LINGUISTIC AND SOCIAL ASPECTS OF NAME GIVING MOTIVATION

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Abstract: The article deals with the problem of influence of social factors on the name giving process with taking into account their motivation. The authors carry out a survey by means of the questionnaire, specify and prove the existing theory of social origin of name giving process motivation. Onyms are considered as linguistic units, and the process of changing their semantic structure under the influence of their social factors is studied. For detailed studying of the subject, a complex analysis was carried out, which includes such techniques as comparison, classification and evaluation. The research is relevant in the linguistic, social, national and cognitive aspects, as it demonstrates an interaction between language and society. As a result, social motives of name giving process were classified that determine future development of anthroponymicon.

Keywords: onym; name giving process; onomastic; social motives; onomastic universalia; anthroponym; national motivation; name giving; religious motivation; ideological motivation.

Aspectos linguísticos e sociais da motivação para o ato de nomear

Resumo: O artigo lida com o problema da influência de fatores sociais sobre o processo de nomear algo, levando-se em conta suas motivações. Os autores empreendem uma pesquisa por meio de questionários, especificando e comprovando a teoria corrente acerca da origem social das motivações para o processo de nomear algo. Os ônimos são considerados enquanto unidades linguísticas, de modo que se estuda o processo de mudança de suas estruturas semânticas sob a influência de fatores sociais. Para um estudo detalhado do tema, foi levada a cabo uma análise complexa, na qual se incluem técnicas como a comparação, a classificação e a avaliação. A pesquisa é relevante sob os

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aspectos linguísticos, sociais, nacionais e cognitivos, na medida em que demonstra uma interação entre linguagem e sociedade. Como resultado, os motivos sociais relativos ao processo de nomear algo foram classificados de forma a determinar o futuro desenvolvimento da antroponímia.

Palavras-chave: ônimo; processo de nomear algo; onomástica; motivos sociais; *universaliza* onomástica; antropônimo; motivações nacionais; dar nomes; motivações religiosas; motivações ideológicas.

INTRODUCTION

Proper names are used to denote a large range of people, objects, places, phenomena, and concepts. Proper names have enormous potential to describe the cognitive experience of the nation, cultural development of society with its moral ideals and attitude towards other cultural and linguistic societies

Functional and linguistic singularity of proper names has resulted in the fact that they are studied in a special section of Linguistics – Onomastics, which describes the origin and development, functional specificity, the essence of proper names in language. Anthroponomastics studies information that is encoded in personal names such as human characteristics, relationship between the person and his father, ancestry, family, as well as information on the nationality, occupation, origin in any locality, rank, and caste.

A name plays a key role in the description of national and cultural identities of a person. The relevance of this work is proved by a permanent interest in problems of proper names as an object of onomastics and sociolinguistics. The issue of the name giving coincides with the anthropocentric approach in sociolinguistics. Its definition is based on the relationship and interaction of language and society. A great number of scientists face some linguistic challenges in studying and describing the role of onomastic categories of social factors influencing the motivations for the name giving.

A personal name (or onym) differs from other proper names in the individualization of an object. Personal names are repeated that results in additional naming, such as a surname and patronymic, that is distinctive for Russian Nominalia (*Averkin Andrey Ivanovich, Avdotyeva Agrippina Vasilyevna*), or

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in using the multicomponent anthroponyms as in German antroponomasticon (*Wolfgang Franz Albert Mueller*) or personal and middle names in English anthroponyms (*Reginald Kenneth Dwight, Norma Jean Baker*). Since proper names perform identification function, it is worth noting that personal onyms are an integral component of human nature or linguistic identity. They characterize, evaluate it and give an idea of the name – bearer to the recipient.

The choice of the research subject is conditioned by the necessity to determine the main social factors effecting the name giving. The aim of the research is to give a systematic description of the name giving motives, analyze their linguistic cognitive potential and jurisdictional importance. The aim of this work is threefold: first, to study the name as a language sign with a definite meaning and connotation; second, to determine social factors influencing the name giving; third, to describe the modern system of the name giving.

The name giving is a complicated linguistic and extralinguistic process that connects a person and a linguistic sign. The name giving is a social need for identification and nomination of a person, which results in the increase in the onomastic vocabulary. Social, cultural and historical factors influence this process. Therefore, there are no grounds to consider the name giving as a combination of motives for naming. As the research is based on the poly language material, it prompts and supplies the further elaboration of the subject, and emphasizes its importance as well.

Actualization of social motives of the name giving and their reflection in the meaning of linguistic units, namely in proper onyms, is one of the relevant aspects of personal name semantics, which is expanded by a name giver's preferences of this or that motive. All motives reflect the reality and have a complex character. On the one hand, they accumulate a cognitive experience of language community, on the other hand, they reflect the evaluation,

expressiveness and emotions of an individual to the extra linguistic reality. Social motives change the semantic structure of a personal name, influence the frequency of its usage and demonstrate philosophical preferences of the name giver in a certain period of social progress.

The actualization of social motives in the name giving progress is directly or indirectly connected with the relation of the name giver to the extra linguistic reality. In the given case, all motives can be integrated in a connotative aspect of a personal onym meaning, which reflects their functional mission – being the identificators of a person.

LITERATURE REVIEW

The idea of the interrelationship of linguistic and extra linguistic aspects, both in the language and the word semantics, is not novel. In brief, this issue has been investigated by ancient linguists and philosophers, and remains a very relevant one for scientists of today.

Onyms remain a controversial subject for many researchers. The main issues under research are:

(1)   qualitative and quantitative parts of the content of the Nominalia[7,8,9];

(2)   the difference between proper names and common names[10,11];

(3)   the process of name creation and naming[12,13]; the existence and

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[7] Yermolovich, D. I. 2005 *Imena sobstvennyye: teoriya i praktika mezhyazykovoy peredachi* [Proper Names: the Theory and Practice of Cross-Language Transfer]. Moscow: R. Valent.

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absence of the meaning of the name[14,15,16];

(4)   the semantic structure of the name [17,18].

In the extra linguistic aspect, linguists paid a great attention to the issues of macrolinguistics which are linked with the issues of "language and society". However, the interrelationship of linguistic and extra linguistic within lexical units has not been given due attention yet. A.M. Kuznetsov debates the status of the connotation towards the inclusion or non-inclusion of this phenomenon in the semantic structure of the word. The researcher points out that this phenomenon reflects the entire set of extralinguistic object and phenomenon characteristics in the semantics of the word, which subsequently form the "imagery of linguistic lexical meaning" together with the linguistic components of the meaning of the word. The connotation can be freely reproduced and be stable, therefore it can be included in the semantic structure of the word[19].

After having analyzed same theoretical works on positioning the connotation, we adhere to the viewpoint of L.V. Razumova, who distinguish the following subcomponents of the connotation: emotive, expressive, evaluative, cultural, ideological, imagery, motivation, the inner form of the word, functional and stylistic.

One of the most striking interrelationships of linguistic and extra linguistic factors can be found in the system of American anthroponyms. Harry

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[14] Grzega, J. 2011. Some aspects of modern diachronic onomasiology. Retrieved from http://www.ebscohost.com/academic/comparing-full-text-databases (Accessed August 1, 2011).

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[18] Golomidova, N.V. *Iskusstvennaya nominatsiya v russkoy onomastike* [Artificial nomination in Russian Onomastics]. Yekaterinburg. 1998.

[19] Kuznetsov, A. M. From the component analysis to the component synthesis. Moscow: Nauka. 1986.

Wiver, a lecturer at the department of international relations of American university in Washington, D.C., in his paper "Mosaic of American Culture" says that despite a great variety, there has been existing a dominating culture in the USA.[20]

Lora Wattenberg, the author of the book "The Baby Name Wizard", highlights a very interesting tendency in the American name giving. According to the results of the latest research in this field, such rare Old Testament names as *Josh (Joshua), Josiah, Elijah, Kaleb, Etan* obtained an unexpected popularity. Jewish names, which were considered archaic in early XX century, are in vogue now. Today they sound very unusual and new, but the most interesting fact is that these names have already lost their religious and national semantic component.[21]

According to Stanley Liberson, a Harvard sociologist and specialist in the field of name research, fashion for names depends on the world events only to a small extent. The new is the well forgotten old, and despite the fact that the popularity of names is very changeable, this process still has some certain regularities. A great variety of publications in the field of behavioral economy dealing with modern tendencies in name giving has appeared recently. American scientist Steven Levitt with a co-author journalist Steven Dabner researched the race segregation in the anthroponymic system of the USA. The data they obtained vividly show that various races in America prefer quite different names.[22]

The researcher M.V. [23] singles out the following motives of name giving:

- after the elderly relatives;
- after a person who has played an important role in the life of one of the family members;
- after a famous and popular person;

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[20] Wiver, G. The Mosaics of American Culture. Retrieved from http://www.kontinent.org/.html

[21] Wattenberg, L The Baby Name Wizard, revised 3rd Edition: A Magical Method for Finding the Perfect Name for Your Baby (3 ed.). New York: Harmony, 2013.

[22] Levitt, S., Dubner, S. J. *Think Like a Freak: The Authors of Freakonomics Offer to Retrain Your Brain.* The book was published on May 12, 2014 by William Morrow. 2014.

[23] Golomidova, N.V. *Iskusstvennaya nominatsiya v russkoy onomastike* [Artificial nomination in Russian Onomastics]. Yekaterinburg. 1998.

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- because of the taste preferences or positive personal evaluation of the name sound shell;

- because of the name originality.

We adhere to the opinion that the combination of factors underlying the proper names motives, is unified for the whole humanity. It comprises a famous onomastic universalia. For anthroponyms, such fundamental factors determining their motivation are the following: physical, psychic, biological, moral and intellectual characteristics of a person, his/her national, territorial belonging, and family ties.

METHODS AND MATERIALS

The textual method involves the analysis of antroponymic texts (calendar name address books, registers of Registry Offices, telephone books). This method made it possible to analyse the new forms of names, to highlight basic evaluative affixes, and to compose connotations. Thus, the method of stratigraphical correlations represents the diachronic analysis of personal names with due account for history information of the antroponymicon progress. The statistical method is estimation of the names types and definite components of onyms in some onomastic system, calculation of the percentage ratio of popular names in different speech communities enables researchers to reveal the basic tendencies of the name giving, since the name frequency defines its popularity.

All stages of the name giving progress were taken into account, since acquiring connotation for the name is a long historically marked process. Before analysing the national onomasticon, semantic fields and hierarchic relations of the dependent microfields have been carefully studied. The approach enables made it possible to take into account extralinguistic factors

and national specific of the name vocabulary, since semantics of onyms is rather complicated. In this study, the inventory involves:

I. Inventory of formal names (usual forms).

II. Inventory of name derivatives (occasional forms).

III. Names with a clearly defined connotation.

The inventory count method assumes a procedure of identification of personal names; in other words, not each capitalised word is a personal name. Quantitative and qualitative data obtained from these methods will serve as a basis for the name classification.

While studying the antroponymic material, we classified it in accordance with the following grounds: linguistic identity of the name; gender identity; national identity. Due to the fact that linguistic and gender identities of the name are constant, the choice of the first two points can integrate the researched empiric material. The national identity is differentiating, since the national uniqueness of onyms arising from language singularity makes personal names unique linguistic units. The sociolinguistic survey in question is based on active questionnaires, since it is one of the safest ways of sociolinguistic information acquisition.

In our research we use an experiment, which is a kind of scientific experience representing a systematized and repeatedly reproduced observation of the object, its individual aspects and connections with other objects, which are detected in the process of strictly controlled impact of an observer on the studied object.

Our linguistic and social experiment is based on a method of questionnaire surveys, as it is one of the most reliable methods of obtaining sociolinguistic information. In our research, in the process of questionnaire surveys the following objectives have been set:

- Collection of onomastic material. Answers from questionnaire surveys, which informants fill in, may add value to our own files.

- Questionnaire surveys are used for confirming the hypothesis about interrelation of personal names connotation and name giving motives.

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- By means of questionnaire surveys we obtained additional information about new semantic and morphological features of names.

The selection of informants is a key issue, as in our research it was found out that quantity and quality of personal onyms that are actively used depend on a social status of informants. All informants were divided into the three groups: 1) employess (prosecutors, teaching staff of Nosov Magnitogorsk State Technical University – 100 persons; 2) employers of OJSC "Repair Services" – 100 persons, 3) students of Nosov Magnitogorsk State Technical University – 100 persons. The total amount of informants constituted 300 persons.

All informants were divided into the three groups according to the age that allows to anylise the tendencies of name giving process in the historical aspect.

The first group – the age of informants 1953-1963;

The second group - the age of informants 1963- 1983;

The third group - the age of informants 1983 -1990 г.р.

For the more objective assessment and statistic data and for further forecasting of results quantitative monitoring is necessary to be conducted.

Undoubtedly, this method is appropriate for researching a pragmatic aspect of connotation of personal onyms, as it connects the name bearer with a linguistic unit.

Theory of nomination was studied to elaborate principles bringing out and classifying social aspects at name giving process. The empirical material was selected from about 20 onomastic, etymologic, and historical dictionaries; in addition, we used statistic lists from Magnitogorsk Registry Office (the Russian Federation). To achieve the goals and solve a number of specific problems, a complex methodology was applied (descriptive, etymological,

componential analysis, textual, quantitative methods, method of classification etc.).

Complex methodological framework that is based on questionnaire was elaborated. Its main points are the following:

- Name, Middle Name, Surname

- Date, place of birth

- Sex

- Interests

- Profession

1. Do you know why you have this name? (Possible answers are the following)

- hereditary name

- name from church calendar

- (euphony) harmonizing with surname

2. Do you have relatives with the same name?

3. Do you know the meaning of your name?

4. Do you know the origin of your name?

5. What names would you prefer to give to your children? and why? (Possible answers are the following)

- interfamilial name

- name giving trend

- harmonizing with surname

- belonging of the name to the Saints according to church calendar

Based on the materials of the conducted questionnaire, we determined the main social motivation of name giving process:

- national motivation for name giving,

- religious motivation for name giving,

-ideological motivation for name giving

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RESULTS AND DISCUSSION

The specific character of the semantic structure of the personal name defines its specialization in the identifying function and reveals the main trends in the occurrence of various kinds of connotations. Connotation of the name refers to the wide array of positive and negative associations of the name-bearer. Connotation and denotation are two aspects of onyms. In this case, the connotative characteristics cannot exist without the denotative meanings. Connotation represents the various social and cultural implications, or emotional features associated with the name-bearers.

For the current stage of development of linguistics, the consideration of the semantic structure of linguistic units on the following aspects is traditional and widely accepted: denotative (a denotative semantic aspect of an anthroponym is understood as the denotation, based on the isolated minimum of generalizing characteristics); significative (this aspect of semantics of an anthroponym is the content of the concept that is actualized in this meaning); connotative (an additional content with different shades being imposed on the basic concept).

The following determinative elements can be distinguished in the meaning of onyms, as well as in the meaning of other linguistic units: a generalization (onym, concept, significatum) assigned to the onym, existing in it, in contradistinction from the particular application in speech, where the onym is filled with an individual specific content.

A significative aspect of the meaning of a personal onym is a content part of the concept (the set of properties, characteristics, and relationships between the objects). This corresponds to the level of knowledge a native speaker has and covers the connection with the name-bearer.

If one follows the usual scheme: significatum - denotation - connotation, defining the structure of lexical meaning in general form, the lack of clearly defined significatum is obvious. Its existence at the level of the seme 'person' can be evaluated similar to the categorical seme of the appellative. In other words, significatum of the anthroponym only refers it to a specific onym class, no more than that.

A significative component of the meaning of the personal name is reduced to the means of expression, which has two aspects. On the one hand, it is etymology expressed by a noun, which has been turned into a name and gives it the content; on the other hand, it is lost, rethought, and associatively reinterpreted over time to create a new content.

When analyzing the meaning of a personal name (the relationship between the name and the meaning) one should not only consider the connection of the name with its bearer (with extralinguistic information), but establish the denotation of the onym. Extralinguistic part of the meaning can be named by different terms: denotation, designatum, referent, and object.

Denotation is an individual representation of any object of reality, which is expressed by the word in a language. A denotative layer of meaning, or a denotative meaning as information about the extralinguistic reality. The researcher considers denotation as actual and virtual. Actual denotation refers to the referent. Virtual denotation is a set of objects in the world that can be named by this expression.

In this research, the names that belong to a large group of people are considered virtual denotations *(Tatyana, Ivan, Vladimir, Sergey, John, Mary, William Jackson, Hadulf, Guntfrid, Matilda, Nandvig)*, while referents of a person's name are actual ones, understood it as a relative unique onym *(Apollon, Desdemona, Hercules, Othello, Gordiy)*.

Proper names may be divided into: mono-designated – proper names in the ideal sense having only one bearer *(Jesus, Judah)*; multi-designated – names having many bearers *(Ivan, German);* undesignated – names of mythological creatures really did not exist *(Voldemort, Dobby)*. This classification makes it

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possible not only to relate onym to one or another group (to identify the bearer) but to determine connotative shades of a personal onym (expressive, emotive, and cultural) as well. A connotative aspect in the semantic structure of onym is not levelled out, but provides this structure with emotional, expressive, cultural, and social coloration.

The connotation of onym involves emotionality and extra information of a language unit. The connotation is information about culture, the worldview of a native speaker, which is embodied in the "lexical share" of the word with geographical, historical, and cultural characteristics. This statement can be applied to the connotation of personal names as well.

The so-called nationwide onyms - the names of public figures (*Joseph, Adolf, Winston*); theophoric names (*Maria, Michael, Benedict of Nursia, Nicholas the Wonderworker*); mythological names (*Hercules, Achilles*) have the connotation of this type. It is the group of onyms that is identically connoted both for the bearers of English, German, and Russian languages. However, there are names in the Nominalia in any language that are unique only to the bearers of a particular culture, for example *Vaska, Vanka, Frosya, Nyura, Gottlieb, Erdmann, Edgar, Richard, Charles, Sharon* and their connotation is associated with each the national identity.

Connotation cannot be included in the semantic structure of the word; therefore, in his opinion, this co-meaning cannot be arranged with denotative and grammatical components of the semantics of the word. Obviously, evaluative, emotive, expressive, and cultural components can be included in the structure of the connotation of personal onyms. These four elements are not a mechanical sum but they are an interdependent unit.

Socially and culturally marked names reflect the cultural component of the connotation of personal onyms. Personal onyms are linguistic units and at

the same time they are the reflection of national culture. However, the interaction between the culture and a personal onym is a bilateral process since each culture creates specific types of personal names which reflect extra linguistic social reality.

The extra linguistic factor such as religion influences the cultural component of the connotation of personal names. Religion is one of the primary factors that make sense of the direction and dynamics of the naming process; its role depends on the individual and ethnic singularity of the nation, its religious denomination, as well as on the unicity of the individual and public combination in the semantic structure of onym. Despite the fact that names contain a limited amount of semes, which comprise the semantic structure of onyms, religion plays an important role in acquiring the common heritage of humankind including information.

There is no reason to disclaim the social character of personal names. Society plays an important role in choosing the motivations for the name giving. Therefore, onyms are the mirror of social history and social change. Nowadays onyms are used only to link a noun and a person. A social aspect of personal names is focused on:

- theoretical and methodological study of personal names creation and its function;

- comprehensive research of anthroponomastics as a system;

- study of personal names as a social historical category;

- social cultural factors of creation and extinction of personal names;

- functioning of personal names in the modern society.

From the social point of onomastic research view, personal names have special factors, such as the public assessment, conscious or unconscious preferences. These factors can be divided into two groups: factors of the highest value (socioeconomic formation, capital goods, science, culture, lifestyle, aesthetic and ethical views of society); factors of low value (texts, ideology, etc.).

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There exist practical examples of social character of personal names. A tradition of the name giving is the frame of a social group. There are some examples of vertical mobility of names in the history. For example, in Ancient Rome a slave's name consisted of an owner's name in the genitive case and the word -puer: e.g. *Lucipuer*.

There exist preferences of society members. The language is like a mirror of culture, social life and values. In Ancient Rome, for example, adopted children had their foster parent's name with the suffix- anus (e.g. *Octavianus – Octavius's son*). In England foundlings had names corresponding to their position (e.g. *Helpless, Forsaken*, etc).

The motivations for the name giving reveal themselves in society. Their nature can be individual or social. Motivations can be passive or active, with individual or social characteristics, but all of them play a great role in the process of the name giving, thus creating a system. In this case, the motivations for the name giving are a complex of definite internal and external factors, laws and rules according to which a system of the name giving is structured. The name giving cannot be applied outside the rules and laws, which constitute the standard for the common process of the name giving. Motivations satisfy a variety of a name giver's needs. Social motivations for the name giving have been formed at an early stage of the society development, and do not depend on the individual needs of a person.

National motivation for name giving

There exist the same characteristics of the name nationality associated with Russian name - Ivan, German name - Hans and Fritz, English – John. However, the morphology of the same names can define international onyms *Anne, Peter.* These are the names of the most esteemed Saints both for

Christians and Catholics. A phonetic name form can specify the nationality of an onym. Members of speech communities can identify the language inhering of onym through phonetic, graphic and inner forms (Russian - *Vladimir, Svetlana, Lyubov, Svyatoslav*; German - *Guenther, Heinrich, Hubert, Konrad;* English - *John, Mike*).

Each particular language sets up a principle of names functioning. The borrowed names having the same characteristic cannot be subjected to the laws of a language. Personal names show a national and cultural characteristic of society. However, a national singularity of onyms differs in other languages but remains a permanent part of connotation. These differences can be shown at the semantic, morphologic and lexical linguistic level

Religious motivation for name giving (Based on Catholic and Orthodox Church)

Protestants regarded the Bible as an only source of the religious truth, and therefore they recommended and promoted the biblical names. Requiring the removal of the existing Catholic cult, the veneration of icons and Saints, Protestants strongly opposed the use of holy names and created their own names modeled on the old Germanic names, which expressed, in their opinion, the purpose of life: *Chriestfried, Chriestleib, Erdmann, Fuerchtegott, Gottfried, Gotthard, Gottlieb, Leberecht*. These names were created according to the changes in imperative sentences.

These personal names as religion marked linguistic sign have been created for special purposes. If religion played an important role in the life of a name giver, he or she chose such names. Ethnocultural traditions, myths and legends also determined a special motivation for the name giving in the period of polytheism. The informational value of such names consisted of a common nouns stem. The etymological motivation for the name giving was actual at an early stage of social development.

Religion is one of the primary factors determining the dynamics of the name giving process. In this case, an ethnic cultural identity of name givers

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reflected the semantic structure of onyms. Although the semantic structure of onyms consists of a great number of semes, religion is still meaningful and has informational value.

When studying the names of Polytheism, it was noted that personal onyms perform their cumulative function, reflect the views of people from Polytheism to Monotheism in their semantics: *Meinrad* "*megin* (strength) + *rat* (counsel)", *Notker* "*not* (danger) + *ger* (spear)", *Veshnyak, Lubim, Shiryay, Shumilo*. Nowadays such names as *Meinrad* (*megin*-force + rat- advice), *Notker* (*not*- danger + *ger*- spear)*, Lubim* (Love), *Shumilo* (noise) have a cumulative function, and are units of passive name vocabulary.

After conversion to Christianity, the name giving practice changed. Now a child had two names, one traditional name for religious rituals, and another - according to Pagan belief. This fact witnesses that a name giver tried to combine two beliefs - Christianity and Paganism. Nowadays Christian names are given to children in accordance with a name giver's religious beliefs and a church calendar. These names are in most instances currently associated with the parents who see Jesus Christ as their Saviour, and who believe that their offspring will follow in the footsteps of Jesus Christ and avoid all the evils of the world.

Ideological motivation for name giving

Ideology is extra linguistic information that influences the name vocabulary in general, and the name giving in particular. The ideologically marked names show preferences of a name giver and consist of such names as *Adolf, Iosif,* etc. The influence of ideology on the name vocabulary became evident in the names of political leaders and monarchs. This process follows the

pattern: advocacy of ideas leads to the popularization of a person and his or her name when the name is given.

According to the statistics of Vital Records Office, in the Russian speech community, such names as *Yaroslav, Georgij, Vasilij, Ivan* are in vogue. These names are connected with tsars and princes. This tendency is governed by the national identity and the 'Russian idea'. Ideology as extralinguistic information enables people, on the one hand, to create new abbreviated names such as *Vilor* –V.I. Lenin*, Krarmiya – Krasnaya Armiya* (the Red Army). On the other hand, new meanings have become good known names (e.g. *Gertruda – geroj truda* (hero of labour)).

In Germany ideologically marked names appeared in the age of Reformation. Catholics chose such anthroponyms as *Ignatus, Vincentz, Aloys, Xaver, Seraphim* for the name giving*.* Protestants created names on the pattern of old Germanic onyms: *Chriestfried, Chriestleib, Erdmann, Gottfried, Gotthard, Gottlieb, Leberecht.* However, these names did not stand the test of time and were out of use because of their semantic structure.

New social conditions dictate the fashion of the name giving in the world. There exist bearers with the brand-names and toponyms: *Dior, Armani, Chanel, Paris, London,* etc. In Russia, for example, until recently, there has been a tendency of strange name giving. The President of the Russian Federation in 2017 signed a law, which prohibits to give non-standard, unconventional, abnormal names to children. This includes using indecent words, punctuation marks and positions in the name giving. Article 58 of the Family Code of the Russian Federation will be amended in the nearest future. Consequently, such names as *Lucifer* and *Boch RW* will be out of law.

CONCLUSION

Thus, to become a subject of scientific research, personal names have passed through centuries and attracted attention of ordinary people and scientists. One cannot deny a social character of personal names, as they exist in the society and for the society, which dictates their choice, whatsoever

Linguistic and social aspects of name giving motivation
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individual it may seem. All personal names are always social, therefore onyms represent a mirror of social history. Social motives of the name giving were formed at the early stages of the name list forming and progress. They resulted from the name givers' social needs rather than the individual ones.

The name giving is a process created by social motivations reflected in the meaning of onym which depends on the needs of a person identification. There exists one of the most important linguistic and semantic problems that can be solved twofold: by the actualisation of the name giving motivations and by the correlation of intra- and extra linguistic factors. On the one hand, the name giving motivations integrate a social cognitive experience of society, on the other hand, they characterise extra linguistic events.

Social motivations for the name giving change the semantic structure of onyms, influence the name functioning, demonstrate the preferences of a name giver, and have an impact on quantitative and qualitative status of anthroponymycon.

Taking into account the actual material, it was pointed out that: personal names are associated with history of society; this feature is unstable; personal names respond to social upheaval; personal names reflect the core cultural values at the moment of their creation through a common noun basis.

The relevance of this work is proved by a permanent interest in the problems of personal names as an object of onomastics and sociolinguistics. The study of the problems of the name giving coincides with a general trend in sociological studies in linguistics. The issue of the relationship of language and extra linguistic reality plays a key role in establishing a system of the name giving.

From the social point of view, the motivations for the name giving depend on social and economic status of name givers (their social origin, life style,

residence, education, profession and position, religious, family, economic status). The practical value of the research lies in the possibility to use factual material, obtained data, elaborated classifications for lecture courses on language studies, lexicology, lingvoculturology, lexicography, intercultural communication. On the basis of the given material it is possible to write textbooks, diploma and course projects.

The given work deals with the issues, which either have not attracted the anthroponyms researchers' attention, or have not been thoroughly analyzed, namely: analysis and creation of the name giving motives system; investigation of the personal names connotation by means of the name giving process.

Thus, the research of the name giving process showed that it is a complex and multifaceted process, which requires the investigation of both linguistic, and extra linguistic challenges. The process itself is universal for representatives of different languages and cultures. The research opens up new perspectives of studying the name giving process, firstly, on the basis of the material of different languages and cultures, secondly, within the virtual space.

The given approach to the research of personal names opens up new opportunities for studying toponyms, since this layer of language is also socially determined, and is influenced by ideology and religion as the main factors of the name giving changes.