Proper name as a cultural text

Nazira Ahanovna Shakhmetova[1] and Asia Hasanovna Bekbosynova[2]

[1]Pavlodar State University named after S. Toraigyrov, Lomov street, 64, Pavlodar, 140000, Republic of Kazakhstan
[2]Kostanai Social and Technical University named after Z. Aldamzhar, Herzen street, 27, Kostanai, 110000, Republic of Kazakhstan

Abstract. Language is a structured classification of the human experience. This underlines the great importance of the human factor in the study of language. Language is a form of reflection of the human reality and oneself. Knowledge of the world, received by man and methods for the preparation and interpretation of this knowledge are reflected in language. Researches in this field are timely and relevant. This work is dedicated to the study of the linguistic nature of proper names (onims), their transition to deonimed vocabulary, as well as a description of deonims, as rolled cultural texts. Deonims express features of scientific thinking of certain people.
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Introduction

Every human language has its own proper names. Vocabulary of all languages is divided into two main classes of words – common nouns and proper nouns. Therefore, proper names can be called universal language unit.

Proper name, onim (from the Latin *nomen proprium*; onim is from the Greek. *onoma, onyma* – name, title) is a word, phrase or sentence that serves to highlight the named object of a series of similar, individualizing and identifying the object [1, p. 473].

The scientist A.V. Superanskaya indicates three characteristics that distinguish them from common nouns: "The main features of the proper name are in the fact that: 1) it is given to an individual object, not a class of objects that have features, typical for all individuals, within the class; 2) it is called by the proper name, the object is always clearly defined, limited, delineated; 3) the proper name is not directly related to the concept and has no clear and unambiguous connotation at the level of language" [2, p . 324].

M. V. Nikitin believes that "the description is more accurate than stiffer binding definition of proper names for certain classes of things" [3, p. 24]. For example, all Kazakhs named *Ilyas*, probably, are men, but a lot of men do not have the name *Ilyas*, therefore, met any man for the first time, in any way on the basis of his properties, we can't conclude that his name should be *Ilyas*.

Division of the words in any language into proper names and common names is one of the main subdivisions of its vocabulary. Any names have a specific purpose, their tasks and functions. Common names help to explore the world, combining the surrounding objects in homogeneous classes. Proper names are assigned individually to each subject having its common name. The subject indicated by common name is indefinite and unlimited.

The individuality of proper name's use and a clear definition of the person contributes to isolation of proper names from other words and their combining into certain classes. Personal names exist only in society and for society, and it dictates their choice, no matter how personal this choice may seem. All personal names are always social. For example, in the Kazakh language proper names are based on a nominal word, indicating that the inner form of the name is transparent. Compare, Aydos (ay – "moon" + dos – "friend"), Amanzhol (aman – "to be alive – healthy" + zhol – "road"), etc.

According to T. D. Djanuzakov, "the basic structure of the Kazakh anthroponymy, reflects cultural and historical life of the people, from the earliest times to the present day" [4, p. 3].

Academician A. Kaydar concludes that "own names may comprise information about resettlement and ethnic composition of the people, data on the material and spiritual culture, reflect the religious worldview and beliefs, customs, ceremonies and other areas of spiritual and social life of the people" [5 , p. 158].

Studying the history of names, we thus enter into the history of the word mark's creation, "study of the facts in the continuity of their changes over time" F. F. Fortunatov calls "historical study of these facts, or history of these facts" [6, p. 160].

W. von Humboldt pointed to the loss of value of historical names: "The deeper we penetrate the ancient era, so, naturally, is markedly reduced mass of material transferred from generation to generation… Historically accurate figures, whose external life

circumstances are known, we meet less, their fate lose clarity; even their names are spread out into uncertainty, and it isn't clear if they only create what they are credited , or the name combines many creations. Personality seems to disappear, immediately becoming misty. Such are Orpheus and Homer in Greece, Manu, Vyasa, Valmiki in India and other big names of antiquity" [7, p. 48].

Compare the examples of Russian list of names: *Vladimir*, *Svyatoslav*, *Vyacheslav*, *Miroslav*, *Lily*. But we must say, the last examples are anthroponims and they demonstrate frozen morphological forms. For example, the name of *Vyacheslav* is Russian, Slavic, and Orthodox. The name comes from the ancient word "vyache" (means "more") and "slav" (means "glory"). The old form of the name is Vecheslav. As for the name Lily, it has several theories about the origin. The most common version is the name of the flower "lily". Name *Lily* is the form of the name Lilith, the first biblical woman (Eve was the second). From the Latin "Lilith" is translated as "beautiful as a flower lily". Another version of the origin of the name is Latinized form of the biblical name Susanna, which is translated as "white water lily, lotus". Confirmation of this is the epithet Madonna lily (Virgin Mary). In Christianity, the lily means purity, righteousness; favor the grace of God, etc.

Therefore, it is obvious that "every historical name is a cultural monument to be preserve, protect" [5, p. 168].

Proper names as informants, cumulating in a sign a text that have "culturalist charge" (R. Galisson). They store etymological memory word that allows us to connect the old with the new experience, enter their subjective assessment.

Receiving additional connotations, proper names go into a special vocabulary – **deonims**. The process of transition is called **deonimization.**

Connotation arises from proper names, in cases where:

1) the denotation of a proper name becomes sufficiently well known in all members of a particular linguistic community, received the overall minimum education and training (onomastic, including the names of rivers, mountains, cities, names of the most popular politicians and statesmen, explorers, artists, historical places and personalities, etc.);

2) the proper name ceases contact to one, any specific denotation and is typical for many, something similar to each other people, settlements, rivers, objects, etc.

Rethinking of onims with their further transfer to discharge deonims can pass in two ways:

1) on the basis of logical and associative relations between the value of naming and called

objects. This process is called **natural deonimization** (term of A. E. Bizhkenova) [8, p. 25];

2) by regulatory records. The process is called **artificial deonimization** [ibid] From the point of view of the scientist, these terms have been selected arbitrarily. This refers to the antinomy of "natural (unmanaged by man) process "and" artificial (controlled by man) process".

The first way is developed spontaneously over time. Examples of such deonims can serve the following examples: **hypnosis** is on behalf of the mythological god of sleep and dreams Hypnos: artificially induced dream-like state of man and the higher animals; **daffodil** is on behalf of a handsome youth, the son of the river god in Greek mythology Kefiss. He rejected the love of Nymphs and was punished for it: fell in love with his own reflection in the water (hence the *narcissistic Narcissus*) and he stabbed himself from hopelessness. From the drops of his blood grew flowers, called *narcissus*: was a genus of perennial herbs of the family Amaryllidaceae.

A wide dissemination get names of the characters from fairy tales, the national religion, folk beliefs, and supports are distinguished by their character, appearance, behavior, and other socio-colored personality traits. Thus, the images stand out, characterized by a scale of "good" / "bad": cunning and trickery (russian *Fomka* is knave, rogue, thief; *Alekha* is from collective proper name: a liar, a braggart, boaster; kazakh *Aldarkose* – collective image of the cunning, resourceful person in the Kazakh fairy tales and legends: a trickster, a liar); generosity and greed (kazakh *atymtay zhomart* – on behalf of the Arab akyn (bard) Hatim ibn Abdiallah (6th c.), a native of a *tay* kind, a hero of east folklore (Hatim-at-Taji, in the Kazakh language – Khatam Tay → Hatymtay → Atymtay); *shyk bermes Shygaybay shyk bermes Shygaybay* – a fabulous hero, greedy, harpy person; *Karynbay* – a collective image of a greedy, miserly, not sated with wealth person; *Karabay* – a heartless, callous man); anger and deceit (russian *megera* is named after one of eriniy in Greek mythology: angry, quarrelsome woman; *baba-yaga* is the fabulous character: an evil spirit; bran wicked woman; kazakh *albasty*, *peri*) and others.

Many proper names express human physical force (russian *Hercules* is named by the Greek mythological hero Herakles, who contrasted with extraordinary force; kazakh *Baluan Sholak* – on behalf of the Kazakh national composer Baluan Sholak Baymurzauly (1864-1916): a person with a mighty force)); beauty (russian *Venire* is named by the mythical Roman goddess of love and beauty in Greek mythology – Aphrodite: 1. Planet 2. A series of interplanetary spacecrafts, to explore Venus and spaces 3. A beautiful woman; kazakh *Kyz Zhibek* – a

master image of lyrical epic, associated with the name of a Belle Zhibek), etc.

Typological similarities, so as differences manifest themselves in a similar vocabulary is particularly true, since its content is directly related to the mental processing of cultural foundations of knowledge as universal and national area. Overlaps and differences in vocabulary of deonims are significant characteristics for language world in languages. Consequently, deonims of a language form a language picture of the world.

Another way to transition into deonims is more succinct. Deonims entered into the lexical system through standard entries. This happens in the field of science and technology. It is thus created various types of terms which are associated with the proper names. For example, **open-hearth furnace** is on behalf of the French metallurgist Pierre Martin (1824-1915): a fiery regenerative furnace for processing of iron and steel scrap steel; **Confucianism** is on behalf of the ancient Chinese thinker Confucius (about 551-479 BC), one of the three most common religions in China, along with Taoism and Buddhism. These Deonims are the object of our study.

The main part

Deonims of terminological order are numerous and varied in content. At first note that this word refers to the terms. The word is made by metaphor borders on behalf of the deity in Roman mythology: the verbal sign of special scientific content.

"The development of civilization is also characterized by an advanced specialization in all areas of human activity. Every social or professional environment creates its own language, consisting of specialized terminology and phraseology established, often incorporating and grammatical forms different from the norm. The nature of these special languages, as well as their impact on common language is obvious. Since these communities stand out against social life as a whole, their language expresses not only what is connected with one or another kind of activity, but also things and actions of life in general, which are often given new names" [9, p. 65-66].

That is, as noted G. Lakoff and M. Johnson, "one kind of phenomena is experienced and conceptualized in terms of the phenomena of another kind" [10, p. 389]. Thus, "the concept is ordered metaphorically" [11, p. 120]. Consequently, Hence the term may have derived values associated with the semantic tolerated.

Terminology provides an opportunity to communicate in the professional and scientific activity and to optimize the development of human cognition. We are interested in how the terms can participate in mapping the real picture of the world, how deonims play a role in the process of building a special conceptual information model of reality in human consciousness. "Materializing special knowledge in the language form, the terms are used as standard cognitive-information models, required in the process of a particular professional science done by common people , to which they belong specialists of a particular branch of knowledge, speaking the same language" [12, p. 31].

Terminological systems from various fields of science and technology have already formed group terms. The emergence of new concepts in scientific disciplines and industries, have already ordered the terminology is often accompanied by the concept already established pattern. Firstly, it is clear that none of the new discoveries, inventions will remain non-designated, and will take its place in the existing terms. Secondly, one term has derivational structure characteristic of other terms in a certain area.

A characteristic feature of the present stage of popularization of scientific knowledge is the tendency to feedback between science and society. This trend is reflected in the society focused on the intentions of natural science presentation. Firstly, the society brought to the attention of the achievements in all fields of science and technology, and secondly, these sciences themselves familiar with the requirements, interests and views of society. It is expressed primarily in the formation of specific concepts. Specialists are required to adhere to the language rules and regulations that exist for this purpose.

Thus, the terminology is an integrated system that combines the scientific content and language derivation mechanism.

Deonims of terminological content in Russian language are universal with deonims the same order in other languages. This is hardly surprising, since the fundamental scientific knowledge is the property of all. Science and closely related technique cause cultural unity for all mankind.

At the moment when every scientific fact, every observation, wherever and by whomever were made, enter into a single unit, where it is classified, is reduced to a single rate and immediately become common property for criticism, reflection and research. The formation of a unified and coherent international fund of scientific and technical terminology is a factor of special social importance.

Thus, vocabulary that is not subject to special discussion and even translation from one language to another; it has the standard form of expression that is transmissible from language to language.

Examples of this non-standard, universal terminological system of physics include the

following samples from the Russian language: amperes (ammeter, ampere-scales, ampere-turns) is the unit of electric current, on behalf of the French physicist Ampere Andre Marie (1775-1836); X-ray (X-rays, radiotherapy, x-ray flaw, etc.) is off-system unit of exposure dose of X-ray and gamma-radiation, on behalf of the German physicist Wilhelm Conrad Roentgen (1845-1923), etc.

On the basis of these examples we can see that in the world there is a standard system of concepts of physical quantities, phenomena and laws of physics, which are derived from a proper name. There is one model of terminological order deonims'formation, representing the field of physics: transfer inventor's name to the result of innovation, that is, there is a metonymic transformation of proper name to the object of discovery.

Thus, the terms of physics are the part of the scientific terminology fund. Production of terminological units from proper names is universal. Borrowings in this area are absolutely normal.

Proceed to consider the following bits terminological classification. These are terms – deonims, denoting concepts from the field of medicine. This discharge can be divided into several semantic categories: 1) methods for medical treatment; 2) human anatomy; 3) medicine as a science; 4) bacteria; 5) disease; 6) medications.

According to this classification, we present material of linguistic expression methods of medical treatment: *cesarean section* (named after Julius Caesar, who, according to legend, was born with the help of artificial delivery); *darsonvalization* (named after the French physiologist Jacques Arsene D' Arsonval) is method of electrotherapy; *Gauffe bath* (named after the German doctor G. Gauffe) are therapeutic baths for hands and feet; *galvanoionotherapy* (named after the Italian anatomist and physiologist Luigi Galvani) is electrophoresis, etc.

So, in this case there is only one example of a metaphorical analogy (cesarean section), other derivatives are the result of metonymic convergence values by logical adjacency. The formula basically is the same: **inventor's name → invention's effect**. In principle, this is the usual way of terms' formation by antroponims and toponims. These kinds of onims play a very important role for the terminological derivation based on them.

With regard to models of deonims'formation, here the derivation is used by suffiksoid - *therapy*. Samples with similar formations are present in almost all languages. Therefore, we can say that in terms of medical semantics deonims model **onim + suffiksoid therapy** is universal.

Other universal seems formula **onim + international suffix - *ization*** examples of derivation based on it are also available in almost all languages.

In the group of deonims, which we called "Human Anatomy", derivatives are collected, calling the body and parts of the human and animal body. These units are: *the maxillary cavity* is the subordinate paired nasal cavity in the upper jaw – English anatomist and physician Nathaniel Highmore; *Golgi apparatus* is cell organelles – Italian histologist Camillo Golgi; *sharpeevy fiber* are bundles of collagen fibers, fastening bone – English scientist William Sharpey, etc.

The semantic cores of these medical content phrases are also formed by proper names. They have function of defining attribute, formed by joining onim based suffix -*ov* and its phonemic variant -*ev*.

The most interesting is that this suffix in Russian language facilitates the establishment of proper names – Russian surnames, as indicated by the A.V. Suslov and A.V. Superanskaya in their work "About the Russian names".

Anthroponims are widely used to refer to different concepts of pathogens and bacteria. The well-known became *salmonella* is intestinal bacteria, *leishmania* is flagellate intracellular parasite, *listeria* is rod – shaped aerobic bacteria and *pasteurella* is pathogenic bacteria that cause infectious diseases.

Today we do not think that for each of these bacteria there is a real scientist who discovered pathogens of serious diseases. They are American bacteriologist D. E. Salmon (1850-1914), British doctors V. B. Leishman (1856-1926) and D. Lister (1827-1912), French scientist Louis Pasteur (1822-1895).

The largest group of deonims is in semantics of "illness". These are units *listeriosis* is an acute intestinal infection – English physician D. Lister (1827-1912); *Simmonds' disease* is endocrine disease – German physician M. Simmonds; *Botkin's disease* is viral hepatitis – Russian therapist S. P. Botkin; *Bechterew's disease* is ankylosing spondylitis – a Soviet psychiatrist V. M. Bekhterev.

As a motivating element of medical terms in this semantics place toponims. So, we find the name of nigerian village Lassa, which got its name from an infectious disease, there was first discovered a dangerous infection, accompanied by fever, sores on the body, bleeding from the skin and inflammation of the lungs; american Texas gave the name of epidemiological disease of cattle, common in warm countries.

Proceed to the final group of deonims in medical subjects, which we called as "medicines", i.e. pharmaceuticals. Among them there are the vaccines

and diagnostic tests that are directly linked to the names of their developers.

So, the name of the infamous BCG vaccination against tuberculosis is a reduction of onim foundations leaving only alphanumeric names (French version) the initial letters of the word "bacillus" and the names of French scientists A. Calmette and K. Guerin. Deonims, indicating diagnostic tests for tuberculosis – *Mantoux test* and *Pirke reaction* are back to the names of the French physician Sh. Mantoux and Austrian pediatrician Clemens Pirquet.

Pharmaceuticals, lead phrases *galenical preparations* and *Rochelle salt*, semantic kernel of them are onims – the names of the ancient Roman physician Galen and French apothecary E. Seneta – in a manner similar of formation to previous samples, as mentioned above (subject to the rules of surnames' formation).

And there is one deonim, which is an absolute universal, it is *Rh* (antigen, contained in human blood, which is an hereditary indicator of the presence of red cell count in blood). So, it is named by the French naturalist Y.-B. Odebertom named after traksk legendary king Rhesus.

Thus, the review of terminological material on the theme "Medicine", rising to proper names, suggests that the presence of universals in this area due to the state of the human body. A man strives for new discoveries of medicine, adopts the experience of the advanced countries, uses proven techniques and treatments. Therefore in languages trace over the names of medicine and eventually exhibit a single content.

We proceed to the analysis of the next big potential deonim terms related to **chemistry**. Terms deonims of this area are formed for one universal formula: **onim + suffix -and ij-**. According to this formula, there were formed 60 % of the terms, rising to proper names, among which anthroponims, mifonims, theonyms and toponims. We illustrate a sample of these terms: *vannady* is named after Norse goddess of beauty Vannadis: chemical element of the fifth group of the Periodic System; *Rhenium* has the title of the River Rhine in Germany: a chemical element of the seventh group of the Periodic System; *Polonium* is from the Latin name of Poland (Polonia): chemical element of the fourth group of the Periodic System, etc.

Chemistry is an area of fundamental science, which develops independently of the geographical boundaries of states and the amount of scientific knowledge has an absolute identity in the global space.

Discharge of words related to **mathematics** is the mix, built on a derivational type **a proper name (anthroponym) + substantiv**.

Among them dominate token *geometry* (*Euclidean* named after the ancient Greek mathematician Euclid: geometry, systematic construction of which was carried out in the "Elements" of Euclid); *Lobachevsky* (named after the Russian mathematician Nikolai Lobachevsky (1792-1856) built in 1826, by N. I. Lobachevsky geometric theory based on the same assumptions as the Euclidean, except the parallel axiom); *theorem* (*Pythagoras* is the name of the ancient Greek philosopher, mathematician Pythagoras of Samos: a theorem of geometry , the square of the hypotenuse of a right triangle is equal to the sum of the squares of the legs); *Laplace* (named after the French astronomer, mathematician and physicist Pierre Simon Laplace (1749-1827), one of the limit theorems of probability theory, equation (Laplace is partial differential equation of second order); *Diophantine* (named after the ancient Greek mathematician Diophantus of Alexandria: algebraic equations or systems with integer coefficients having unknown, surpassing the number of equations, and who sought integers or rational equations).

In addition, to denote mathematical concepts apply other tokens total, such as the *Markov process* (named after the Russian mathematician A. A. Markov) *Cartesian coordinate system* (named after the French philosopher Rene Descartes), *Chebyshev polynomials* (named after the Russian mathematician P. L. Chebyshev).

Thus, in the mathematical model of the world are produced precise formulas of lexical compatibility of onim motivating framework and substantives, which limits the amount of semantics.

Proceed to the next semantic group of deonim terms related to the field of art, literature and publishing. Art and literature are multifaceted and complex human cognitive activity. As rightly pointed A. A. Ufimtseva, "the objective world is so wide, and the volume of material things, spiritual and artistic culture that people learned how to create, so immense, that the description of its different areas of each new case of the subject matter of the individual sciences" [13, p. 122].

Another feature of this group of words is the presence of different part of speech units are present here along with verbal substantives and adjectival forms.

Distinguish the following groups: 1) literary trends and artistic styles; 2) language as an art; 3) types of writing; 4) types of book printing; 5) artistic and architectural art.

Deonims of the first subgroup are formed by the formula: **onim + suffix -ism**. Comparable examples: karavadzhizma (Michelangelo da Caravaggio) is art system of realistic painting of the

17th century; Orphism (Orpheus, the son of the muse Calliope in Greek mythology) is for Western European painting in the 1910s).

Along with the reduced structural formula found instances actually semantic derivation, for example, Jacob, meaning 'style of furniture of the 19th century' (named after the French family of artistic furniture (father), Francois Honore Jacob (son) and Alphonse Georges Jacob (grandson)).

Russian-speaking terms relate not only meaningful poetic shapes and sizes, although those too are available, compare: *sapphic stanza* (named after Sappho, the ancient Greek poet: in ancient lyric and imitation stanza of three 11-complex and 5-omplex poems logaed structure) *anacreontic poetry* (named after Anacreon is Greek lyrical poet: measured motives predominate, consciously cultivated sensual pleasures of life), but also cover general literature concepts.

For example, the Italian shoemaker of the15th century Pasquino became well known because branded dignitaries. This fact has led to the metaphorical transfer of the proper name, expanding its semantics and creating conceptual word *libe*l, meaning offensive, defamatory or journalistic work in fictional form. Or well-known *Aesop language* is cryptography in literature, allegory, intentionally masking the author's thought to date back to the ancient Greek fabulist Aesop's behalf.

The names of different typographic editions have also been associated with specific names, most of the names of the authors of an action with respect to either the printing or the contents of the book.

Thus, in the Russian language find *Damascene* are manuscript collections religious - didactic works, which are so named for the Greek preacher of the 16th century Damascene Studit; *Ezekiel* is the book of the Old Testament, which got its name from the Hebrew prophet 7-6 centuries BC. But the *tablets*, the book, so named after the stone plaque with the "10 Commandments" in biblical mythology that Moses on Mount Sinai God gave to mean "that keeps" that is a kind of book is directory where recorded memorable events, dates names and ideas.

By proper names are mentioned reference and encyclopedias. Thus, in the Russian dictionary find *Meyer lexicon* (named after the German publisher J. Meyer) is Encyclopedic Dictionary content; *Baedeker* (named after publishers and booksellers Karl Baedeker) is Guide.

Types of writing are also associated with their own personal names. Generic name can

recognize *Cyrillic* – named after Slavic educator Cyril (about 827-869); one of the first Slavic alphabet; *Brahmi* – named after one of the supreme gods Brahma in Hinduism is one of the oldest varieties of Indian writing.

So, in the formative derivation of deonims belonging to the aforementioned subgroup there no change in shape of onim basis. Sound and grammatical form depends on the norms of the language. However, it should be noted that universal terms are universal, both in form and in content.

Conclusions

Thus, in this paper we have tried to analyze the terms, which are based on proper names. Deonims of terminological order are cultural and informational model of the world, which is formed in the course of a particular professional scientific activities. Hence, they form a specific view on the surrounding reality, thus linguistic picture of the world.

Corresponding Author:
Dr.Shakhmetova Nazira Ahanovna
Pavlodar State University named after S. Toraigyrov
Lomov street, 64, Pavlodar, 140000, Republic of Kazakhstan

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As a matter of fact, the same text, just intended for a different audience, may require the translation of proper names in one case and the conservation of them in another. According to Newmark (1993, p.15) proper names are a translation difficulty in any text. In literature it has to be determined whether the name is real or invented. â€. Van Coillie (2006, p.123) points out â€œthat names are sacred, but not so in children's books, where there seems to be a widespread habit of adapting names to the target culture.â€Â Names are invariably embedded in a cultural context. If the context is not developed to a substantial degree, the chances are that the corresponding names will be modified. The translator's frame of reference. â€œProper names are never translatedâ€ seems to be a rule deeply rooted in many peopleâ€™s minds. Yet looking at translated texts we find that translators do all sorts of things with proper names: non-translation, non-translation that leads to a different pronunciation in the target language, transcription or transliteration from non-Latin alphabets, morphological adaptation to the target language, cultural adaptation, substitution, and so on.Â The translation of proper names has often been considered as a simple automatic process of transference from one language into another, due to the view that proper names are mere labels used to identify a person or a thing. 1 Introduction Proper names (PN) are usually considered as a universal class of expressions. This assumption was formulated most clearly in HOCKETT'S contribution to the volume "Universals of Language" edited by GREENBERG (cf. HOCKETT 1966): "4.4. Every human language has proper names" and he continues: "A proper name is a form that denotes just what it denotes.Â 2 and cultural meanings of names. Ethnographic descriptions usually do not contain any information on the grammatical properties of PN and their use in discourse. The specific goal of this paper is to establish PN (restricted to anthroponyms) as a fruitfull topic of typological research.