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CHANGES IN PLACE NAME SEMANTICS IN THE TOURISM ADVERTISING DISCOURSE

Summary. The present research is aimed to reveal the shifts in the semantics of place names used as general names and as oikonyms in tourism advertising discourse. The "place name" nominations preserve their negative connotations in the dictionary entries but in the tourism advertising discourse their pejorative components are diminished and they acquire positive connotations.

Key words: tourism advertising discourse, oikonym, place name, pejorative component, meaning shifts, positive perspective.

The intensive development of tourism industry attracts the attention of the linguists to the tourism advertising discourse (hereinafter TAD) due to its professional language and 'specific' purposes: to present a place in favourable context with intention to 'sell' tourism services. To influence the tourist's consciousness various means are used in the TAD.

Introduction. The topicality of the present research is motivated by the necessity to study the dynamics of neutralizing the pejorative component in British place names in TAD to reveal the shifts in the semantics of oikonyms used in general and professional discourse registers.

The object under investigation is the British place names with the original dominant pejorative component in their lexical meaning registered in the dictionary entry.

The end-goal is to determine the shifts of the negative component in the lexical meaning of the British place names registered in TAD to the positive one.

The data for the investigation is retrieved from the etymological dictionary [3], "Dictionary of British Place Names" by A. D. Mills [10] and the TAD represented in texts of webpages (Love Hungerford [7], Suffolk [16], Triphobo [17], Visit Snape [18]) with the total amount of 23 586 wordforms.

Discussion. The toponymy of British place names is the focus of E. McClure (1910), A. Mawer (1922), J. Field (1980, 2005), A. Room (1983), A. Mills (2011) et al. They pay their concentrate on the changes in the British place names semantics due the influence of the tongues of various tribes inhabited Britain and conquerors. They studied how places were named after men who obviously were important at those days to keep their names in times.

Toponym comes from Greek *topos* "place" and -*onym* "name". And toponymy is the "study of place names" is from 1876 [3]. Toponyms in linguistics are classified into oikonyms – place names, hydronyms – river names, omonyms – landform names, etc. [12, p. 4753], cf.: "Dictionary of linguistic terms" by T. Zherebilo defines the toponym as a geographical name of particular territory [20, p. 418], while oikonymy is the branch of linguistics that studies the etymology, origin, meaning and function of place names.

The problem of diminishing the pejorative component in the semantics of oikonyms in TAD is not studied enough that is why our attention is drawn to this problem. Our task is to prove the neutralization of the pejorative component in oikonyms semantics in TAD that aims at 'selling' the tourism services.

The etymological analysis reveals that the word *pejoration* (1650) comes from the noun of action in English *pejorate* "depreciative, disparaging", from the French word *pejorative*. The Late Latin *peiorat-* is the Past Participle of *peiorare* that meant "make worse". Latin *peior* 'worse' is related to *pessimus* "worst", *pessum* "downward", to the ground ← Proto-Indo-European **ped-yos-*, comparative of root **ped-* "to walk, stumble, impair". The Modern English verb *pejorate* "to worsen" has been functioning since 1640s [3].

In linguistics pejoration is treated as the speaker's evaluation of something / someone as being bad. C. Kramarae and D. Spender in their work stress that pejoration is a semantic process whereby a neutral word acquires negative connotations over a period of time, it occurs when a word names a concept about which society is uncomfortable [5, p. 2031], cf.: pejoration is the acquisition of a less favourable meaning due to a lowering in the value judgment associated with the referent [1, p. 79]. Somehow a different opinion is put forward by L. Naumenko "pejoration is the process of adding connotations to the stylistically neutral word to create the negative nomination" [11, p. 80–85]. V. Klemperer states that pejoration is any worsening or narrowing of a word meaning [4]. L. Safonova offers much wider definition: pejorative lexical units are units which meanings reflect the negative society's attitude to the exact subject or activity the word denotes [14, p. 52]. Pejoration is a kind of language expression, namely of the negative emotional value by creating the image perceived by the language society negatively considering the moral and ethical criteria of the language usage [15, p. 151]. N. Shibaeva admits that pejoration is the expression of the negative emotional value of the speaker to the object of the nomination and the addressee's aim to decode the speaker's intentional meaning [15, p. 151]. S. Łodej in his work "Concept-driven Semasiology and Onomasiology of CLERGY" analyses semantic and morphological dynamics of the terms. The author views them in the context of their historical development. S. Łodej remarks that more evidence of the social pejoration of the referents can be derived from the context of the individual use of the terms [6, p. 105].

M. Widawski emphasizes that pejoration involves the "depreciation" in the meaning of words whose connotations have become less favorable or have worsened over the time [19, p. 80].

Our hypothesis is that (1) the original pejorative component is "neutralized" in the geographical discourse or rather it is shifted to periphery; (2) the positive component moves it further to the nucleus; (3) the positive component becomes dominant in the lexical meaning of oikonyms; and (4) the negative component to be covert in the TAD.

Investigation. Place names for the analysis are retrieved from "Dictionary of British Place Names" by A. Mills. Dictionary which includes a representative selection of some 17 000 major place-names of the British Isles. We suggest classifying the oikonyms

by the following criteria: (1) etymological – native or borrowed; (2) source of borrowing; (3) semantic. Here is the classification of British place names with the original dominant negative component represented by various oikonyms:

We divide place names by dominant meaning component:

– negative (3%): *Ballinamallard* (Béal Átha na Mallacht) means "Fordmouth of the curses" [10, p. 123]; *Shobrooke* means "Brook haunted by an evil spirit" [10, p. 943];

– positive (5%): *Deehommed* (Deachoimheád) means "Good view" [10, p. 375]; *Harlech* (Hardelagh) means "Fine rock" [10, p. 539]; *Ballyrawer* (Baile Ramhar) means "Fertile townland" [10, p. 138];

– neutral (92%): *Ballyree* (Baile an Fhraoigh) means "Townland of the heather" [10, p. 138]; *Granagh* (Greanach) means "Gravelly place" [10, p. 509]; *Rahan* (Raithean) means "Ferny place" [10, p. 865].

In the focus of the investigation there are the place-names with the dominant pejorative component retrieved from the dictionaries which make up 3% (506 wordforms) of the total amount of the British place names (17 000 wordforms).

Let's analyse the etymology of some place-names to find out their original meaning to further determine the way of the negative → positive component. We must admit that the formula ought to decode the intermediate phase: shall analyze original dominant meaning of place names, combinability with descriptive words and meaning shifts in the tourism advertising discourse. Let's consider the following example: original negative → neutralized in the geographical discourse → positive in the TAD.

There are a number of exciting things to do in Shorncote. From historical sites to cultural attractions, explore the exhaustive list of all other local attractions in Shorncote. Discover new places to see and unique things to do nearby Shorncote. Don't miss out on these amazing sights at Shorncote. Check out the list of attractions and activities to do in Shorncote and nearby areas. It will help you to plan a perfect trip to Shorncote [17].

The etymological analysis shows that the compound noun *Shorncote* (*Schernecote* 1086) comes from the OE word combination *scearn + cot* [10, p. 944]. The OE *scearn* "dung, muck" comes from Proto-Germanic **skarnom* in the Past Participle form ← **sker* "to cut" [3]. The OE *cot* developed into ME "small house, bedchamber, den" [3].

According to A. Mills *Shorncote* is interpreted as "cottage(s) in a dirty or muddy place". In example 1 the intensive use of intensifiers is registered. Such intensifiers as *exciting, cultural attractions, perfect, amazing* are used in TAD to highlight the place name. Intensifiers aim at the adding the additional positive components into the semantically neutral or pejorative oikonyms and form the positive perception of the oikonyms by the tourists and allows to fulfil the main function of TAD.

Place-names and intensifiers in the TAD change the client's perception of the place name with an original negative component, e.g: *exciting things to do in Shorncote, amazing sights at Shorncote, a perfect trip to Shorncote* strengthen the reader's positive perception of *Shorncote*, despite the fact that the pejorative component remains dominant in its original semantics.

Now one can see that the TAD neutralizes the dominant pejorative component in the place name semantics and adds the positive components to place names semantics. *Shorncote* acquires the positive connotation in the TAD. We consider that such change is supported by its combinability with intensifiers in TAD. Thus the

combinability of place-names with the negative component and the intensifiers in the professional discourse actualizes the positive semantic component of the place name, for instance: "*causing great enthusiasm and eagerness*" and "*excellent in all respects*" used in the TAD. Here *Shorncote* is presented as "*amazing place for a perfect trip*" in tourists' consciousness.

There's so much to explore in Hungerford, so many reason to visit and stay in our beautiful, historic town surrounded by an area of outstanding natural beauty. Some come for the famous antiques, others for the walks, the history and the waterways. Perhaps it's our fabulous food and our stylish shops that attract visitors from around the world [7].

The compound noun *Hungerford* comes from the word combination "*Hunger ford*". The etymological analysis points out that it developed from merging of two stems: ME *Hungerford* ← OE *hungor + ford* [10, p. 596]. The OE *hunger, hungor* means "unease caused by lack of food, debility from lack of food, craving appetite" which came from Proto-Germanic *hungruz* and probably from the Proto-Indo-European root *kenk* "to suffer hunger or thirst". The ME noun *ford* ← OE *ford* "shallow place where water can be crossed" borrowed from Proto-Germanic **furduz* ← PIE **prtu-* "a going, a passage" [3].

The meaning of the place name *Hungerford* according to Mills' Dictionary is possibly "*ford leading to poor or unproductive land*" [10, p. 596] and a negative component prevails.

In example 2 the intensifiers *outstanding, beautiful, historic, fabulous* provoke the client' positive perception of the place name.

And such combinations of place name with intensifiers as *much to explore in Hungerford, beautiful, historic town, area of outstanding natural beauty, attract visitors from around the world* cause the shifts in semantics of place name and the original pejorative component is not actualized, see: example 2.

The TAD aims to shift the pejorative component of the place name from the nucleus to the periphery name and provokes the client's positive perception of oikonyms. As shown in example 2 *Hungerford* as place name in the TAD acquires positive meaning and the pejorative component in the place name semantics becomes covert. The lace name *Hungerford* changes its meaning and in the context actualizes the meaning "*beautiful place of outstanding natural beauty*".

In the TAD intensifiers *beautiful, historic, outstanding, etc.* imply the "*excellent*" and "*exceptionally good*" and such a combination forms a picture of "*a perfect spot to visit and stay*", as the result the actualised positive component "*fabulous food and our stylish shops that attract visitors*" moves the original negative component into the periphery, see: *Hungerford → fertile land, e.g.:*

Snape is a **"*must-visit*"** *destination for anyone who wants to sample the beauty and atmosphere the Suffolk coastal countryside has become famous for, whatever the season* [16].

An **area of awe-inspiring vistas**, **contrasting landscapes and diverse wildlife**. *Woodland groves and heathland walks lead down to* **wildlife rich reedbeds** ... *Walking, cycling, canoeing, river trips, your senses will be stunned by the* **wonderful views** [18].

The place name *Snape* originates from OE *snæp* (early 14c.) "to be hard upon, rebuke, revile, snub" which comes from Old Norse *sneypa* "to outrage, dishonor, disgrace" and probably related to similar-sounding words meaning "cut" [Harper]. According to Mills' Dictionary *Snape* means "*boggy piece of land*" [10, p. 959].

In examples 3 and 4 the intensifiers underline the positive feature of the place-name lexeme, for instance: *famous, awe-inspiring,*

contrasting, coastal, wonderful, etc. Due to their co-ocurrence the original component is neutralized and turns positive: poor land + wonderful → wonderful poor land.

Combinability of intensifiers with oikonyms (*"must-visit" destination, coastal countryside area of awe-inspiring vistas, contrasting landscapes, wonderful views*) causes shifts in the place name lexeme.

The given illustrations show that *Snape* is presented as a "beautiful place". Intensifiers focus the reader's perception on the context which transfers negative into positive. Tourism advertising discourse diminishes the pejorative component in the place name semantics. Examples 3 and 4 reveal the loss of the negative component "poor land") and acquiring the component "*a beautiful place worth visiting in any season*" in TAD.

The examples under investigation have proved our hypothesis that tourism advertising discourse diminishes the original pejorative component of the place name semantics and actualizes its positive component. The shift in the meaning place names follows several stages: domination of the original negative component → neutralized in the geographical discourse → transferring into positive when used in the tourism advertising discourse.

The "place name" nominations preserve their negative connotations in the dictionaries entries but in the tourism advertising discourse oikonyms pejorative components are diminished and place names acquire positive connotations due to the meaning shifts.

Conclusions. The tourism advertising discourse preconditions a shift of the pejorative component in the lexical meaning of place name nominations from the dominant position to the periphery one. It also first diminishes and then in the course of time neutralizes its negative semantics.

Perspectives of the investigation**.** It lies in the systemic study of dynamic semantics of oikonyms in the language system and professional discourses.

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Колісниченко Т. В. Зміни в семантиці ойконімів у туристичному рекламному дискурсі

Анотація. У статті аналізуються пересуви у семантиці назв місць – як загальних назв, так і ойконімів у туристичному рекламному дискурсі. Наша гіпотеза полягає у тому, що географічні назви історично містять у своїй семантиці негативний компонент, проте у структурі географічного дискурсу він зменшується або нейтралізується, а у структурі туристичної реклами він змінюється на позитивний.

Ключові слова: туристичний рекламний дискурс, ойконім, географічна назва, пейоративний компонент, семантичний пересув, позитивна перспектива.

Колисниченко Т. В. Изменения в семантике ойконимов в туристическом рекламном дискурсе

Аннотация. В статье проанализировано сдвиги в семантике названий местности – как общих названий, так и ойконимов в туристическом рекламном дискурсе. Наша гипотеза заключается в том, что географические названия исторически содержат в своей семантике негативный компонент, однако в структуре географического дискурса он либо уменьшается, либо нейтрализуется, а в структуре туристической рекламы он меняется на позитивный.

Ключевые слова: туристический рекламный дискурс, ойконим, географические названия, пейоративный компонент, семантические сдвиги, позитивная перспектива.