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DELIMITATIVE FUNCTION OF PLACE NAMES IN THE LINGUISTIC LANDSCAPE - AS ILLUSTRATED WITH EXAMPLES FROM THE CITIES OF PRAGUE AND OSTRAVA (CZECH REPUBLIC)

ABSTRACT

The paper is focused on the spatial appearance of two place names in the public space in the background of the transonymization process; there are the Czech place names of Anděl ('Angel'; a busy crossroads, Prague) and Kuří rynek ('Chicken Market'; a small square, Ostrava). The paper attempts to provide answers to the following research questions: 1) Is there any mutual relationship between the places delimitation and the place names occurrence? 2) In which forms and for which objects are the namings used? 3) Do the areas delimited by the place names representation in the public space, and those mentally perceived by people living there overlap?

KEYWORDS

place names; transonymization; linguistic landscape; delimitative function

1 Introduction

The aim of the text is to examine two place names spatial appearance in the public space in the background of the transonymization process; there are the place names of *Anděl* (a busy crossroad, Prague) and *Kuří rynek* (a small square, Ostrava, both the Czech Republic). There are analysed chrematonyms (namings of shops,

pubs, etc.) based on the place names forms; the data were collected through a field survey carried out during May and June 2018 in the localities. The paper goal is to get answers on the following research questions: 1) Is there any mutual relationship between the places area delimitation and the place names occurrence in the urban public space? 2) In which forms and for which objects are the de-toponymic namings used? 3) Do the areas delimited by the place names representation in the public space, and those mentally perceived by people living there overlap?

2 The transonymization process

Place names are the substantial and integral part of the linguistic landscape, in the way the concept was formulated in the cornerstone study by Landry and Bourhis (1997, 25): “... the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings.” During the previous two decades, the concept has been elaborated as part of spatial studies, and nowadays, it has become fully accepted in Czech geography and social sciences – and in linguistics, too, mostly in urban place names research (cf. DAVID – MÁCHA 2014; DAVID 2016). In the public space, place names are mostly represented in a written form. They appear on road, street, and city transport stop signs, and they are also included in pub, shop, hotel, and company names, and in namings of residential and office buildings or premises. Therefore, the concept of linguistic landscape is sometimes rectified, and the notions of written-text landscape / scriptorial landscape are used instead (GADE 2003, 430–431; DAVID – MÁCHA 2014). In the perspective of place names research, the notion of the toponymic landscape is used, too.

The basic function of a place name is to refer to a particular object; through its place name, the object is identified as a unique element and it is concurrently differed from the others (ŠRÁMEK 1999, 22–26). Very often, the unique name manifests a strong potential to be transferred to name another object – e.g., the original name refers to an extraordinary geographical object, or a unique event or circumstances connected with it. In such a situation, the original name is used for naming another object because of their similarity, mutual relationship, or spatial proximity; the process is known as transonymization (ŠRÁMEK 2003–2004; PLESKALOVÁ 2017). However, the transonymization process does not take place only between two objects, the original one and the newly named one. Frequently, a place name with high naming potential is transferred several times to name different objects. For instance, the Italian city name *Venezia* (*Venice* in English), or rather its Czech form *Benátky*, was transferred, mostly during the Middle Ages, to name several cities, villages, and a lot of marsh areas (field names) in the Czech Lands (DAVID – ROUS 2006, 31–32; MATÚŠOVÁ 2007; KOMÁRKOVÁ 2019). The Italian city has always been admired as the city built “on water”, and interwoven with water canals; Czech plac-

es were named metaphorically because of their connection with water and marshy land. In modern times, it is also the original Italian form – *Venezia* – that is used (the same as *Roma*, *Toscana*, *Modena*) for naming Czech pizzerias and restaurants offering Italian specialities; in the background of the name giving, there is a stereotype based on relationship between the traditional meal, the country, and the original language form, as well as the marketing purpose. The example of the *Venezia* / *Benátky* place name illustrates the fact that the process of transonymization comprises many specific sub-processes, put into practice in different time periods, using different forms of place names, and transferring place names not only within a group of geographical objects, but also beyond its border.

If one focuses on a particular place name spreading from the spatial and temporal perspectives, the multi-transonymization process can be regarded as the expression of the information / spatial / value distribution represented by the original place name; a spatial appearance of a particular name caused by the transonymization process creates a visible border of the area connected with a particular value. For instance – using another example taken from exonymy – a spatial distribution of the *Amerika* (*America*) place names in the Czech Lands, mostly naming natural objects – e.g., fields, meadows, pasture lands, hills, woods, as well as solitary houses, and pubs – closely corresponds with the intensity of emigration from the Czech Lands – and from the particular regions – to America, predominantly to the United States, in the course of the 19th and the first half of the 20th centuries. The place name *Amerika* is used for naming places far away from the settlement, or places bearing a similarity to America, mostly to the United States – wild natural scenery, corn growing, architectural style of a building –, as was known from the eyewitness accounts, or newspapers, fiction books, and movies (OLIVOVÁ-NEZBEDOVÁ 2005; DAVID – ROUS 2006, 29–30; ŠRÁMEK 2019).

3 Case studies – the place names of *Anděl* and *Kuří rynek*

3.1 The survey methodology

The following text is focused on two particular research cases when unofficial (non-standardized) city place names appearing within chrematonymy (names of companies, shops, restaurants, hotels, etc.) determine the boundaries of the area bearing a particular place name (cf. LÁBUS – VRBÍK 2018, the research aimed at object fixation of toponyms and its visualization by GIS mapping tools). They are the place names of *Anděl* (Prague) and *Kuří* / *Kuří rynek*¹ (Ostrava). During May and June 2018, I did my field survey in the Smíchov (Prague) and Moravská Ostrava (Ostrava) districts. I walked through the local streets to gather all publicly presented proper

1 The form *Kuří rynek* with a short pronunciation, i.e. without vowel quantity, is mostly typical of a local spoken dialect; in the text, the (standard) form *Kuří rynek* is used.

names based on the place names *Anděl* and *Kuří rynek*; there are mostly names of pubs and restaurants, shops, and multifunctional urban objects. The goal of my survey was to collect these names; I documented them via photos, and at the same time, their occurrences were marked on the maps (Map 1 and 2) to delimit the areas that are covered by the names of *Anděl* and *Kuří rynek*. Another step was to do a brief survey through questionnaires to collect the data on the places delimitation from the local people living in the city districts. It was realized during September and October 2018. The questionnaire asked respondents about the examined localities (20 people in Prague, 18 in Ostrava); the questions were designed to get information on the areas spatial delimitations and perceptions. The data were then compared with a particular place name spreading, i.e., chrematonyms using the place name forms.

3.2 Case study- the place name of *Anděl* (Prague)

The place name of *Anděl* refers to a busy crossroads in the Smíchov district, a wider city centre of Prague, the capital city of the Czech Republic. The place name was inspired by the house name *U Zlatého anděla* ('At the Golden Angel'). The house was built in 1850, and during the 1870s, a local brewery and pub were joined to it. The frontage of the house was decorated with the painting displaying an angel wearing wavy clothes. A hundred and thirty years later, in the early 1980s, the building was demolished to pave the way for the Prague metro (underground) station (JUNGSMANN 2007, 48–52). The underground station was open in 1985, and until 1990, its name was *Moskevská* ('the City of Moscow Station'); at the period, a local tram stop carried the same name *Moskevská* as well. After the fall of Communism in 1989 (the Velvet Revolution), the original name of the place, *Anděl*, was given back to the underground station and tram stop (FOJTÍK 2011, 132). In 2000, the modern shopping and administrative centre named *Zlatý anděl* ('the Golden Angel') was opened in the place of the gone house; the modern building with a huge angel silhouette on a glass facade was designed by French architect Jean Nouvel.

In the area of Smíchov, I collected 20 names referring to 20 objects (Table 1). There are 8 names of shops and services – a funeral service included –, 5 names of pubs, restaurants, and bars, 4 names of business-administrative centres, and 3 names of hotels and residential buildings; the city transport stop signs are not included.

Table 1 Chrematonyms referring to the place name *Anděl* (Prague). Names are presented in original spelling forms.

Chrematonym	Named object	Locality
ZLATNICTVÍ U ANDĚLA	jeweller's	Bozděchova Street
ANDĚL PARK	business-administrative centre	Radlická Street
angelo HOTEL	hotel	Radlická Street
palác anděl	business-administrative centre	Radlická Street
Anděl City	business-administrative centre	Stroupežnického Street
andel's HOTEL PRAGUE	hotel	Stroupežnického Street
SUNANGEL	tanning salon	Stroupežnického Street
Andel's KADEŘNICKÉ STUDIO	hairdressing salon	Stroupežnického Street
ZLATÝ ANDĚL	business-administrative centre	Nádražní Street
ANDĚL BAR	bar	Štefánikova Street
CENTRUM FYZIOTERAPIE ANDĚL	physiotherapy centre	Štefánikova Street
Optika Anděl	optician's	Štefánikova Street
ČÍNSKÁ RESTAURACE ANDĚLSKÝ ÚJEZD / CHINESE RESTAURANT ANGEL PROVINCE	restaurant	Arbesovo náměstí Square
mozzarellart Anděl	foodshop	Preslova Street
POHŘEBNÍ SLUŽBA NA ANDĚLU	funeral service	Na Bělidle Street
CAFE ANGEL WINN BAR	bar	Na Bělidle Street
Anděl APARTMENTS PRAHA	apartments accommodation	Nádražní Street
KLINIKA KRÁSY ANDĚL	beautician's	Nádražní Street
PIVNICE U ANDĚLA	restaurant	Lidická Street
Restaurant El Barrio de Ángel	restaurant	Lidická Street

Linguistically, they are two points of views that can be adopted. The first perspective is the language that is used, the second one is the morphological structure of the names – which is important, given the main goal of the paper.

From the first perspective, the chrematonyms split into two groups. There are prevailing Czech language forms (14) based on the *Anděl* name form, including the

mixed Czech-English form ČÍNSKÁ RESTAURACE ANDĚLSKÝ ÚJEZD / CHINESE RESTAURANT ANGEL PROVINCE, referring to the same object; foreign language forms (7 appearances, the mixed form mentioned above is also included) are represented by the names based on *A/angel*, *Ángel*, and *Angelo*, and the form of *andel* – i.e., original Czech form without Czech diacritical marks – as well.

Concerning the morphological structure of the names, there are also two types of forms. The prevailing type is the one that uses – regardless of the language – the basic place name form (the Czech, or the foreign, adapted one) and integrates it into the chrematonyms. The second type – only 2 pieces of evidence (*POHŘEBNÍ SLUŽBA NA ANDĚLU*, *PIVNICE U ANDĚLA*) – is represented by the names that use the basic form of a place name with a place preposition: *na* ('at the place of'), and *u* ('close to the place'). Despite their forms, they have to be interpreted in the same way as the first ones: although they use the place name *Anděl* with the spatial prepositions – regardless of their origin and inspiration –, they convey the information that the named object is situated in the area of the crossroads of *Anděl* and its immediate surroundings. Therefore, those two name forms are also included in further analysis corpus of the study; they refer to the very centre of the locality.

If the chrematonyms are put into the map, the delimitation of the *Anděl* area is visible as it is marked in the public space (Maps 1 and 2). The area borders are created by the busy streets of *Radlická* in the west, *Ostrovského* and *Vltavská* in the south, *Zborovská* in the east, and *V Botanice* and *Kartouzská* (streets) in the north. In the north, in the west, and in the south, the area is also delimited with other place-name areas the names of which – in both standardized, and in non-standardized forms – are presented in the public space. There are place names of *Arbes* / *Arbesák* (a shortened form of *Arbesovo náměstí* – 'Arbes Square' –, named after Czech writer and journalist *Jakub Arbes*, 1840–1914) and *Na Knížecí* ('In the Prince's Road'; the name of a local bus station); both names are represented in the public space in many forms, e.g., names of stops, shops, pubs. The sharp border is delimited on the line of the *Štěfánikova* street, connecting the crossroads of *Anděl* and the *Arbesovo náměstí* square.

There are two unique spatial situations where two chrematonyms referring to the different districts / areas meet: 1) the *Anděl* optician's (*Optika Anděl*) and the *Arbes* hotel (*Hotel Arbes*) on the corner of *Victora Huga* and *Štěfánikova* streets; 2) the *Arbes* squash and fitness centre (*Squash a fitness centrum Arbes*) and the bilingual restaurant name ČÍNSKÁ RESTAURACE ANDĚLSKÝ ÚJEZD / CHINESE RESTAURANT ANGEL PROVINCE – both situated on and below of the *Arbesovo náměstí* square, at the same block. The latter is presented in the Czech and English forms, but the expression *Angel Province* is neither a literal, nor even approximate translation of *ANDĚLSKÝ ÚJEZD* (*újezd* means a specific form of mediaeval settlement, i.e., 'a district a rider goes around in one day'; in the treated situation, the chrematonym refers to the name of the district of *Újezd* in the neighbourhood of the *Arbesovo náměstí* square). The

uniqueness of the situation lies in two facts. First, there is a short distance between the name signs on the area border – the border between areas named by a particular name is thus visible in the public space; second, the *ANDĚLSKÝ ÚJEZD* Chinese restaurant, as I got to know through an email interview with the owner, was named because of its location on the border between the *Anděl* and *Újezd* areas.²

3.3 Case study – the place name of *Kuří rynek* (Ostrava)

The second example is taken from the centre of the city of Ostrava, the third largest city in the Czech Republic, which is situated on the border with Slovakia and Poland. Near the main city square, dedicated to the first Czechoslovak president, Tomáš Garrigue Masaryk (*Masarykovo náměstí*), there is a small area officially known as *Jiráskovo náměstí* ('Jirásek Square'). This was created at the beginning of the 20th century after several house demolitions. Originally, it carried the name *Kaiser Franz Josef Platz* ('Emperor Franz Joseph Square'); after the creation of the Czechoslovak Republic, it was renamed to *Jiráskovo náměstí*, after the Czech writer Alois Jirásek (1851–1930). From the very beginning, the place has been unofficially called *Kuří rynek* ('Chicken Market') because of its main purpose (ADAMUS 1934, 69); this name has been used in colloquial communication, and also appeared in official documents and advertisement until now (DAVID – MÁCHA 2014, 78–80). The name refers to one of the most important city points in the Ostrava centre. Here, it has to be mentioned that although the colloquial form is *Kuří rynek*, neither of the collected chrematonyms (Table 2) uses the full form of the name; it is the *R/rynek* ('M/market') that appears only. I am aware of the fact it is not possible to say definitely if in case of the chrematonyms, the part of the colloquial place name is included (i.e., the form *R/rynek* instead of *Kuří rynek*), or whether it is an appellative naming for the space – a small, not large square, a form synonymous with the expressions *náměstíčko* or *malé náměstí* ('small square'). However, the short form *R/rynek* is not used in colloquial communication for naming the place – and this is the reason I have decided for the first interpretation; the form *R/rynek* is thus regarded as the part of the colloquial place name.

In June 2018, during a field research, I got 5 chrematonyms using the aforementioned non-standardized place name (Table 2).

² See a section from an e-mail answer from 25th June 2018: "You are right, we are situated on the border between the *Anděl* and *Újezd* districts; therefore, the name of *Andělský Újezd* was chosen. Thank you. Best regards Hanka Ji".

Table 2 Chrematonyms referring to the place name *Kuří rynek* (officially, *Jiráskovo náměstí*; Ostrava). Names are presented in their original spelling forms.

Chrematonym	Named Object	Locality
<i>RYBÁRNA na rynku</i>	fish restaurant	Jiráskovo náměstí
<i>shisha bar NA RYNKU</i>	bar	Jiráskovo náměstí
<i>Čajovna na Rynku</i>	tearoom	Jiráskovo náměstí
<i>Obchod na rynku</i>	cell phone shop	Jiráskovo náměstí
<i>ANTIKVARIÁT U RYNKU</i>	secondhand bookshop	Poštovní street

Given the spatial distribution of the name through the appearance of the local chrematonyms and the field research data, the area of the square unofficially known as *Kuří rynek* is sharply delimited and perceived by the local people. The place name of *Kuří rynek* is understood solely within the area of the small square place. This fact stems from the delimited form of the square, and from the appellative semantics of the *rynek* name – although it is an old-fashioned expression for a city or village square, it is still fully understandable, and even used in standardized Czech urbanonyms (cf. street names *Na Rynku* in Kunovice, Kněžmost, and Praha, *Rynek* in Stará Ves nad Ondřejnicí, *Ryneček* in Příbram), as well as in non-standardized one (cf. names *Ryneček* – officially *náměstí Svobody* square in Jičín, *Ryneček* – *Masarykova* street in Častolovice). The fact is also illustrated with the usage of the name *Na Rynku* in chrematonyms referring to the objects (bars, restaurants, a shop) situated only on the square. If the object is situated out of the square area, i.e. *ANTIKVARIÁT U RYNKU*, then its name refers to the position outside (*u* ‘close to the place’).

4 Conclusions

The research has confirmed that the appearance of the place names in the public space is an important factor in preserving the current referential relationship between the name and the object. However, because of the different interests of public actors sharing the public landscape and participating in its creation, it is obvious the spatial performance of the names is various and depends on many factors. This fact was illustrated with two research probes. In case of the *Anděl* place name (Prague), the area of its visual presentation is wider than its real object reference, according to the questionnaire research; the areas are not overlapping. The reason behind this discrepancy is that even the extraordinary, but still semantically clear naming *Anděl* (‘an angel’), is used in name of pubs and hotels – it becomes a part of chrematonyms. Its high naming potential, from the marketing perspective, is given by its international comprehensibility, positive connotations, as well as the possibility to be transformed for commercial naming purposes (Table 1).

In case of the *Kuří rynek* square name (Ostrava), the place name reference object and the area of chrematonyms making use of the name are completely overlapping. The fact is explained by the name form that comprises an appellative element *rynek* ('a square'). The appellative naming determines the referential object in case of the place name and in case of chrematonyms as well – i.e., the chrematonyms with the *rynek* element, namely in form *na rynku* ('at the square'), are not allowed to refer to the object outside the square.

The examined examples have shown the usage of the place name in different communicative contexts; here, place names were used in chrematonyms, this fact having an influence on their referential extent and areas.

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