer also points to some minor shortcomings as well as to further questions and challenges put forward by the volume under review, especially those related to multiculturalism and multilingualism in both theoretical and areal aspects.

Key words: onomastics; anthroponymy; toponymy; brand names; literary onomastics; linguistic landscapes; naming practices; nicknames; socio-onomastics; language contact

Since the start of the 21st century it is irrefutable that the expression *names and naming* has become firmly entrenched as a basic way of referring to *onomastics* in English. In August 2021 a major collection of thirty chapters was published by Palgrave Macmillan entitled *Names and Naming: Multicultural Aspects*. The fact that this is the first time an entire book has been devoted solely to such a theme from a global perspective needs to be applauded. More than half of the 29 chapters in this volume are devoted to anthroponymy, nearly a quarter to toponymy while the remainder consider

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ergonymy; each onomastic domain is examined in terms of interlingual and intercultural parameters through either a diachronic and/or synchronic lens. The collection showcases Oliviu Felecan's intellectually generous platform and offers a methodologically and theoretically diversified exploration of onomastic material occurring in settings across Europe, Africa, America and Asia. The publication makes a compelling case for adopting an interdisciplinary approach to onomastics by presenting a research smorgasbord that fruitfully intersects with sociology, anthropology, politics, geography, history, religion and literary studies.

Doubtlessly, many readers are familiar with the successful series of international conferences entitled *Onomastics "Name and Naming,"* abbreviated to ICONN, hosted by Professor Oliviu Felecan at the North University Centre of Baia Mare in Romania over the last decade, the proceedings of which have generated a stimulating body of work firmly placing onomastics on the European academic map [Felecan, 2011; 2013; 2015; 2017].

In fact, both the editors of this new volume currently work on the board of *ONOMA: Journal of the International Council of Onomastic Sciences*, whose editor-in-chief is none other than Oliviu Felecan, also the prolific editor of an impressive array of pioneering books on onomastics in English [Felecan, 2012; 2019] as well as co-editor [Felecan & Bugheşiu, 2013; Felecan & Felecan, 2014]. Moreover, an eminent team of contributors have brought their professional expertise to this table, namely Frank Nuessel (a past editor-in-chief of *Names: A Journal of Onomastics*, who authored a now classic work launching onomastics onto the modern American academic scene [Nuessel, 1992]), Staffan Nyström (the leading authority on Swedish naming practices), and Grant Smith (former president of American Name Society), all of whom are also current members of the editorial board of *ONOMA*.

The principal criterion for structuring the papers in this publication has been to split the chapters into two parts: *Naming Policies, Trends and Practices in the Context of Multiculturalism* and *Naming as a Form of Identity Construction in Multicultural Societies*. Within these two major sections, the reader will find that the chapters have been sequenced according to their geographical and regional affiliation. Without question, it is an arduous task to configure an academic assortment of this magnitude into groupings of association. Personally, I would have found the 500 pages easier to navigate if the contributions had been organized according to the research topic on hand. Following such a scheme every article relating to ergonymy, of which there are distinctly five, would be grouped together so that, for instance, the insights provided by Laurel Sutton in Chapter 3 on American fast food names would appear next to Angelika Bergien's Chapter 22 on German brand names.

Unfortunately, the epic scale of this collection rules out a review of every individual contribution but Slavists will certainly be pleased to know that five out of the 29 chapters focus specifically on Russian-related subjects such as the interplay between Christian Orthodox hagionymy and national naming attitudes (Halyna Matsyuk; Sergey Goryaev

and Olga Olshvang), post-Soviet streetscapes (Marina Golomidova), and comparative patronymics (Eugen Schochenmaier), while Vladislav Alpatov provides an authoritative survey of language contact in the realm of Russian toponymy.

In addition, readers will be rewarded with a host of diachronic surveys concerning multicultural onomastics in regions and languages which would otherwise be difficult to access such as the Arab world (Wafa Abu Hatab), South Africa (Bertie Neethling), and the Iberian peninsula (Joan Tort-Donada).

When it comes to original fieldwork undertaken in a contemporary setting, the highly innovative approach adopted by Anna Tsepikova on Russian nicknaming practices stands out for its rigorous quantitative analysis of 245 non-Russian nicknames (13.4%), based on a vast data sample personally collected in Novosibirsk.

On the other hand, when it comes to the contemporary Romanian setting, Alina Bugehșiu's unique investigation into names created by street food vendors offers an inspiring model in the age of COVID for the practical collation of ergonymic data through online resources. One pioneering chapter that serves up theoretical universality is that of Justyna Walkowiak with its unifying perspective on the range of language planning policies which can operate behind naming practices. Here Walkowiak masterfully sheds light on the complex convergence of legal and political interests engaged in the management of national onomastics in different societies.

While a few articles in this collection expressly celebrate multiculturalism, I wish there were more available to take on the tough challenges posed by anthroponymic assimilation and integration, the painful struggles arising from marginalization, discrimination and (in)visibility which minorities are forced to confront in the onomastic negotiation of their personal authenticity [cf. Loveday, 2015]. With regard to this, I find it frustrating when Davide Astori in his article *Multicultural Aspects of Name and Naming in Contemporary Italian Anthroponymy* classifies all new minorities in Italy, including those who have acquired citizenship, as "foreigners," especially when they were born and raised in Italy. Surely there needs to be some finer refinement in the statistical data between second-generation residents and illegal newcomers, since the impact on name choices will significantly differ [cf. Vanguri, 2016]. In a different light, Oliviu Felecan honours the richness of diversity directly reflected in the anthroponymy of Transylvania and shows appreciation that "for nearly a thousand years intra-Carpathian space proves to be multiethnic, multicultural, multilingual and multiconfessional" (p. 151). Likewise, Tendai Mangena and Solomon Waliaula recognize the complexities operating behind the hybridized names-cum-identities among different groups in Kenya and Zimbabwe.

Finally, this volume raises some thorny questions which future research should address:

- Can ancient historical contact between different languages on a limited scale really constitute a viable case for onomastic multiculturalism [cf. Loveday, 1996]?
- How can it be justified, as Kazuko Tanabe and Yuan Jiang claim here, that a few shop signs in a foreign language in Tokyo constitute the "formation of a multicultural

society in Japan” when the country is widely documented as an insular nation that actively purges and excludes ethnic *otherness*? Moreover, when Japanese institutions and companies are intensively involved in the coinage of English ergonyms and chrematonyms [cf. Loveday, 2017], the division between artificial and genuine multiculturalism as well as local and exogenous multiculturalism all blur into inconsequentiality.

Apart from these minor quibbles, this collection undeniably offers ground-breaking insights, not only for university researchers but also for students and the general public because of its broad range of information, data, expertise and interpretation concerning multicultural onomastics. Without question, this volume deserves an important place on the shelf of everyone with a curiosity about how the tapestry of names employed by one group in time and space can be wondrously interwoven with the properties from another language, culture, religion and ethnicity.

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ПРАКТИКИ ИМЕНОВАНИЯ В МЕЖКУЛЬТУРНОМ АСПЕКТЕ

Рец. на кн.: Names and Naming: Multicultural Aspects / ed. by O. Felecan, A. Bugheşiu. — Cham : Palgrave, 2021. — xxx + 490 p.

Рецензия посвящена объемной коллективной публикации, включающей 29 статей, написанных ведущими экспертами и исследователями в области ономастики и посвященных межкультурным аспектам практик именования на четырех континентах. Рецензируемая книга носит междисциплинарный характер и предлагает новое видение сложной системы взаимодействия топонимов, антропонимов и имен в религиозной, литературной и коммерческой сферах, в этническом, языковом, культурном и политическом контекстах. По оценке рецензента, книга содержит яркую палитру информативных обзоров, интригующих данных и плодотворных теоретических идей, которые вносят свой вклад в современную социономастику. Рецензент также указывает на незначительные недостатки издания и формулирует те вопросы и проблемы для дальнейших исследований, которые вытекают из представленных в рассматриваемой книге работ, прежде всего это касается проблематики мультикультурализма и мультилингвизма как в теоретическом, так и в ареальном аспектах.

К л ю ч е в ы е с л о в а: ономастика; антропонимия; топонимия; коммерческие названия; литературная ономастика; языковой ландшафт; практики именования; прозвища; социономастика; языковые контакты

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