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Linguistic Diversity of Multicultural Cities on the Materials in Barcelona Ergonyms

Diversidad lingüística de ciudades multiculturales sobre los materiales de los Ergónimos de Barcelona.

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PALABRAS CLAVE: Comunicación, ergonomía, identidad, imagen de la lengua, representación de cultura

INTRODUCTION

The social, economic and cultural changes, which have taken place for the last few years, have triggered the development of international cooperation and led to the expansion of spheres of functioning of separate languages. The stream of new goods and the names designating them has increased. In modern cities some new commercial and social institutions have appeared, such as public funds, medical institutions, travel agencies, business organizations, shops, etc. as well as the signs corresponding to them. Expansion of economic and cultural relationship has led not only to emergence of new institutions, but also to the borrowing of foreign languages lexicon and close mutual influence of languages while nominating the above institutions.

Linguistic landscape

For the description of language mutual influence of daily existence of languages in a multiethnic city, a number of scientists use the term "LINGUISTIC LANDSCAPE" which is understood as graphic representation of different languages in public spaces of the multilingual cities. The linguistic landscape of cities is formed under the influence of a number of social processes and is presented by street names, place names, ergonyms, etc. One of the components of a linguistic landscape which brightly and most dynamically shows changes in mutual enrichment of languages and language preferences of the society is ergonymy, anaxiologically marked set of public and commercial signs (Solnyshkina, Ismagilova, 2015, 35). Ergonyms as proper names attached to business associations of people, such as unions, organizations of establishment, corporations, enterprises, societies, institutions, circles are the most dynamic elements of a linguistic landscape and brightly reflect linguistic preferences of the population. Groupings of ergonyms as artificial names created by individual or collective nominators with the purpose of reflecting the parameters

of the nominated referent we shall call ergonymy (Solnyshkina, Ismagilova, 2015, 35-37). In general, ergonymy is a vivid indicator of cultural values of the population and national identity of the people living in this territory. Depending on quantity of the languages dominating in the ergonymy of the city, in modern linguistics are distinguished monolingual and polylingual ergonymy. The former in the ergonymy in which the leading role belongs to one language, the latter is the one in which we find language means of two and more languages. In the same way monographic and poligraphic ergonymy is differentiated.

With Keyt Torkington, research of a linguistic landscape is connected with language in its written form, in the public sphere; a language which becomes visible for everybody through texts, such as billboards and other state signs. The author gives the following definition of the term of linguistic landscape: "linguistic landscape is association of all language markers which are present and thus designate public sphere, thereby linguistic landscape is that 'stage' on which public life takes place". The texts making a linguistic landscape can be monolingual, bilingual or multilingual, reflecting variety of the language groups, which are present in this territory or region. The linguistic choice is shown in the public sphere. Therefore, it serves for indexation of wide social (and state) attitude towards different languages and their speakers (Torkington, 2009).

The linguistic landscape is realized in public space of settlements and can be metaphorically presented as a mosaic of languages, which are used for texts on signs, inscriptions on public buildings, in street advertising, road signs, indexes, plates etc.

In works of modern researchers, methods of the description of linguistic landscape have been developed and tested. P. Backhaus and B. Spolsky's contribution who considered linguistic landscape as a system of the interconnected graphic elements is especially considerable. The scientists have also carried out comparative analysis of linguistic landscapes of a number of cities and revealed comparison constants: language policy of the region (city), graphic system(s), ways of formation of names, structural and linguistic parameters, semantics of the naming of city institutions, functional parameters of names (Backhaus, 2007).

The linguistic landscape is formed under the influence of public processes, thereby being the indicator of language preferences of the population. Modern researchers recognize that linguistic landscape gives a vivid image of the real-life ideas of multilingualism in minds of the population. As R. Laundry notes, multilingualism and globalization are the major factors influencing formation of a linguistic landscape of the multiethnic city (Laundry, 2007). Active changes in political and economic, social and cultural spheres of various countries of the last decades have resulted in the formation of the world socio-historical space. Integration in various spheres of activity was the result of active international cooperation, and cooperation at the international level became the reason for close interaction of representatives of different cultures. Nowadays in modern science there are points of view according to which it is considered that close cooperation promotes blurring of borders of national identity, borrowing of not only foreign language words, but also of foreign traditions and customs, which is not always justified (Kondrateva, Sabirova, Plotnikova, 2018). It is considered that active borrowing of foreign culture objects, concepts and even behavior stereotypes and also of appropriate language means finally leads to universalization of languages and cultures.

Globalization of the linguistic landscape

Currently "globalization" is understood in three meanings: as a constantly going historical process of expansion of spaces of interaction among people, states and cultures; as a general universalization of the world and the movement to the uniform political and economic and cultural world; as openness of national borders in the sphere of economic influence" (Grevtseva 2008, 147).

According to Shustova (2011) one of the leading factors of globalization is linguistic globalization, which is expressed in the need of people to be fluent in one or several foreign languages. Expansion of international contacts and promotion of international projects has become a boost not only to expansion of cultural borders, but also to development of the concept of 'competitiveness' in labor market and, as a result, foreign language skills have become one of the advantages in such competition.

According to Robertson R., nobody can produce things on a 'global' scale. "Companies which make and sell the products on a global scale, are forced to develop local communications, improving their products in local conditions and withdrawing raw materials from local cultures" (Robertson, 1990).

According to Kiptilo E.A., the global cannot exist without the local for the following reasons: 1) Any action is performed always to some extent locally as people are accurately localized in space and time; 2) The global is shown only in specific local practices and phenomena, gaining value within specific local conditions and realities; 3) The way of perception and interpretation of processes and phenomena will always be to a greater or lesser extent caused by local conditions in which this perception takes place. At the same time the local cannot exist outside the global (Kiptilo, 2002, 101 – 104).

In order to manifest this trend during the globalization era, R. Robertson introduced a new term - glocalization. According to him, glocalization is a widespread variant of globalization shown in the ability of top trends in the sphere of production and consumption of universal goods to reincarnate in regional forms (cited from Skinners, 2005, 111). The glocalization finds its reflection also in a linguistic landscape of multiethnic cities and is reflected in transformation of foreign language names into names with a regional component. Processes of globalization and glocalization actively influence the formation of the linguistic landscape of a multiethnic city.

ERGONYMS OF MULTIETHNIC CITIES

In this work we consider ergonyms as the main component of the language of a city or of "the linguistic landscape of a city". The development of problems of ergonymy in Russian linguistics dates back to the middle of the 20th century in the works of such researchers as B.Z. Bukchina, G.A. Zolotova, S.A. Koporsky and others. The term ergonym was introduced in 1978 by A.V. Superanskaya who defined ergonyms as "names of a special onomastic row in spite of the fact that they sometimes are very close to toponyms, serving as bases for them" (Superanskaya 1973). Many authors, considering questions of ergonymy, are guided by the term suggested by Podolskaya N.V. By her definition, the ergonym represents a proper name of a business association of people, including union, organizations, institution, corporation, enterprise, society, circle (cited from Vayrakh, 2011).

Barcelona is a city with an extremely developed sphere of tourism, both internal and external. With the population of 1 628,090 people, in 2011 Barcelona was visited by 1 943,175 tourists from other cities of Spain that by almost 300,000 exceeds the population of the city, and 3 394,678 tourists from different countries of the world that exceeds the population of the city by more than twice. The present language situation has led to attempts to force out the Spanish (Castilian) language from public life. In Catalonia, for example, along with Castilian, the state language is Catalan. The Catalan language, as well as Castilian, belongs to Occitan-Romance subgroup. In 1983 the law which secured for the Catalan language the status of the second state language in the territory of this province was adopted. This law stipulates teaching in Catalan along with Spanish in the system of secondary and higher education, maintaining in this language the office-work at the level of local government, its use in mass media. Now the Catalan language is used in four European states: Spain where it is extended to the territories of the following autonomous communities: Catalonia, Valencia and Balearic Islands, Andorra where it is the only official language, France, in five regions in the east of Pyrenees, Italy, on the island of Sardinia, the province of Sassari. According to the 2007 data of the Secretariat of language policy of the government of Spain, the Catalan language is spoken by about 11 million people in the world.

By random selection of three central streets: Carrer de Roger de Llúria, Carrer de Mallorca, Carrer de Còrsega, the number of various enterprises on which varied from 43 to 58, and thirteen peripheral streets: Carrer del Dr. Trueta, Carrer de la Ciutat d'Asuncion, Carrer de Coímbra, Carrer de Porto, Carrer de Lisboa, Carrer del Tajo, Carrer d'Eivissa, Carrer de Ramon Miquel i Planas, Carrer dels Quatre Camins, Carrer de Dante Alighieri, Carrer de Caracas, Carrer, Carrer de Lloret de Mar, where the quantity of examples of ergonyms on one street varies from 4 to 27 the linguistic and semantic analysis of the ergonyms of Barcelona

was carried out. The total amount of collected material was 308 elements of the ergonymy of Barcelona – 156 ergonyms of the central streets and 152 of the peripheral ones.

On the central streets of Barcelona studied by us in this work the following quantity of ergonyms was investigated: Carrer de Roger de Llúria-43, Carrer de Còrsega-55 and Carrer de Mallorca-58. The total number of ergonyms was 156.

Thanks to such units of language as ergonyms we can track the distribution of influence of the language which is established in this city of Catalonia seeking to prove its independence, introducing its national Catalan language into wide use. The data that were obtained during this research and which will be considered by us further all speak of this fact.

Dominant languages of the ergonymy

The collected material shows that the ergonymy of Barcelona on the central streets is presented generally in Catalan (nearly 36% of the quantity of all ergonyms of the central streets). The situation with a large number of English names in the city is quite clear. The large tourist cities can't avoid use of language of international status worldwide. Of course, many signs in the Catalan and Spanish languages will be clear to tourists as all these languages have the common original Latin and belong to the Romance group of languages: supermercat (Catalonian) – supermarket (English); oficina (Catalonian) – office (English).

However, the English signs are the phenomenon corresponding to the century of globalization and developed international relations. The ergonyms in English are generally names of institutions of public catering: restaurants, cafes, bars – that is the main places visited by tourists. 16 names out of 30 are written only in English (Grawler&Beer Market, The Singular Kitchen), in other cases as a part of ergonyms there are words in English in word combinations in the Catalan/Spanish languages, most often English serves as the translation of functional lexis for tourists: Mírame (lashes&brows). Also we found examples of ergonyms in English which have an explanation in Catalan: Standing Tours (Agència de viatges). Ergonyms in Italian – Trattoria Italia ("Trattoria (type of Italian restaurant) Italy"), Why? Piccolo cucina italiana ("Why? small Italian cuisine") and an ergonym in French – Déjàvu restaurant (Restaurant "Already seen (literally)") reproduce attractive, advertising, nominative and esthetic functions, distinguishing these institutions from others. As it was already mentioned above, Barcelona is one of the most frequently visited cities of Europe therefore the names in languages which are native for tourists from Italy and France are a good commercial step directed at drawing attention and creating "home and cozy atmosphere" for tourists from these countries. Besides, it is possible to note the fact that all three institutions are again institutions of the general food which, perhaps, specialize in cooking Italian and French dishes.

Producing bases of the ergonymy

When studying ergonyms according to their derivation bases, in this research it was revealed that on the central streets of Barcelona ergonyms whose derivation base are ANTHROPONYMS (26 examples) have the greatest prevalence (Tomas Domingo The bikehouse, Lina, Reparació del'automòbil J.Vila, O'Grovebar-cervecería, Espardenyes Rosa Maquijera and others). On the second place were the toponyms (23 examples) – Barcelona Gaudi souvenirs, Olé Mallorca, Nationale Nederlanden, Trattoria Italia and others), then go the other categories of onyms which became the derivation bases for the names of the city trade, administrative, etc. enterprises: PRAGMATONYMS – 7 examples: Kodak, Swarovski, Hamamatsu motor Suzuki and others, ZOONYMS – 2 examples (Centre can Còrsega, Bar Restaurant Can Massana), COSMONYM – 1 example (Luna supermarket) and PHITONYM – 1 example (Viola!). But they are presented not in such large numbers as the most widespread types of onyms in general – there are proper names of people and geographical objects.

We have also analysed the ergonyms of 13 peripheral streets: Carrer de Ramon Miquel i Planas, Carrer dels Quatre Camins, Carrer de Lloret de Mar, Carrer de Dante Alighieri, Carrer de Valldaura, Carrer del Dr. Trueta, Carrer de la Ciutat d'Asuncion, Carrer de Coïmbra, Carrer de Porto, Carrer de Lisboa, Carrer del Tajo, Carrer d'Eivissa, Carrer de Caracas.

Considering the derivation bases of the ergonyms, it should be noted that functional lexis prevails also as part of the ergonymy of the peripheral city streets. The number of names which represent only functional lexis isn't so high- 7 examples. They belong to various commercial enterprises and are most often written in Catalan: Tabacs - tobacco, Farmàcia – drugstore, Peixateria - fish shop. In addition, there are names constructed on the combination of functional lexis and proper names – 32 examples: Condis supermercats (supermarket Condis), Otonauto escoles 8 (Driving school Oton8), Lo Covo café & restaurant (cafe-bar-restaurant Lo Covo), etc. This way of nomination is the most widespread.

The most widespread bases for ergonyms are antroponyms, the situation is the same as on the central city streets. Mostly these are catering establishments: Taverna Miquel, Bar Cervecería Jose, but also there are other types of organizations: Autoservicio Felipe (Felipe car service).

In addition, some graphic features of the peripheral streets ergonyms should be noted. As different from the variety of symbols encountered on the central streets here only ampersand was present: Solmanía Sun&Beauty (in the other ergonyms the Catalan preposition I was used (5 examples) – Lafortuna café i bar, Psicologia Infantil I Juvenil etc., as well as the sign "+": Movistar+ServicioTécnico.

The above analysis allowed us to come to certain conclusions which are presented further.

CONCLUSIONS

The language situation in Catalonia, naturally, has its reflection in the ergonymy of the capital of this autonomous region, and the ratio of the Catalan and Spanish languages with the advantage towards Catalan (34% and 14, 9%). However, it is necessary to note that the quantity of ergonyms in English almost coincides with quantity of the Spanish ergonyms and even exceeds it by one unit.

According to the data obtained by the quantitative analysis, the number of ergonyms in Catalan is rather big both on central and peripheral city streets (56 of 156 and 49 of 152, respectively). The examples of ergonyms in Catalan of the central streets: Super Lekker menjar d'importació, Mare Bar Restaurante, Musical Fusté vent teclats so professional, Stetic Lux centred'estetica avançada, Lín Bellesa i Estética etc. The ergonyms of the peripheral streets in Catalan: Escola port, Llar d'infants, Tíntea cartutxos per a impressores, El café de la cantonada, Aszende, L'espai immobiliari and etc.

Spanish, being an official language of the country, however, on the streets considered was presented to a lesser extent than English in the linguistic landscape of Barcelona by one unit (45 and 46 of 308 units). It is also necessary to take into account the fact that it is sometimes difficult to understand to what language the name is related as many European languages have common graphics in Latin: Recuperaciones Las Flacass. l., Carniceria Tocineria Alba, Rehabilitaciones Serran Si, Movistar + , Mister Mix audiovisuals and etc.

Most often, ergonyms in English are a combination of functional vocabulary with characterizing words, or simply having functional vocabulary as a basis. After analyzing the ergonymy, it was found that there are less ergonyms in English on the peripheral streets.

During the study, the following data were obtained: the most common producing basis of ergonyms of Barcelona is functional vocabulary, which is designed to give specific information about the products or services offered: Rooms (from English "Rooms"), Clinica Dental (from the Spanish "Dental Clinic"), Mobles decuina (from the cat. "Kitchen furniture"), Farmacia (from the Spanish. "Pharmacy"), Tabacs (from the cat. "Tobacco"), etc. This method of nomination, being the simplest in its essence, can be called one of the most convenient, practically directed. However, such names often lack an expressive component, which over time becomes more important and priority.

Following by the number of examples found, the ergonyms generating basis is anthroponym (14, 9%). And on the central (26 units) and on the peripheral (20 units) streets can be found signs with names. Among anthroponyms, male names are recognized as the most popular in both parts of the city (Francisco Quintana Ylzarbe, A., Tomas Domingo The bike house, Rikki Rikki sushi bar restaurant), which are almost 2 times more often than women (Lina, Farmàcia M. Alsina).

When comparing toponyms (place names), there was a tendency to refer to commercial enterprises using the names of Spanish cities, districts and regions. 24 out of 33 ergonyms that have toponyms as a basis have a connotative meaning associated with Spain, its individual territorial units. For example, a toponym, or, more specifically, the POLISONYM Barcelona was met on the streets of the city 10 times (Rectificados Barcelona, Sosteplac Bcn S. L., Cross Barcelona), 7 of them in the central part and 3 in the peripheral parts of the city. This may indicate that most of these ergonyms perform an informative function - they convey information about the location of the named object, and that national, patriotic awareness plays an important role in Barcelona and in Catalonia as a whole. Among other toponyms, which are not related to Spain, we point out 2 USA toponyms: Nevada perruquers i estilistes, Edifici California, 2 Examples of Netherlands' toponyms: Nationale Nederlanden, Randstad and 2 Examples referred to Italy: Trattoria Italia, Tuscania food & wine, wherein all of the above ergonyms belong to ergonymy of central streets that suggests that the main recipients of these values are tourists. They also show the reflection of historical facts in the landscape of the city (the example of the Netherlands was considered in one of the previous paragraphs of the work).

The pragmatological foundations of the ergonyms of the city of Barcelona are mostly represented by brands that are related to the automotive industry - 8 examples (Jeep, Carroseria Renault). All these ergonyms can be found on the peripheral streets of the city and one example - Hamamatsu motor Suzuki - on the central. Also, ergonyms are based on pragmatonyms related to household and electrical engineering - 4 examples (Samsung, Movistar + Servicio Técnico), and pragmatonyms related to the printing industry 4 examples - (Calipage, Kodak). The last two classes are presented on the central streets of the city.

In the ergonymy of Barcelona, the names with the producing bases, which are represented by zoonyms, phytonyms, cosmonyms and THEONYMS are found small quantities (1, 2%, 0, 6%, 0, 6% and 0, 3%, respectively). Zoonyms (Centrecanícòrsega, Atelier Mice), phytonyms (Viola!, Rosa Rosae) and cosmonyms (Luna supermarket, Solmanía Sun & Beauty) can be found in equal quantities in the center and suburbs of the city. Ergonym-theonym ARES was discovered on the peripheral street Carrerde Caracas. Most ergonyms have not one, but several producing bases at the same time. Most often, this is a combination of functional vocabulary with an anthroponym or other generating basis: Engel & Völkers commercial, Bar Restaurant Sekiya, and Supermarket Mallorca.

After analyzing the ergonyms of the city, we were convinced of the preference for Catalan as the language of the nomination of city objects. Of the 308 units studied, 105 are in Catalan, 34% of the total number of ergonyms. In addition, results were obtained concerning the use of English for the nomination of enterprises - 46 units (14, 9%), which is also a fairly high indicator, given the fact that the number of ergonyms in Spanish was 14, 6% of the total number (45 units). Ergonyms in Italian (2 examples) and in French (1 example) make up 0, 9% of the total number of ergonyms we have considered.

Anthroponyms (14, 9%, 46 units) and toponyms (10, 7%, 33 units) in the central and peripheral streets turned out to be the most common among the producing basis after functional vocabulary, which amounted to 30% or 120 units out of 308. Pragmatonyms were next in terms of prevalence - 23 examples (7, 5%). Zoonyms as a producing basis were met us 4 times - 1, 2% of the total number of considered examples, phytonyms and cosmonyms 2 times (0, 6% each) and one theonym - 0, 3%.

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