

We can not say that in hybrid toponyms being considered the first component is always Spanish, and the second is always English. It's sufficient to look at the place names with component *Mesa* (Span. – "plateau") or *Laketo* understand that this is not the case: *Bartlett Mesa*, *Cat Mesa*, *Quintana Mesa*, *Black Mesa* and many others are characterized with the reverse order (first Eng., then - Span.). The same can be said about hybrids like *Lake Arroyo*, *Lake Baldes*, *Lake La Tule*, *Lake Isabel*, *Lake Lucero*. But here it is worth noting that *Lake* may be the second component: *Ambrosia Lake*, *El Poso Lake*, *Escalante Lake*, *Progreso Lakes*, *Juan's Lake*, *La Casa Lakes*, *Santa Cruz Lake*. On the principle of English+Span. are also constructed *Barker Arroyo*, *Fort Tularosa*, *New Domingo*, *Old Laguna*, *New Laguna*, *Old Albuquerque*, *Old Mesilla*, *Old San Jose*.

Also on the map one can see the sufficient amount of place names which are not specific to the above groups, where Spanish and English components are presented in a random order, without reference to any principle: *Rio Communities*, *Del Rey Oaks*, *La Cañada Flintridge*, *Los Altos Hills*, *Mission Viejo*, *Marco Island*, *Florida Bay*, *Key Largo*, *Santa Fe National Forest*, *Coronado National Forest*, *Santa Fe Baldy*, *Las Flores Marsh*, *Loma Alta Marsh*, *La Habra Heights*, *Laguna Hills*, *Laguna Woods*, *Morro Bay*, *Brazos Bend*, *Port Isabel*, *Port Lavaca*, *Rio Grande National Forest*, *Mesa Verde National Park*, *San Isabel National Forest*, *Grand Mesa National Forest*.

A separate layer of hybrid place names form name transfers from other states and areas of the country, e.g. *West Sacramento*, *South San-Francisco*, *East Palo Alto*, *South Pasadena*, *North Las Vegas (Nevada)*, *South Padre Island*, *South El Monte*. These place names derived from other previously existing place names, by adding words like new, west, north/northern, etc.

Among American hybrid place names of this type one can often observe the toponymical metonymy – the phenomenon of contact transfer of a place name from one to another, adjacent object. As in Russia *Kamchatka* river gave a number of derivative names (*Kamchatka Peninsula*, *Kamchatka Ridge*, *Kamchatka Mount*, *Kamchatka Volcano Peak*, *Petropavlovsk-Kamchatsky*, *Kamchatka region*), as the United States stand this kind of group. For example, from the name of *Pajarito* (Span. – "bird") derive as much as 6 hybrid toponyms: *Pajarito Creek*, *Pajarito Plateau*, *Pajarito Canyon*, *Pajarito Mountain*, *Pajarito Park*. *Manzano* (Span. – "apple tree") combines *Manzano Grant*, *Manzano Mountains*, *Manzano Peak*, *Manzanito Creek*. *Moreno* (Span. – "Dark") applies to *Moreno Creek*, *Moreno River*, *Moreno Valley*. *Pacheco* last name in California has also created a whole galaxy of hybrids. It all started with *Pacheco Grant* – land issued in 1769 with the permission of King of Spain by the governor Mendinueta to Jose Pacheco and El Salvador Pacheco, and then arose *Pacheco Pass*, *Pacheco Creek*, *Pacheco State Park*, *Pacheco Union School District*.

In conclusion we would like to note that, in general the toponymics as a science differs with its extraordinary stability. As soon as the word or phrase has become the name of a village, countryside, river, etc. it immediately becomes a proper noun with a firmly fixed feature. Peoples and their languages may disappear from the earth, but toponyms are easily absorbed by other nations, and thus can be preserved for thousands of years.

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Халина Наталья Васильевна

Доктор филологических наук, Алтайский государственный университет

Пивкина Надежда Николаевна

Кандидат филологических наук, Российский государственный аграрный заочный университет

ЕВРАЗИЙСКИЕ ЯЗЫКИ: ОСНОВАНИЯ ВЫДЕЛЕНИЯ, ЛОГИКА, СЕМАНТИКА

Аннотация

В статье авторы подводят логическое основание под идею Дж. Гринберга о евразийских языках, главенствующим положением, которой является утверждение о том, что все языки Центральной и Южной Америки входят в америндский филум. В качестве логического основания концепции Дж. Гринберга рассматривается логика нечетких множеств, или нечеткая логика, особое место в которой занимает лингвистическая переменная «истинность».

Ключевые слова: америндский филум, метод множественного сравнения, нечеткая логика, понятийная дислокация.

Khalina Nataliya Vasilievna

PhD of Philology, Altay State University

Pivkina Nadezhda Nikolaevna

PhD of Philology, Russian State Agrarian Correspondence Course University

EURASIAN LANGUAGES: THE BASIS OF ALLOCATION, LOGICS, SEMANTICS

Abstract

In the article the authors show the logical basis for the idea of J. Greenberg about Eurasian languages. A dominant position of this idea is the assertion that all the languages of Central and South America are included in the Amerind gens. The logic of fuzzy sets or fuzzy logic is examined as a logical foundation of J. Greenberg's concept. A linguistic variable "truth" takes a special place in this logic.

Keywords: Amerind gens, method of mass comparison, fuzzy logic, conceptual dislocation.

Eurasianism, as suggested by S.J. Boroday cannot be satisfied with historical and philosophical, political, and other issues in determining their own identity and demarcation of Western discourse [Boroday S.Y.]. Eurasian civilization has its own "history", its own "politics", its own "logic" because it has its own autonomous and auto-referential language at its disposal.

A kind of methodological and typological basis for the description of this language is the classification of Eurasian languages proposed by J. Greenberg [Greenberg J., 2005]. In 1998 J. Greenberg suggested to use, developed in the framework of genetic linguistics, the method of mass comparison - comparing sets - for the analysis of African languages in the study of the features of Eurasian languages, including Indo-European, Uralic, Altaic, Korean-Japanese-Ainu, Gilyak, Chukchi-Kamchatkan, and Eskimo-Aleut.

The origins of the idea of Greenberg's Eurasian languages go back to 1958 when he suggested the existence of the Indo-Oceanic family, which includes non-Austronesian languages of Oceania and the Pacific Rim. Since 1956 Greenberg has confirmed that all the languages of Central and South America are included in the Amerind gens [1]. The publication in 1987, dedicated to the language of America, was represented by all the languages of the new division of the world into three phyla groups: Eskimo-Aleut, long known historical group, historically settled near the Bering bay; the second group - Na-Dene, the family, as defined in its central outlines by Sapir in 1913. After the death of Greenberg it was shown that this family belonged to Yenisei Ostyak, or Kelt in Central Asia. The third group, the allocation of which sparked a wave of criticism by linguists, absorbs all the other languages of Western gemiosphere and is called Amerind. Two books published at the end of life, "*Indo-European and Its Closest Relatives*" (2000, 2002), Greenberg returned to his idea for the first time stated in the 60-s of the last century, with respect to the Eurasian (Eurasian) linguistic phylum similar to Nostratic phylum, including Indo-European. In addition, he proclaims the closest relative of this branch Amerind, implying an even greater historical group, which includes most of the languages of the two large trans-gemispheric landmasses.

Pairing features of life landmasses and developing their language sets identified the need to develop a new method of language description, for which J. Greenberg proposed a method of mass comparison, which is now referred to as the multilateral comparison.

It is possible to identify the following grounds of the method of comparison sets, in accordance with which the classification of

Eurasian languages occurs and the fact of the existence of another - Eurasian - language union is recognized:

- group of languages is interconnected, if their basic vocabulary and pronunciation, morphemes found numerous similarities, forming a combined pattern that is common to the whole group;
- although the method of multiple comparisons cannot identify every case of borrowing, it can identify many examples of borrowing, which is sufficient for establishing genetic relationships;
- results achieve unconditional approximation;
- there is no need to install repetitive sound correspondences or to reconstruct the ancestral form to identify the genetic relationship. On

the contrary, it is impossible to establish such correspondence or reconstruct such forms as long as the genetic relationships have not been identified [Greenberg J., 2005].

At the heart of the developed method of typology of languages by J. Greenberg, in essence of geopolitical typology, is the logic of fuzzy sets, fuzzy logic and the theory of fuzzy sets.

Fuzzy logic, by definition, S.D. Shtovba [Shtovba S.D.] - are cases when the truth is seen as a linguistic variable that takes different values of type. Linguistic variable is defined by the five , where is a variable name; - is a term set in which each element (term) is represented as a fuzzy set on a universal set ; are syntax rules, often in the form of grammar to generate the name of the terms; - semantic rules that define membership functions of fuzzy terms generated by syntactic rules .

A linguistic variable "truth" takes a special place in the fuzzy logic : in a fuzzy logic truth is "fuzzify." The specificity of semantic category becomes more apparent in the text. As a basis of truth "fuzzify" in the text is the transformation of the Eurasian conceptual categories in semantic functions. This process is carried out in the process of transformation of epistemic forms of a word, locking the stable set of contexts functioning unit, its data volume and a corresponding amount of consciousness (brain activity), involved in the use of units for segmentation and continuation of information space (or space of communication)

Modified forms of coupling units in the Eurasian text of G.D. Grebenshchikov or conceptual dislocation violate static equilibrium between the content and the level of expression of the Russian language as one of the Eurasian languages: variety of signs of the imaged object reality and a limited set of verbal interpretative possibilities of a native speaker. Such education is an optically active compound (a special type of asymmetric molecules) to the active site, promoting the text from the form of inanimate nature in the form of wildlife.

Inside the modified forms of coupling units active sites are identified that are identical to the logical way in research of G.G. Shpet [Shpet GG, 1994]. Active centers, being endowed with a system of cognitive functions, fixed point around which are constructed mental plane of historical knowledge. In these planes condensation occurs, seal the logical forms of thought or concepts [Sumarokova L.N., 1961], characterized by a certain level of historical development of intellectual abilities. Concept is a method of communication of the detailed content of thought [Gorsky D.P., Komlev N.G., 1953]. In the work of G.D. Grebenshchikov it is restored through a sequence of propositional connectives, which define a set of logical operations to ensure the formation of new statements in the fuzzy sets.

[1] gens - the unit of systematics

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Гурова Юлия Ивановна

Доцент кафедры ан.яз., кандидат филологических наук, Санкт-Петербургский гуманитарный университет профсоюзов
ИСТОРИЧЕСКИЕ, КУЛЬТУРНЫЕ, ЛИНГВИСТИЧЕСКИЕ АСПЕКТЫ ПРОИСХОЖДЕНИЯ ИМЕН СОБСТВЕННЫХ

Аннотация

Цель статьи - узнать происхождение имён и названий, использованных в серии романов Джоан Роулинг «Гарри Поттер», изучить исторические, культурные, лингвистические аспекты их происхождения. В ходе исследования были найдены пути, по которым персонажи и не существовавшие ранее предметы, придуманные автором романа, могли быть названы тем или иным образом: отсылки к реальным историческим лицам или к европейским легендам и мифам, ономатопея или анаграмма, переводы на другие языки.

Ключевые слова: Этимология, легенды, мифы, ономатопея, анаграмма.

Gurova Yulia Ivanovna

PhD in Philology, Saint-Petersburg University of the Humanities and Social Sciences

HOW ANCIENT AND MODERN CULTURES INFLUENCED THE WRITING OF THE NOVEL NAMES

Abstract

The goal of the research is to find out the origin of names used in the Harry Potter series by Joanne Rowling, to learn historical, cultural, linguistic aspects of it. The ways of the research are the studying of the dictionaries (linguistic, non-linguistic, general and specific ones), articles and the Internet sources that are connected to the theme of the paper, Joanne Rowling's interviews; juxtaposition between this data and characters' lots and natures, the purpose of the objects in the novel; social survey.

Keywords: Etymology, legends, myth, onomatopoeia, anagram.

The success of the films and the popularity among readers caused the emergence of different products. The brand name Harry Potter is now estimated over 15 billions of dollars and Joe became one of the richest women in Great Britain.

When the last novel about Harry Potter (The Deathly Hallows) was launched into the market, 2.5 millions copies of the book were sold in Great Britain in just one day; over 8 millions – in the USA. The average speed of selling was 7000 copies a minute. No other edition of any book had ever disappeared from the book shelves so quickly.

The books about Harry Potter become the second bestselling book after the Bible; over 450 millions copies were sold on the whole. The novel has been translated into 67 languages (including Latin and Ancient Greek). Thus, an ordinary French teacher, poor at one time, has written the most successful bestseller in the history of world literature!

“Thinking about my book, I realize: it is the best that I can offer to the world” said Joanne.

It should be noted that Joanne Rowling is a very educated and smart woman. That is why we can see lots of reference to history, historical figures, different languages and cultures in the books. Talking about the ways that were used to make up names used in the novel, 3 main categories can be followed there:

a) words deriving from different languages:

e.g. Accio - summoning spell. "Accio" is Latin for "to call to, to summon";

b) words taken from history and legends:

e.g. Rosmerta, Madam - Owner of The Three Broomsticks. "Rosmerta" is a Gaullish goddess of fire, warmth, and abundance.

This Celtic name means 'Abundant Provider', which is pretty accurate for the hostess of a restaurant;

c) onomatopoeia or anagram:

e.g. Knockturn Alley – one of wizarding streets full of shops, always dark and dangerous. This is a play on words: “knockturn + alley” means “nocturnally”.

Not everything can be proved as only Joanne knows exactly where a word was found and she cannot tell us all the secrets but we can make assumptions basing on historical facts, folklore or different languages. And because of the difficulties of origin of some words and names, terms were classified in the order of what they are. Only characters' names and spells can be found in the main part of this paper, but you can see the origin of magical creatures' names, names of places, magical objects and so on in the appendix.

Bagman, Ludo (a former Quidditch player) – In Latin the name means "I play". It also fits Ludo Bagman as he likes to "play his luck" by betting on sports and he is the former head of the Department of Games and Sports.

"Bag man" is rather suitable description of this person because he always tries to make dubious deals.

Binns, Cuthbert (History of Magic professor) – A "bin" is what the British call "a garbage can". Many students consider Professor Binns' information to be rubbish. Also, In Northern England "Binns" is a slang term for "binoculars". Notice that Professor Binns wears very thick glasses.

Black, Sirius (Harry's godfather) – Named after the star, Sirius, also known as the Dog Star or Great Dog. Remember that Sirius Black is animagus and transforms into a big dog (by the way, black is the color of the dog). Sirius is the brightest star in the sky which can already say that he is a positive character. Also, it is often called "scorching" which quite suits Sirius' personality. According to "The Magical Worlds of Harry Potter: A Treasury of Myths, Legends, and Fascinating Facts" by David Colbert, in Egyptian mythology, the star Sirius is where it was believed the souls of humans traveled after death. This is very interesting considering the manner which Sirius died in.