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THE PIZZA AND THE PITTA; ANTONOMASIA, LEXICAL USAGE AND PERMANENCE OF BRAND NAMES; NAMES OF CHINESE HAWKER STALLS AND FOODS IN SINGAPORE; DISH NAMES CONSTRUCTED ON NON-STANDARD LEXEMES AND OBSCURE PROPER NOUNS; ITALIAN COMMERCIAL NAMES; SECTION TWO; COVER NAMES OF SECURITY COLLABORATORS; ASPECTS OF NAMING AND SOCIOLINGUISTIC BEHAVIOUR IN CODE NAMES; SECTION THREE; THE CARNIVALISTIC ASPECT OF CHARACTER NAMES IN LITERATURE; ESOTERIC MEANINGS OF TOPONYMY IN MIRCEA ELIADE'S PROSE; TRANSLATION OF LITERARY PROPER NAMES; SECTION FOUR 0 NICKNAMES OF FOOTBALL CHAMPIONS IN ITALY CONTEXTUAL VARIATION OF SURNAMES AND FIRST NAMES OF POLITICAL FIGURES IN ROMANIAN PUBLIC SPACE; POLISH ARTISTIC PSEUDONYMS; SECTION FIVE; ITALIAN STUDENTS' E-MAIL NICKNAMES; USER NAMES AS UNCONVENTIONAL ANTHROPONYMS; SECTION SIX; CAT-BREED NAMES IN CONTEMPORARY ROMANIAN; PART V; GRAPHEMIC PUNS AND SOFTWARE MAKING THEM UP; ONOMASTIC MALTREATMENT AS A SYMPTOM OF DISCRIMINATION; NAMING YOUR CAR; CHARON'S SEMANTICS. NAMING WEATHER SYSTEMS; NAMES AS COMMERCIAL VALUES; INDEX AUCTORUM ET OPERUM; INDEX NOMINUM ET RERUM

Nota di bibliografia

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Nota di contenuto

part I. Theory of names -- part II. Names of public places (linguistic landscapes) -- part III. Names of public, economic, cultural, religious and sports institutions -- part IV volume Names of objects/entities resulting from various processes in public space -- part volume Miscellanea.

Sommario/riassunto

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,
