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## TITLES AS ONOMASTIC SIGNS OF A SPECIFIC TYPE

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In the paradigm of titles the title functions as an identifying name, or onoma. In paradigmatic rows titles lose the communicative value they had in texts preserving only the information conveyed by the linguistic signs by which they are expressed. The loss of the communicative function and the subsequent activation of the nominative function causes functional transposition – the transition of the title-communicative unit to the class of the nominative units. The transition is not accompanied by any outside changes. This leads to suggest that titles are functional proper names, functional onomastic signs. The title as an onomastic sign has the following characteristics: 1) exact reproduction; 2) paradigmatically determined combinability; 3) implicit category of substantivity.

*Key words:* title, onomastic sign, paradigmatics, nominative function, functional transposition, category of substantivity, functional proper name.

Traditionally titles were described as onomastic signs in onomastic studies [3-6]. A. Ufimtzeva treats titles alongside names of journals and magazines, perfumes, names of foods in the group called "individualizing signs" [6]. A. Superanskaya, classifying proper names depending on the objects they refer to – names of enterprises, offices, holidays, etc. states that titles name "complex objects" [5]. The reason for referring titles to different groups of proper names may be seen in the difficulty of singling out onomastic "fields" or onomastic space. But it is obvious that titles are treated in a superficial manner in the papers mentioned above. In this connection it is worth mentioning A. Arnold's suggestion about the necessity of forming a special class of onomastic signs – the class of names of belles-lettres texts [1].

Characteristics of the title as an onoma may be revealed, in the first place, by opposing it to the units of other onomastic classes (place names, billboards, captions, etc.), and, on the other hand, determining the place of the title in the given class of onomastic signs (headlines, headings, subheads, etc.), that is, by showing its characteristics in interclass and intraclass relations. The title as an onomastic sign is an ontological fact of the language, representing the categorical characteristics of all context depending titles. In their totality titles form a specific layer of individualizing lexicon; the latter would not be complete without a detailed study of names of belles-lettres texts the study of which so far has been somewhat neglected.

The results of considering the onomastic aspect of titles may be summed up in the following way:

The mechanism of speech nomination lies in the choice of a certain characteristic feature of the "denotatum". The nomination of the text by the title is subject to this rule and lies in the choice of a certain feature of the text.

The choice of a text feature is conditioned by extralinguistic factors:

- 1) Communicative function of titles – to serve the aim of "informing" the reader about the text that follows, or, putting it otherwise, the communicative function dominates over the nominative function.
- 2) Aiming at peculiarities of readers' perception.
- 3) Specifics of belles-lettres texts whose "denotatum" is not given to the author at once in its final form and shape.
- 4) Necessity to convey an informatively important feature of the text by using the minimum quantity of signs in keeping with the traditions of titling.

The functioning of titles at a given synchronic moment is determined by the simultaneous activity of two functions – communicative and nominative, which determine onomasiological characteristics of titles.

Depending on the character of the onomasiological feature chosen for text nomination two types of titles were singled out – nominating and characterizing. Nominating titles name the text formally. Characterizing titles convey important information for text perception and text interpretation. The author's modality is often found in the latter type. Conveying important conceptual textual information by characterizing titles is successfully achieved by resorting to semantic shifts – the use of metaphors, metonymies, etc. This type of titles was called image-bearing or figurative. The linguistic mechanism of figurative nomination lies in the fact that a linguistic sign which typically names a usual "denotatum" starts denoting an occasional referent. Alongside nominating and characterizing there was singled out one more group of titles called advertising, since its essential characteristics may be explained by their pragmatic orientation.

In the functional- genetic aspect titles are direct nominations of texts. Depending on the type of "title-text" connection the title is found to be a motivated nomination. There have been found two structural types of text nomination: a) one word titles; b) titles consisting of groups of words, including sentences.

The title is a nomination of the text by a sentence. The writer is motivated by a communicative aim when he/she uses in a title the name of the character, his qualities and relations. Identical conclusions may be made on the basis of understanding the title as a motivated sign. As is known the communicative function is characteristic of only one syntactic unit – the sentence.

Consequently, the purposeful use of a speech unit in the communicative function – the name of the text – causes the functional shift of this unit, its functional transposition, its use in the function/role of the sentence. The result of this functional shift is the transition of a language unit from the language lexical paradigm to the paradigm of communicative units, or, to put it otherwise, the transition of lexical meaning to propositional meaning.

The act of nomination has a predicative nature since only predicative units can fully implement the nominative function [2]. The nomination by a word or a phrase is possible only as an element of the nomination by a sentence.

Proceeding from the assumption that the text – the referent of the title – is a specific concept, or "idea" of the world which the author presents in the form of a certain artistic conceptual situation, the conclusion may be drawn that the title, having the situation as its referent, is a sentence irrespective of the form of its expression. If, however, we understand the text as a certain macrosituation, consisting of a number of microsituations, then the title is a unit "higher" than the sentence. Consequently, the title may be interpreted as a communicative block of the text with a specific function of its marker.

In the paradigm of titles singled out on the basis of the extralinguistic factor – the indication of the referent (the text) and hyponymic relations which are the most fundamental relations forming the basis of the lexicon of the language, titles function as identifying names – onomastic units. In paradigmatic rows titles do not carry the information about the text but the information about themselves, *i.e.*, they convey to the

readers the dictionary meaning of the signs constituting them. Their loss of the communicative function and the simultaneous activization of the nominative function causes another functional shift – the transition of the title communicative unit to the status of the nominative unit, or identifying sign. In the process of the transition from the communicative paradigm to the nominative paradigm titles suffer no changes substantive or structural nature. This allows to make the conclusion that titles are functional proper names, functional onomastic signs. When isolated from the text (in catalogues, reference lists, etc.) the title losing the correlation with the intertextual referent (it exists only as potential, hypothetical) also loses the category of predicativity and, consequently, the status of the sentence. Considering the use of titles expressed by two-member sentences (taken as a more vivid example) in the syntagmatic chain of words in other functional styles and understanding syntagmatic relations as relations between the elements of one rank it seems logical to suggest that titles-two-member sentences surrounded by lexical units in the sentence become "specific" words, functional equivalents of words. E.g.: "Say No To Death" is an interesting novel". In this case the title-sentence owing to its reference to the text acquires an implicit meaning of substantivity accompanied by the loss of verbal categories and predicativity. The title also loses its intonational completeness that is typical of it when it is used in the autonomous position before the text.

The title as an onomastic sign has the following characteristics: 1) exact reproduction; 2) paradigmatically determined combinability; 3) implicitly expressed category of "substance".

Proceeding from one of the prolegomena of functional linguistics stating that it is the function that determines the reality of the linguistic sign and summing up the observations of the use of titles before the text and in the isolation from the text we can make a conclusion that depending on the dominance of one of the functions – communicative or nominative – the title may be used in two different roles – that of the sentence (before the text named) and also as the onomastic sign in the respective paradigmatic rows.

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## ЗАГОЛОВОК ЯК ОНОМАСТИЧНИЙ ЗНАК ОСОБЛИВОГО ТИПУ

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Розглядаючи вживання заголовків, зокрема, заголовків-двоскладових речень (взятих для більшої ілюстративності) у синтагматичному ланцюжку слів у реченнях інших функціональних стилів і розуміючи синтагматичні відношення як відношення між елементами одного рангу, слід визнати, що заголовки-двоскладові речення в оточенні лексичних одиниць – речень тексту також є своєрідними "словами", тобто

функціональними еквівалентами слова. У цьому випадку заголовки-речення, завдяки своїй референції (направленості на текст), отримують явно не виражене, імпліцитне значення субстанціональності, яке супроводжується нейтралізацією вербальних категорій і втратою предикативності. При цьому заголовкова конструкція втрачає також інтонацію завершеності, притаманну їй в автономній позиції перед текстом. Заголовок як ономастичний знак має такі характеристики узуальної одиниці: 1) точне відтворення; 2) парадигматично зумовлену сполучуваність; 3) експліцитно не виражену категорію предметності.

*Ключові слова:* заголовок, ономастичний знак, парадигматика, номінативна функція, функціональна транспозиція, категорія предметності, функціональна власна назва.

## ЗАГЛАВИЕ КАК ОНОМАСТИЧЕСКИЙ ЗНАК ОСОБОГО ТИПА

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Рассматривая использование заглавий, в особенности, заглавий-двусоставных предложений (взятых для большей иллюстративности) в синтагматической цепочке слов в предложениях других функциональных стилей и понимая синтагматические отношения как отношения между элементами одного ранга, следует признать, что заглавия-двусоставные предложения в окружении лексических единиц – предложений текста тоже являются своеобразными «словами», то есть функциональными эквивалентами слова. В этом случае заглавия-предложения благодаря своей референции (направленности на текст) получают явно не выраженное, имплицитное значение субстанциональности, сопровождаемое нейтрализацией вербальных категорий и потерей предикативности. При этом заглавная конструкция теряет и интонацию завершенности, свойственную ей в автономной позиции перед текстом. Заглавие как ономастический знак имеет такие характеристики узуальной единицы: 1) точное воспроизведение; 2) парадигматично предрешенную сочетаемость; 3) эксплицитно не выраженную категорию предметности.

*Ключевые слова:* заглавие, ономастический знак, парадигматика, номинативная функция, функциональная транспозиция, категория предметности, функциональное имя собственное.

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