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## THE SPECIFICS OF ERGONYM FUNCTIONING IN THE TEXTS OF FINANCIAL AND ECONOMIC SPHERE

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Functions of ergonyms in the texts of financial and economic issues are singled out. The analysis of 250 text fragments illustrates that in media-texts ergonyms perform the nominative, text-forming, information and content-related function and the function of persuasion.

**Keywords:** onomastics, proper names, ergonym, media-text, functions of ergonyms.

This work is dedicated to the study of the specifics of ergonym functioning in the texts on financial and economic sphere.

The topicality of the work lies in the fact that this class of onyms is still insufficiently studied. There is no consensus among scholars as to how to define the concept “ergonym”. Until now, the question of what exactly onyms should be rated as belonging to the ergonymy sphere remains the subject of scientific debate. In the research studies, attempts have been made to highlight within this class the subclasses of ergonyms and characterize them. Also, as a rule, various aspects of these proper names are studied separately from the context in which they function.

The purpose of this work is to study the specifics of the functioning of ergonyms in the texts on financial and economic sphere.

The ergonyms from several issues of the American periodical *Wall Street Journal* served the material for this study.

The theoretical value of the work lies in the fact that it addresses the topical issues of the ergonymy.

In onomastic literature, the concepts of “appellative” and “onoma” (“onym”) are used to designate the units which result from the processes of appellativation and onymisation. The onym (onoma, proper name) is a word or word combination which serves to distinguish the object named by it among other objects: its individualization and identification, including anthroponym, toponym, zoonym and others [1, p. 10].

In the Linguistic Encyclopedic Dictionary under the editorship of Akhmanova O.S., the following definition is given to the term “onomastics”: “Onomastics is a section of linguistics studying proper names” [2, p. 527]. The term “onomastics” also refers to a set of proper names also denoted by the term “onymia” [3, p. 346].

In this work, we use the definition of ergonym by Podolskaya N.V.: “Ergonym is a category of onyms. The proper name of a business association of people, including union, organization, institution, corporation, enterprise, society, establishment, circle” [3, p. 151].

The term “ergonym” is fixed by Podolskaya N.V. to indicate the name of business association of people, while the term “ergonymy” is to designate the totality of names of business associations of people. By the “business association of people”, the researcher

means any unions, organizations, institutions, corporations, enterprises, societies, establishments and circles [3, p.151].

The proper names studied perform certain functions in media texts. The first of such functions is nominative in which case a specific association is named:

*The worst of the turmoil that has engulfed global financial markets since the middle of last year appears to be over, but its effect on economic activity isn't, the Organization for Economic Cooperation and Development said Wednesday* [4, p.8].

The Organization for European Economic Cooperation and Development is named in this sentence.

Also inherent in ergonymy there is the text-forming function. The ergonym is the pivot around which the text is formed, like in the following example with the firmonym Woolworths. This firmonym makes part of the title of the article: *Woolworths sales boost*. Then it is used several times in the article itself which covers the activities of this company:

*Woolworths, Australia's largest supermarket operator, said growth in food and liquor sales was picking up after slowing for three quarters in the face of stronger competition from rival Coles Myer* [5, p. 12].

*Woolworths, which is bidding for pub and bottle-shop operator Australian Leisure and Hospitality group, also reiterated its forecast for annual earnings growth of 12-15 per cent, helping to lift its shares almost 2 per cent. "What was quite good ... was the company's commentary that the comparable sales trend improved throughout the quarter," said Macquarie Equities associate director Martin Lakos* [6, p. 37].

*Woolworths met analysts' forecasts with a 6.2 per cent increase in form-quarter sales to A\$6.4bn (US\$4.7bn), spurred by 10 new supermarkets and a fuel discount* [4, p. 38].

Also the information and content-related functions are typical of ergonyms. The following sentence contains information about the activity of the US Internal Revenue Service:

*Many investors battling the Internal Revenue Service in high-stakes tax-shelter cases may take some hope from the government's defeat in a recent court case. But IRS lawyers view the decision as merely a temporary setback on the road to annihilating the badly battered shelter business. Indeed, the government has won most recent cases involving shelters* [4, p. 25].

The next sentence contains information about the Company 3M:

*3M dropped 5.5 per cent to \$83 as investors focused on sales that came in slightly below analysts' expectations and guidance that the company would earn roughly the same amount in the third quarter as it did in the second* [5, p. 32].

The sentence says that its shares have dropped by 5.5 per cent to 83 dollars per share. The following sentence contains information about the merger of Bertelsmann Music Group and Sony Music:

*The European Commission last night approved the 50-50 merger of Bertelsmann Music Group and Sony Music, creating the world's second largest recorded music company, without concessions or structural remedies* [4, p. 26].

The merger will be carried out on an equal footing, which will permit to create the world's second-largest music company.

Ergonyms also perform the function of persuasion and emotional influence. In the next sentence, a “positive” statement is created due to the lexical environment:

*Bayer yesterday agreed to pay €2.38bn for the over-the-counter medicines business of Switzerland's Roche that includes brands such as Rennie indigestion tablets. The deal will catapult Bayer into third position in a segment of the pharmaceuticals market. It will double Bayer's OTC sales to €2.4bn* [5, p. 17].

Firstly, one mentions the fact that the Company Roche is going to acquire the well-known Rennie brand. The deal will “shift” it to the third place on the pharmaceuticals market. Also, this process is to double sales. Receiving this information, addressees form a favorable image in their perception. Of certain interest are the verbs which have either a positive or negative meaning. “Positive” verbs are used in the following sentences:

*But elsewhere the earnings news was better. Black & Decker, the tool maker, rose 11.5 per cent to \$67.26 after hammering Wall Street's expectations for its second-quarter earnings, thanks to strong sale.* [4, p. 32].

*Swift Transportation, one of the leading US trucking companies, added 7.2 per cent to \$19.77 on rising profits that handily beat expectations. The business was moved by a strong environment for freight shipping* [5, p. 31].

The verbs “to rise” and “to add” contain the “increase” seme. On the contrary, in the following examples the verbs express lowering, decrease:

*But Banco Comercial Portugues shares fell 3.3. per cent to €1.78 after the bank sold control of its life and health insurance business to Fortis, the Benelux bancassurer, for €500m in cash* [6, p. 20].

*Lexmark International, the computer printer maker, sank 7.2 per cent to \$83.67 after it issued more conservative guidance for the third quarter than Wall Street expected. The careful outlook overshadowed robust second-quarter results* [4, p. 16].

*Taser International dropped 9.2 per cent to \$36.54 after a press report questioned the safety of the company's stun guns, used increasingly by US police departments. Taser said it stood behind the safety of its weapons* [4, p. 32].

These are the verbs “to fall”, “to sink” and “to drop”.

Therefore, we can say that in media-texts, ergonyms perform the nominative, text-forming, information and content-related function and the function of persuasion.

Ergonyms function in media texts which are studied by media linguistics. As follows from the term itself, which unites two basic components, “media” (“mass media”) and “linguistics”, the subject of this new science is studying the functioning of the language in the mass communication sphere. That is, media linguistics studies a certain speech use sphere, i.e. the language of mass media.

The term “media text” (“media construct”) can be defined as a message containing information and stated in any media kind and genre (newspaper article, television programme, video clip, film, etc.).

In media texts, ergonyms perform nominative, text-forming, information and content-related function and the function of persuasion.

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### ОСОБЕННОСТИ ФУНКЦИОНИРОВАНИЯ ЭРГОНИМОВ В ТЕКСТАХ ФИНАНСОВО-ЭКОНОМИЧЕСКОЙ ТЕМАТИКИ

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В работе выделяются функции эргонимов в текстах финансово-экономической тематики. Анализ 250 текстовых фрагментов показывает, что в медиа-текстах эргонимы выполняют номинативную, текстообразующую, информационно-содержательную функции и функцию убеждения.

**Ключевые слова:** ономастика, имена собственные, эргоним, медиа-текст, функции эргонимов.