



# Onomastics in Contemporary Public Space

*Alina Bughesiu*

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## **Onomastics in Contemporary Public Space** Alina Bughesiu

Onomastics in Contemporary Public Space aims at analysing names and name-giving from an intercultural perspective, within the context of contemporary public space. As was the case of *Name and Naming: Synchronic and Diachronic Perspectives* (Cambridge Scholars Publishing, 2012), the geographical areas investigated in the studies included in this volume are very diverse, referring not only to European cultural space, but also to American, Asian, African and Australian contexts. Being a collective work, the book brings together 49 specialists from 18 countries; namely Australia, Belgium, Finland, France, Germany, Israel, Italy, Japan, Malta, the Netherlands, Poland, Romania, Russia, Singapore, South Africa, Spain, the United Kingdom and the USA. Thematically, the volume is organised so that it may cover all the dimensions of public space, as far as onomastics is concerned. The specific areas studied are: the theory of names; names of public places (linguistic landscapes); names of public, economic, cultural, religious and sports institutions (names of business establishments, religious institutions - places of worship - and cultural associations, as well as names in journals and magazines); names of objects/entities resulting from various processes in public space (names of foods, drinks and food brands, code names of collaborators in secret service organisations, names in literature, nicknames/bynames/pseudonyms in the world of politics, high life, art and sport, names in virtual space, and zoonyms); and miscellanea. The originality and topicality of the subject lie in the multidisciplinary viewpoint adopted in the research, in which onomastics merges with adjacent linguistic disciplines, such as sociolinguistics, psycholinguistics and pragmatics, as well as other sciences, such as history, literature, anthropology, politics, economy and religion.

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