

TOPONYMIC PERIPHRAISIS IN UKRAINIAN MEDIA

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Abstract

The article deals with the features of toponymic periphrases in Ukrainian media. Illustrational material is periphrastic names of Ukrainian cities, that were analyzed from connotative and functional view. The features of the secondary nominations and their symbolic meanings confirm that toponymic semantics motivates new secondary category, which includes complex of associations and broad cultural connotations. That is the evidence of active processes in language development.

Analyzed secondary units in the media texts make it possible to conclude that intensive creation of toponymic periphrasis indicates the dynamic development of language consciousness of Ukrainian society.

Key words: *periphrases, toponym, secondary nomination, language of media*

1. STUDY OF PERIPHRAISIS IN THE MODERN LINGUISTICS

Language of media shows the development of modern language and allows studying the dynamics in language change. Media texts are known to be characterized by such features as valuation ability, expressivity, and communicative significance. The main feature of the media is its capability to form social reality by influencing mass consciousness. The mass media depict the public worldview, which is implemented by the means of language, whose peculiarity is determined by trends in social processes, authors' linguistic tastes and objectives. This influence occurs mainly through verbal signs, i.e. by the means of language. Hence language media study is a matter of topical interest.

Linguistic studies corroborate that one of important language features is its ability to form new (secondary) nominative units to indicate already existing concepts. The main pragmatic result of the secondary nomination is the increased influence of the media text, its expressiveness. As secondary nomination units are characterized by the semantics complexity: newly created nominations contain new differential semes, unlike the original names.

As generally known among the devices of secondary nomination periphrasis takes the significant place. Periphrasis (from the Greek periphrasis – descriptive expression) is a descriptive phrase that indirectly refers to an object or phenomenon. It is often characterized by expressive and stylistic nuances. In scientific literature periphrasis is considered to be a stylistic device, means of verbal expression or means of secondary nomination, which, in our opinion, not revealing its intentions in the language system, and at the functional level.

Periphrases are inherent in many languages what is proved by the significant number of linguistic works which study periphrases in functional, semantic, structural and lexicographical aspects etc. In particular, relevant studies of periphrases, in our view, are following works: Midjana T. "Die Periphrase", that examines periphrases in German; paper by the Polish researchers Markunas Antoni, Stasińska Polina "Wybrane wyrażenia peryfrastyczne w języku polskim i rosyjskim. Studium konfrontatywne"; research of the Ukrainian linguist Yulii Makarets "Periphrastic nominations in Ukrainian journalistic discourse"; paper by Bytyeva T. "Essays on the Russian periphrastics". And others focus on entry of this linguistic unit to literary language, structure and features of periphrases creation. Recently modern researches dedicated to functional potential of periphrastic units.

Our text analysis of periphrases in the Ukrainian media shows that onymic periphrasis takes the fair quantity among secondary nomination units. Characteristics of onymic periphrases (anthroponymical periphrases, toponymic periphrases) are investigated in the works devoted to onymic lexis and periphrases, in particular – D. Derhach "Stylistics of onyms in modern Ukrainian media", V. Kalinkin

“Poetics of onyms”, L. Gukova, L. Fomina “Toponymic periphrasis: Introduction to the problem” and others.

The aim of our study is to analyze lingual features of toponymic periphrases, motivation of their formation and functions in the language of the media.

The materials for our analysis are texts of Ukrainian media – electronic resources and printed publications. Sources selected for the research are national and not specialized, which allows to analyze language media objectively.

2. TOPONYMIC PERIPHRASES

In our study of toponymic periphrases we use the tentative definition by L.Gukova, L. Fomina, “Toponymic periphrasis is a descriptive structure that represents the name of a topographical object by characterizing some of its persistent or individually selected features, or by representing the whole through its various cognitive components” (Gukova&Fomina, 2006).

In particular, the most typical function of toponyms (and for other onyms) is nominative function that aimed at the direct naming of geographical location and devoid of any emotional and expressive evaluation that is characteristic toponymic secondary nomination. In media texts it is mainly expressed with periphrasis, metonymy, asyndetic comparison that functionally caused by certain context. This allows these processes openness and interpretation which are main features of the mass media sphere.

Propriate units and in particular oikonymic vocabulary have great potential of expressiveness. Toponymic periphrases as periphrases in general, can be both figurative and logical, with a neutral valuation and almost no expressiveness. This supports the ideas of V. Kostomarov (1971) that the printed media language (in this case, the media) is characterized by the alternation of expression and standard. In logical toponymic periphrases figurative component is “erased”, or from the very beginning is not expressed explicitly, which causes its standartization function (for example, *the city of Leo – Lviv*).

Figurative toponymic periphrases allow the author to draw readers’ attention to the material, as the expressiveness of the language units can convey the author's position. They have significant semantic-functional potential which is expressed through various forms of language. Integral meaning of periphrastic unit is motivated by the meaning of the word components that do not lose their lexical meanings and actualize in speech. Figurative periphrasis is a nomination, formed on the basis of metaphorical or metonymical displacement. In onymic periphrasing periphrastic structures are intended to emphasize the distinctive features of the city, highlighting some most essential peculiarity in this context.

Toponymic periphrases can be used in the language of the media as a means of influence. Implicit evaluation of such periphrases is one of the manipulation techniques of mass consciousness. The dynamics of meaning change in secondary units, from positive to negative or neutral, can be illustrated by the following examples. Oikonymic periphrasis “*the city on the Dnieper*” (Kyiv, Dnipropetrovsk) is neutral up to evaluation scale, but periphrasis “*the pearl of the sea*” (Odessa) is a figurative author’s periphrasis with a positive evaluation, which has the reference to precedent text. In a following synonymic range of periphrases that describe Kyiv semantics evaluation changes from neutral to positive “*capital of Ukraine*”, “*city on the Dnieper*”, “*city of lilacs*”, “*city of chestnuts*”, “*cradle of three Slavic titular nations*”, “*capital in the garden*”, “*mother of Russian cities*”. We agree with the opinion of L. Gukova and L. Fomina that different contexts and consituations can generate and reveal new shades of meaning of language units, additional connotative meaning, emphasize some important features of the place name, giving specifying cognitive, emotional or expressive evaluative component (Gukova&Fomina, 2006).

Note that secondary nominations are semantically more complicated comparing to the original. Due to such complexity new language units contain additional semes. For example, cultural, historical semantics is often expressed in the periphrastic turnes of speech. This is explained by the fact that

proper names obtain expressive potential, e. g. *Ukrainian Venice – Vilko, Ukrainian Paris – Chernivtsi*. In this case semantics of accepted associations of names of cities Venice and Paris transfer to names of Ukrainian cities. Due to this element periphrasis serves as figurative tool. Specificity of toponym transformation, contributing to symbolize of geographical objects in the public consciousness, in media style applies primarily symbolic, so-called precedent for certain culture or certain people places. Its name is a complex sign, using which in communication appeal occurs not to denotatum, but to the differential characteristics of specific precedent name. That name can be simple or multicomponent (complex) in structure.

Proper names can be studied as precedent nominations, besides, the structure of periphrastic phrases often contains specific nominations with its cultural semantics. Thus onym, which is the basis of the secondary nomination, functions as a symbol as well as acquires new associations. Decoding of periphrasis, which contains precedent-related nomination, foregrounds the background knowledge of the recipient and creates conditions for linguistic creativity.

According to the classification of A. Hromykhina (2012) who created her own typology of secondary units for toponymic items on the basis of semantics complications in secondary units, periphrases belong to differentiating nominations, whose special feature is to mark the object out of the number of other objects. The researcher points out that these nominations have senses with a fixed social associations or standardized vocabulary values associated with the object that is nominated (Hromykhina 2012). For example, *“the first capital” – Kharkiv. (Having received a good grade for it as a mayor of Kharkiv from Vadim Karasev, a native of the “first capital” Заслуживши за це високу оцінку його як мера Харкова з вуст Вадима Карасьова, уродженця “першої столиці”* (“Telekritika”, 04.17.2013)). Kharkiv is known to be the capital of Ukraine in 1919-1934.

This type of periphrases is actively used in the titles: *South Palmyra – Odesa. Jazz-internationale in South Palmyra. Джаз-internationale у Південній Пальмірі*. (DT, №35, 27.09.2013). In modern language city called Palmyra affect with magnificent monumental architecture, similar to the ancient city in Syria. Periphrasis *South Palmyra* is created on the same model as the expression *Northern Palmyra – the name of St. Petersburg*. Periphrases such as the *City woven from jazz (Odesa) Місто, виткане із джазу* (DT, №21, 14.06.2013); Unlike the mentioned above such examples: *City of devout volunteers Місто побожних волонтерів* (Ternopil) (Tyzhden, 4.08.2015.) are examples of contextual periphrases that are not widespread in language yet. In our opinion, this is due to the fact that these secondary units are not popular. They were used once because they were based on event was not so important. The formation of the first example is related to the Jazz Festival held in Odesa, the other was used in an article about active role of volunteerism in Ternopil.

Toponymic periphrasis has its national specificity, which is proved by the special city names that can't be understood by foreigners, or different names of the same geographic features in different languages. But, along with specific linguistic and cultural units, media texts still use traditional language periphrases.

In semantics of toponymic periphrases there are connections between places the events in history and culture, *“mother of Russian cities”; land from which Christianity spread in Russia, the cradle of the three Slavic nations; Kyiv – is our second Jerusalem*. These names are linked to the history of the city that became the center of Christianity in the East Slavic lands.

On the analogy to periphrases based on cultural area of modern person there are periphrases based on the history of civilization. The Greek city of Athens since ancient times has been a cultural and educational center. This world-famous city is compared with Ukrainian city Ostroh, where Ostroh Academy was opened in the sixteenth century – the first institution of higher education in Eastern Europe: *Volyn Athens*. Academy in Ostroh is the newest modern university in a small town. *Волинські Афіни*. Академія в Острозі – новітній сучасний університет у маленькому містечку. (Tyzhden, 20.11.2009.). Toponym “Athens”, which became a symbol of culture, education, is a component of periphrase to describe the city of Poltava and even village Kryvorivnya. The city of Poltava was called “Ukrainian Athens” in the nineteenth century (kozakinfo, 18.11.2015.);

Kryvorivnya – Ukrainian Athens. Криворівня – українські Афіни. (karpaty.ua). Periphrases, based on world symbols form a universal field of culture, integrate Ukraine into the global cultural space.

Having analyzed periphrases in the Ukrainian media texts we can identify the main models to create periphrastic place names and characterize their functional potential. The basis for our classification of structural and semantic models is transferred nomination, that create new toponymic periphrases: author's subjective associations to create authors periphrases (*"City of flowers"* – Kyiv, *city of roses and fountains* – Illichivsk, *the pearl of the Carpathians* – Yaremche); texts or precedents event (*"Kherson Las Vegas"* – Zaliznyi Port (city of Kherson region)); topographical spatial location according to other objects (*Northern neighbor* – Russia); association with other geographic features (*South Palmyra* – Odesa, *cultural Piedmont* to name Lviv or Galicia); the role of the city, the main activity of inhabitants of the region or city (*"mining capital"* – Donetsk, *Town of sailors and ships* – Mykolaiv).

One of the most productive models that created a large number of periphrases is an allusion periphrasis, in which one component is the name of a city or periphrastic semantics has sign of socially significant historical events that characterize oikonym. In periphrastic models, which motivation for the secondary nominations is the other toponym (*"Ukrainian Venice"* – Vilkoovo *"Ukrainian Athens"* – Poltava, Kryvorivnya). This toponymic name becomes precedent-related and the associations arise, that aim to cause the effect intended by the author. Decoding of implicit information of such precedent names, allows emphasizing the author's attitude to the phenomenon or situation. In our examples we marked (original toponyms are a part of periphrases) a positive connotation and most toponymic periphrases of this type are positively marked. But the following examples such as *"second / another Chernobyl"* (The second Chernobyl is 200 kilometers away from Vinnytsia). *"другий / новий Чорнобиль"*, (Другий Чорнобиль від Вінниці за 200 кілометрів. (VN, 06.11.2015) give a negative evaluation, referring to dramatic events in the history of Ukraine. Toponymic name Chernobyl became a symbol of misfortune, national tragedy. It generates periphrases, which semantic is related to man-made disaster, social shock, and global tragedies.

The second type includes periphrases that have geographic component in the structure that allows to display links to other geographic objects Ukraine near the city. The most common component is the name of the river.

One of the productive models of periphrasis creation is the model with component that nominates topographic objects (often hydronyms) that are relevant to the referent. Such periphrases are often homonymous periphrases: a city on the Dnieper is analogue up to their structure, e.g. a city on the Dnieper is a name of Kyiv, Dnipropetrovsk, Cherkasy. (*Eternal City on the Dnieper. The city authorities about Kyiv and Ukraine, independence and war, problems and hopes. Вічне місто на Дніпрі. Столична влада про Київ і Україну, незалежність і війну, проблеми і надії.* (ukranews, 22.08.2014)).

Who gets the city on the Dniro River. There is a serious struggle between "patriots" and "opposition" for control over a key eastern metropolis Ukraine. (Кому дістанеться місто на Дніпрі За контроль над ключовим мегаполісом східної України розпочалася серйозна боротьба між "патріотами" і "опозицією") (Golos).

The southern city on the Dniro – Kherson. *Despite the fact that the southern city on the Dnieper River cannot boast a great number of Bulgarian settlements, it is famous for its personalities. Sergey Stanishev was born and raised in Kherson. (Незважаючи на те, що Південне місто на Дніпрі не може похвалитися багаточисельністю болгарського поселення, воно знамените своїми особистостями. Так, саме в Херсоні народився і виріс Сергій Станішев).* (UM, №108, 31.07.2013). In this case we can study the periphrases homonyms, as a result of polysemantic expansion.

Another motivation to periphrase creation is the author's subjective impressions, such as *a small city garden* (Chernihiv – M. B.) (*favorite city of Kotsiubynsky and many other luminaries of thought*) *these churches – like severe guards, they want to protect the land from adversity, anxiety.* (DT, 09.26.2014).

It should be noted that such toponymic periphrases are understood only in the context that makes it impossible to use them in active language.

The researched material has shown that the structure of toponymic periphrases is mostly construction “noun + noun” or “adjective + noun”. There are also trinominal structures (“*mother of Russian cities*”).

The analyzed material shows that the most of periphrastic nominations is a grammatically repeated model which semantics is gradually motivated. The appearance of periphrases is the emergence of other new language units, due primarily extra linguistic factors. One of the main tasks of the media is to respond to the phenomenon of social, political and cultural spheres of life, and to do it instantly. That is why we are developing dynamic media. Reacting to the new developments, it reproduces existing media periphrastic models, but fills them with new meanings.

This can be illustrated with a dissemination of model with component “capital”. In the European media following secondary nominations are widely used: *the capital of fashion* (Paris), *the music capital* (Vienna, Budapest), *the capital of world cinema* (Cannes, Hollywood). In the Ukrainian language of media there is also secondary nomination with the same unit: *Ukrainian capital* (Kyiv), *the first capital* (Kharkiv), *the mining capital* (Donetsk), *cultural capital* (Lviv), *the music capital* (Chernihiv, Chernivtsi, Mykolaiv).

Periphrasis is an important unit of media text field due to its multi functionality. The functions performed by toponymic periphrases are similar to functions of non-specific periphrases:

nominative – is the secondary nomination of denotatum;

expressive – as a means of artistic expression, periphrasis causes emotional-evaluative modality, stylistic and expressive color of the text; periphrasis in a media text style reflects current trends in the creative use of language. The use of periphrastic nominations strength the text expressivity and figurativeness, helps to influence the recipient;

synonymous – to avoid tautology in the text; periphrastic constructions can form massive synonymous series, which makes it possible to avoid frequent repetition of the same word or phrase, and introduce element characteristics into the nomination;

characterizing – selection of important differential features of the object;

evaluating – to provide positive or negative evaluation;

templating – actively used periphrases become stereotypes;

text structuring – the toponymic periphrases used in the title.

Clarifying opinion of T. Lipatov (1997), who analyzed the functional and communicative resource of periphrases, we should mention that toponymic periphrases not only function as synonyms, helping to avoid repetition, but can also be complex capacious symbols, expanding denotatum value.

Thus, periphrasis is an important component of media text. It helps to implement its main features and functions – evaluation ability, emotional disposition, and influence function. Media not only reflect the actual values for society, but also create the new models, spreading them textually or graphically. Thus, compulsory manipulative elements of media discourse are linguistic units with evaluation potential. In addition to the secondary nomination periphrases give expressiveness to the word semantics actualized the importance intentions of word internal semantics. Connoted lexical items with expressive semes intensify evaluative and emotive functions. Material of our analysis shows that a periphrasis in media text performs evaluative function (gives a negative evaluation, positive or can be neutral) which is always combined with nominative function.

The main feature of the modern mass media texts is multilevel, broad dialogic interconnections with other texts. Media texts are no longer perceived linearly, it's a multi-level structure, which understanding depends on social and cultural experience of the author and the reader.

Thus, the increased attention on the one hand, to international politics, international relations, and on the other to the national cultural heritage, explains the dynamics of the use of toponyms, particularly in the analyzed text style.

As mentioned above, expressive language units affect the recipient, arousing his curiosity to the text. Periphrasis used in the title allows to express the semantic structure of the text, to reflect the nature and tone of the whole material, to encourage the reader to read the exact text media (articles, reports, interviews). After all, mass-media text is full of means of linguistic expressivity. Media texts represent language of mass media consciousness, and thus allow studying the model of society, its values cultural “reference points” and norms. The influence of the media, explicit or hidden, is manifested at all levels of social development, in different communicative spheres and mostly this trend contributes to optimal selection and creation of linguistic units, such as periphrasis.

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