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## UNIVERSAL AND UNIQUE CHARACTERISTICS OF CHELYABINSK "FLORAL" ERGONYMS

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**Abstract.** The article continues the study of universal characteristics and local peculiarities of Chelyabinsk commercial names on the material of "floral" ergonyms. The authors pose a hypothesis that "floral" ergonyms include names of Russian commercial organizations operating mainly in the sphere of franchising (*MegaFlowers*, *Tsvetochka*, etc.) and unique nominations (*Flowershop74.ru*, *Tsvetochki-Korobochki*, etc.) reflecting the peculiarities of the linguistic image of the city. The article analyzes and systematizes 1137 official names of Chelyabinsk flower shops retrieved via the continuous sampling method on official city sites from the perspective of linguoculturology and sociolinguistics. The universal characteristics of flower shop ergonym nominations include the abundant usage of hyperbolized names (*Planeta tsvetov*), concrete floronyms (hyponym *Vasiliek*, hyperonyms *Tsvety*), and anthroponyms (*Aleksandra*). The specifically local nominations include hybrid nominations (*Tsvetochnyi Blues*), partially assimilated (*La' Buket*) and unassimilated (*Floxy Flower*) borrowings, transliterated ergonyms (*Olin Buket*), anglicized names (*Luboff Flowers*), blends (*Tsvetochka*), motivated ergonyms with local place names (*Tsvety Urala*), minor place names (*Tsvety na Tsvetochnoy 7*) and non-motivated ergonyms (*Vishnya*). The local "floral" ergonyms use salient (*Tsvetochnitsa Anyuta*) and not always clear precedent phenomena (*Ofelia*, *Pandora*), and creative colloquial (*Vo Buket!*) and literary (*Damskoe Shchastie*) phrases. In Chelyabinsk linguistic landscape, ergonyms identify space characteristics (*Tsvetochny Dvorik*), and professional (*Blagorodnaya Tsvetochnitsa*), gender (*Dlya Dam*), and thematic (*Tsvety v Dom*) aspects of commercial activity. The majority of ergonyms (80%) are completely or partially motivated; 30% of them refer to borrowed or hybrid names. Compounding, blending and borrowing are the main ways of replenishing the "floral" ergonyms of Chelyabinsk urban vocabulary.

**Keywords:** urbanym; ergonym; floronym; urban onomastic vocabulary; Chelyabinsk

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## УНИВЕРСАЛЬНЫЕ ХАРАКТЕРИСТИКИ И УНИКАЛЬНЫЕ ОСОБЕННОСТИ ЧЕЛЯБИНСКИХ «ЦВЕТОЧНЫХ» ЭРГОНИМОВ

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**Аннотация.** В статье продолжены исследования универсальных характеристик и локальных особенностей челябинских эргонимов. Гипотеза работы заключается в том, что «цветочные» эргонимы в ономастиконе столицы Южного Урала включают общероссийские, представляющие названия организаций, как правило, работающих по франчайзингу (*MegaFlowers*, *Цветочка* и др.), и уникальные (*Flowershop74.ru*, *Кусты*, *Цветочки-Коробочки* и др.), которые отражают особенности языкового образа города. В работе при помощи приема сплошной выборки с городских сайтов систематизированы и проанализированы официальные названия 1137 магазинов цветов, расположенных в Челябинске, с позиций лингвокультурологии и социолингвистики. К универсальным характеристикам названий цветочных магазинов отнесены встречающиеся повсюду гиперболизированные наименования (*Планета цветов*), использование конкретных флоронимов (*Василек*), обобщающих названий (*Цветы*), антропонимов (*Александра*). Локально-специфическим наименованиям свойственны гибридные названия (*Цветочный blues*), частично ассимилированные (*La' Buket*), неассимилированные (*Floxy flower*) заимствования, транслитерированные эргонимы (*Olin Buket*), англоязычные названия с антропонимами (*Luboff Flowers*), blends (*Цветочка*), мотивированные эргонимы с локальными топонимами (*Цветы Урала*) и годонимами (*Цветы на Цветочной 7*) и немотивированные эргонимы (*Вишня*). «Цветочные» эргонимы характеризуются оправданным (*Цветочница Анюта*) и не всегда обоснованным употреблением прецедентных феноменов (*Офелия*, *Pandora*), наличием креативных грубовато-просторечных (*Во Buket!*) и литературных (*Дамское счастье*) названий. В челябинском лингвистическом ландшафте эргонимы идентифицируют пространственные характеристики (*Цветочный дворик*), профессиональную (*Благородная цветочница*), гендерную (*Для дам*), тематическую (*Цветы в дом*) направленности коммерческой деятельности. Большинство (80%) эргонимов являются полностью или частично мотивированными, 30% составляют заимствованные и гибридные названия.

Словосложение, блендинг и заимствования относятся к основным способам пополнения «цветочных» эргонимов Челябинского урбоблекта.

**Ключевые слова:** урбаноним; эргоним; флороним; городской ономастикон; Челябинск

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## Introduction

The article continues the study of regional onomasticon on the new empirical material [Kharchenko, Man Shu 2019; Pitina 2022]. The research is targeted at analyzing peculiarities of the city flower shops nominations. Chelyabinsk ergonyms represent a numerous open system of commercial names found not only in this urban lexicon but also in regional, Russian and foreign systems of ergonyms which makes their systemic study relevant.

We argue that the term “regionalism” can be used for precise empirical material analysis after M. A. Borodina [Borodina 1982], Yu. A. Rezvukhina [Rezvukhina 2015], V. I. Terkulov [Terkulov 2019], T. Yu. Zagryazkina [Zagryazkina 1995], I. S. Zvarykina [Zvarykina 2013], etc. M. A. Borodina classifies regionalisms into wide, used in several regions, and narrow, typical of only one territory [Borodina 1982]. Artificial urban names include ergonyms which are represented mainly by narrow regional minor place names. It should be mentioned that synonymous term “localism” is used in the works by Perm sociolinguistic school linguists in studying Perm local words [Erofeeva 2020; Erofeeva, Shustova 2020], by R. V. Popov who researches urban localisms of Severodvinsk [Popov 2019], etc. Peculiarities of urban minor place names and regional naming as a part of linguistic landscape have been convincingly viewed in the works by T. A. Golikova [Golikova 2014], M. V. Golomidova [Golomidova 2012; 2022], O. S. Issers [Issers 2017], E. N. Klimenko and T. V. Popova [Klimenko, Popova 2012], I. V. Kryukova [Kryukova 2004]. M. Azaryahu [Azaryahu 1996], J. David [David 2011], O. M. Sokolova [Sokolova 2019] analyze regional lexicon from the point of view of multiculturalism. We agree with the opinion of Yu. A. Krivoshchapova and S. O. Goryaev who study the “stone” names of Yekaterinburg godonyms that it is necessary to differentiate minor place names into connected with the lexical meaning of appellative and the indirectly motivated ones [Krivoshchapova, Goryaev 2022: 199].

The article is aimed at analyzing universal and unique “floral” commercial names of Chelyabinsk as a part of urban lexicon. The hypothesis of the research is that “floral” ergonyms in the city linguistic space help to a certain extent create a positively connoted image of the South Ural capital. The tasks of the research consist in:

1. Analyzing structural and thematic classifications of “floral” commercial names.
2. Outlining universal characteristics of such ergonyms.
3. Revealing unique tendencies of “floral” ergonyms.

4. Specifying the customers’ perception of the analyzed commercial names.

The names of flower shops make up a numerous and due to competition open to changes subsystem of the urban lexicon. Over one thousand flower shop names of Chelyabinsk outnumber mainly repeating nominations of pharmacies and grocery stores. Several decades ago “floral” ergonyms were less original and numerous. The changes in commercial activity in this sphere reveal a positive tendency to transfer the perception of the city image from “severe” Chelyabinsk to a more positive one, with flower shops being situated everywhere.

## Methodology and materials

We use an integral cognitive and linguistic and cultural approach to systematize and analyze the names of flower shops in Chelyabinsk. Semantic analysis, continuous sampling and a survey are also applied. The usage of the integral analysis of ergonyms helps reveal specific representation of such names in the mass consciousness of the city inhabitants. Cognitive method helps analyze regionalisms understanding on the level of consciousness of the region residents, linguistic and cultural method actualizes both universal characteristics and unique peculiarities of the “floral” naming in the city urban lexicon.

Empirical material has been retrieved by continuous sampling from Chelyabinsk Internet-sites, dictionaries and answers to the survey “Perception of the local “floral” commercial names” conducted among 50 respondents in March 2023. 65% of the answers are the contributions of Chelyabinsk State University and International Institute of Design and Service students. The age of respondents varies from 17 to 40: the largest group is represented by the students aged from 17 to 21 – 50%.

1137 official flow shop names have been analyzed. Less than 15 % of ergonyms are the repeating nominations or chain store commercial names.

## Results and discussion

The absence and presence of motivation is a universal phenomenon in ergonym creation, but its realization in the local language space has unique peculiarities. We have analyzed flower shop names with direct, partial and indirect motivation realized in any ergonym system and typical of any regional and urban dialect. The Russian minor place name is followed in the article by transliteration into English with further translation into English.

**1. “Floral” ergonyms with direct motivation** contain numerous Russian and foreign words and

word combinations with the hyperonym *tsvetok* – flower which is frequently used in the plural number *tsvety* or in the derivative *tsvetochek* – small flower, *tsvetochmitsa* – flower-girl, adjective *tsvetochny* – floral, compounds *artstsvety* – artificial flowers, *raznotsvety* – colourful flowers, *tsvetomagiya* – flower magic, blends *tsveTochka*, *TSVETochka* – flower point, *tsvetLandiya* – land of flowers. Foreign ergonyms include English hyperonym *flower* in the singular and plural numbers and even the variant with the wrong spelling *flowers*, French noun *fleur*, Italian *fiori*, Latin *flora*.

Ergonyms with the hyperonym *tsvetok* (*tsvety*) – flower, (flowers) can be used as separate flower shop name or in specifying word combinations. There are over 150 such examples: *Azbuka tsvetov* – ABC of flowers, *Val's tsvetov* – flower waltz, *Govoryashchie tsvety* – speaking flowers, *Gorod tsvetov* – flower city, imperative *Dari tsvety* – present flowers, stereotypical often met *Magazin tsvetov* – flower shop, hyperbolized *Mir tsvetov* – world of flowers, specifying phrases with numerals *Tsvety 24* – flowers around the clock, *Tsvety 74* – flowers of Chelyabinsk region, etc.

Ergonyms with the hyperonym *flower* are represented by the names concretizing the owner of the flower shop: *Tsvety ot Alionki* (*Yulii, Svety*) – Alionka's, Julia's, Sveta's flowers, by the precedent English anthroponym: *Scarlett Flowers* after the protagonist of the novel *Gone with the Wind*. It should be mentioned that female names prevail in ergonyms with anthroponyms including hybrid commercial names: *Alessia flowers*, *Luboff Flowers* and unassimilated names: *Regina Flowers*, *Scarlett flowers*, *Sofia Flowers*. Male names are rare and can be found only in flower workshops: *Tsvetochnaya masterskaya Igorya Linnika* – Igor' Linnik's flower shop. Space parameters are concretized in the names of the region: *Ural tsvety*, *Tsvety Urala* – Ural flowers; city: precedent name *Gorodskie tsvety* – city flowers, *Flowerschel*; unofficial district: *Tsvety na Zelenom* – flowers on the Green market; godonyms: *Tsvety na Kirova*, *Svobody*, *Kashirinykh* – flowers on the concrete street; address: *Na Tsetochnaya 7* – on 7, Flower st.; type of the building: *Loft Flowers*. Concretizing is typical of word combinations with color names: *Purpur Flowers* – purple flowers, quality and type of flowers: *Flora Lyuks* – luxury flora, *Elite Flora* from the Roman goddess of spring and flowers, *Extra Flowers*, *Superflowers*, *VIP Flowers*, *Only Flowers*, hybrid name *Floxy-flower* and in transliterated into Russian composite word *Megaflowers*. Flower recipient and the attitude can be also expressed by phrases with the hyperonym *flower*: *Tsvety dlya Vas* – flowers for you, *Tsvety lyubimym* – flowers for the beloved, *Tsvety lyubvi* – flowers of love, *Tsvety na shchastie* – flowers for happiness, *Love Flowers*, *Tsvety dlya vashikh sobytiy* – flowers for your occasions, *Tsvety bez povoda* – flowers without reason, etc. The Latin noun *flora* is used in the hybrid *Florabreeze*, in word combinations *Flora alliance*, *Flora Maxi*, in blend *Flogoods* and in the derivative *Flory*<sup>1</sup>. The French noun *fleur* is found in

the English-French hybrid ergonym *Fine Fleur*; the Italian noun *fiori* in the plural number is used in the word combination *Favorito Fiori*.

Hyperbolized ergonyms with nouns *alley*, *boulevard*, *capital*, *city*, *empire*, *planet*, *street* are not original and can be found not only in Chelyabinsk. Word combinations with coordinative conjunction and hyperonym *flower* are also universally met: *Tsvety i dekor* – flowers and décor, *Tsvety & podarki* – flowers and presents, *Tsvety & salyuty* – flowers and fireworks, *Buketiki & tsvetochki* – bouquets and flowerets. Female names are present in hybrid ergonyms: *Alessia flowers*, *Luboff Flowers* and in unassimilated English names *Regina Flowers*, *Scarlett flowers*, *Sofia Flowers*.

Creative naming is traced in the usage of precedent names in the studied ergonyms: *Alen'ky tsvetochek* – The Scarlet Flower (after the fairy tale title by S. T. Aksakov), *Tsvetochmitsa Anyuta* – flower-girl Anyuta (after the song), *Semitsvetik* – seven petal flower (the abbreviated title of the fairy tale by V. Kataev), etc. Blends with the hyperonym *flower* are also creative: *Tsvetomaniya* – flower mania, *TsveTochka* – flower point, *TsvetLandiya* – flower land. Hybrid ergonyms *Tsvetkoff* and *Mir Tsvetkoff* are ambiguous as they can be associated both with the family name and the noun *flower* in the Genitive case, plural number.

There are 30 ergonyms with the frequently met adjective *tsvetochnyi* – floral used in the feminine, masculine and less frequently in the neuter gender. 13 feminine gender names are represented by *Tsvetochnaya* (7, *akvarel'*, *baza*, *fabrika*, *feeriya*, *feya*, *eiforiya*, *lavka*, *masterskaya*, *palitra*, *simfoniya*, *vecherinka*, *zateya*) – 7, water color, base, factory, extravaganza, fairy, euphoria, shop, work shop, palette, symphony, party, undertaking. 21 Masculine gender “floral” names include *Tsvetochnyi* (*blyuz*, *bul'var*, *bum*, *butik*, *vostorg*, *dvorik*, *dvorik Elen*, *dom*, *duet*, *inter'er*, *kapriz*, *konfityur*, *larchik*, *magazine*, *master*, *raj*, *sclad*) – flower blues, boulevard, boom, boutique, delight, patio, Elen patio, house, duet, interior, caprice, jam, small casket, shop, master, paradise, depot), hybrid *Tsvetochnyi mix* – flower mix, *Tsvetochnyi magazin fikzirovannykh tsen* – fixed price flower shop. Composite ergonyms *Tsvetomarket* – flower market, *Tsvetoptorg* – flower wholesale can hardly be called creative. There are only 2 neuter gender emotionally neutral adjectives: *Tsvetochnoe mesto* – flower place, *Tsvetochnoe prostranstvo* – flower space. English ergonyms *flower chariot* (*depot*, *factory*, *shop*) are motivated but not attractive for the customers.

There are over 100 motivates “floral” shop names with hyponyms in Chelyabinsk urban micro place names. They are represented by:

1. Separate floronyms: *Vasilek* – corn flower, *Viola*, *Iris*, *Kamellia* – camellia, *Lavanda* – lavender, *Landysh* – lily of the valley, *Maki* – poppies, *Nezabydka* – forget-me-not, *Orkhideya* – orchid, etc. Composite ergonym *Glameliya* – glamelia is both the blending from hyponyms *gladiolus* and *camellia* and the process of making bouquets from petals of different flowers. Creative blend *Lavandysh* is formed from the names of two flowers: *lavender* and *lily of the valley*, while strangely sounding ergonym-neologism *Khideya* is the end of the noun *orkhideya* – orchid. Unassimilated borrowed er-

<sup>1</sup> Fleury, Flory – decorated with fleur-de-lis. *Fleur-de-lis* – iris, heraldic lily is registered in this form in XIX c. Flower de lice or delice is associated with the Latin word combination *flos deliciae* – flower of delight [The Oxford Dictionary... 1992: 362].

onyms are not numerous: *Rubinia*, *Sunflowers*. Latin alphabet is used in hybrid shop name *Makilove* – poppies plus love, in transliterated ergonym *Klever* – clover and in originally spelled commercial names *DariRoza* – present a rose, *Rozza*.

2. Two word combinations with hyponyms include the models numeral plus florum: 15 roz – 15 roses, color name plus florum: *Belaya liliya* – white lily, *Belaya orkhideya* – white orchid; precedent names after the movie titles: *Dikaya orkhideya* – wild orchid, *Landysh serebristy* – silvery lily of the valley, *Zolotoy tsvetok* – golden flower, *Alen'ky tsvetochek* – scarlet flower, ambiguous *Rozovy salon* – rose salon, *Rozovoe tango* – rose tango; status names *Don Pion* – don Peony, *Korolevskaya orkhideya* – queen's orchid; rhymed word combination *Roza mimoza* – rose mimosa; rethought precedent name *Svetik-semitsvetik* – diminutive from *Svetlana* plus seven petals; hybrid word combinations *Iris Kis-Kis*, *Papa Rosa*, *Jasmin Premium* – jasmine; foreign names *Flora Tardis*<sup>1</sup>, *Vera Flori*<sup>2</sup>.

3. Three word combinations with hyponyms are represented by *Million alykh roz*<sup>3</sup> – million of scarlet roses and *Dozhd' iz roz* – rain from roses.

4. Only one sentence name with hyponym has been found: *Potomu chto gladiolus* – because it is gladiolus. It is perceived as a question answer, sounds unusual and can hardly attract customers.

We refer numerous flower shop names connected with the semantic field “flowers” to motivated ergonyms. The noun *bouquet* is used:

1. In word combinations: 3 *buketa* – 3 bouquets, *Buket el'* – bouquet El, *Tvoy buket* – your bouquet.
2. In compound name *Artbuket* – artbouquet.
3. In one word name *Buket* – bouquet.
4. In hybrid noun resembling a surname *Buketoff*.
5. In the original ergonym with two variants of spelling: *Buketeriya* and *Buketteriya* formed on the analogy with cafeteria, pizzeria.
6. In the specifying word combination *Masterskaya modnykh buketov* – work shop of fashionable bouquets.
7. In the rethought song title from the movie about *Mary Poppins* 33 *Buketa* – 33 bouquets.
8. In ergonyms with ethnonym: *Russkiy buket* – Russian bouquet.
9. In imperative sentences *Mne buket* – A bouquet for me, *Kupi buket* – Buy a bouquet.
10. In colloquial expression *Vo-buket!* – Hey! A bouquet.
11. In hybrid, transliterated and borrowed ergonyms: *Buket One*, *La buket*, *Olin Buket*, *Ola Byket*, *Baby Bouquet*.

The usage of the diminutive suffix -ik in the derivative *buketik* – bunch reduces the attractiveness of the shop and goods: *Byketiki & tsvetochki* – bunches and flowerets, *Vam buketik* – Here's the bunch for you. In

<sup>1</sup> Probably from the combination of the noun *Flora* and acronym *Tardis* – Time and Relation Dimension in Space in the series *Doctor Who*.

<sup>2</sup> The name can be connected with actress *Vera Flori* or it can be a Latin word combination *vera* – true and *flori* – the Dative case of the noun *flor*.

<sup>3</sup> A. Pugacheva's popular song.

the rethought ironical name *Everything in a bundle* from the colloquial expression “vse putem” – everything's okay! The word *bundle* is used as a synonym to bouquet and packed vegetables. There is only one adjective *buketnyi*: *Buketnaya masterskaya* – bouquet work shop. Flower theme is traced in nominations *Buton* – bud, *Don buton* – don Bud, 5 *lepestkov* – 5 petals, *Lepestok* – Petal, *Lilovy buton* – lily bud, *Sed'moy lepestok* – seventh petal.

Occupational titles are realized equally by nouns of feminine and masculine gender: *Tsvetochmitsa* – flower girl, *Tsvetochmitsa Anyuta*, *Blagorodnaya tsvetochmitsa* – noble flower girl, *Tsvetochnyi master* – flower master, *Veselyi sadovnik* – merry gardener, *Florist*, *Florist.ru*.

## 2. Partially motivated ergonyms.

Partially motivated commercial names specify the place where flowers grow or delivered from: *Zeleny ostrov* – green island, *Klumba* – flowerbed, *Mir rasteniy* – world of flowers, *Oasis*, *Plant*, *Sady Rossii* – gardens of Russia, *Usad'ba* – manor, *Flora Evropy* – flora of Europe, French ergonym *Jarden*, English names *Green Market*, *Queen's Gardens*.

Plants, not flowers, are used in ergonyms *Bambuk* – bamboo, *Baobab*, *Veresk* – heather, *Vishnya* – cherry, *Pal'ma* – palm, *Vetka* – branch, *Orange*, in generalizing names *Kusty* – bushes, *Botanika* – botany, etc. There is only one floral place name *Florida*. Ergonyms *Aprel'* – April, *Bant* – bow, *Vesna* – spring, *Leika* – watering can, *Leto* – summer, hybrids *Letto*, *La fontane* can be considered partially motivated because they denote the time of bloom, bouquet decoration, etc.

## 3. Unmotivated “floral” ergonyms.

Unmotivated ergonyms are less frequently used in the studied system of Chelyabinsk minor place names. The following subgroups have been outlined:

1. Ergonyms-anthroponyms (30 names).

Such ergonyms constitute the most numerous subgroup of flower shop names. They include both Russian and foreign female names of the owners of flower shops or euphonious female names: *Alexandra*, *Amelia*, *Anastasiya*, *Galina*, *Olga*, *Tatiana*, *Svetlana*, *Sofi*, etc. The names *Alexis*, *Elen*, *Emely*, *Maritsa* sound rather exotic for the industrial South Ural city and reflect the tendency of language fashion for foreign proper names usage. Italian anthroponym *Florio* meaning flowering is used for shop naming in the original and in transliterated into Russian variant. The names *Viola* and *Rosa* – rose are ambiguous because they may denote female names and flowers. Ergonym-neologism *Diania* is formed from the name *Diana* by adding suffix -ia. Ergonym *Ofelia* is associated with the tragic fate of the heroine of *Hamlet*.

2. Emotive ergonyms (over 20 names).

Positively connoted emotive “floral” ergonyms can be attractive for customers: *Vostorg* – delight, *Radost'* – joy, *Chudesa* – miracles, *Fantasy*, *Compliment*, *Muse*, *Prestige*, precedent name *Aromat lyubvi* – fragrance of love, *Dlya tebya* – for you, hybrid ergonym *Mr. Radost'* – Mr. Joy.

3. Ergonyms-place names and minor place names (10 names).

The names of the cities are not numerous and represented by 3 foreign place names: *Amsterdam*, *Ve-*

rona, Valensia – Valencia. It should be mentioned that regional place names *Ural*, *Chelyabinsk*, *74.ru*, and minor place names: *On Kirova*, *Pobedy* are characteristic mainly of the motivated word combinations with the hyperonym *flower*.

4. Ergonyms-color names and food products (3 names).

*Akvamarin* – aquamarine, *Vanil'* – vanilla, *Fistashka* – pistachio do not specify floronyms. The last two examples are homonymous as they can denote not only color but also a spice or a nut. Other color names and food product nominations are used in word combinations with hyponyms: *Belaya liliya* – white lily, *Belaya orkhideya* – white orchid, *Rozovoe tango* – rose tango, *Shokoladnaya roza* – chocolate rose, etc.

5. Ergonyms with zoonyms (2 names).

The names *Lisa* – fox and *Veselyi iesz* – merry hedgehog are not motivated names of flower shops. The noun “fox” is found in the word combination with the hyponym flowers *Lisa v tsvetakh* – fox in flowers.

#### 4. The survey of flower shop names perception by Chelyabinsk residents.

50 respondents were asked to answer 3 questions:

1. Do you often buy flowers? Is the name of the flower shop important for you?
2. Give the list of flower shop names you remember.
3. What flower shop names appeal to you and why?

The survey has revealed that 30% of the respondents buy flowers very seldom and only for special occasions. The main criteria to buy flowers or enter the shop include price, visual appeal and convenient location. All respondents mention *Tsvety* as most frequently used flower shop name. Over 50% of respondents do not pay attention to the shop name, but agree that original names are much better than stereotypical

*Tsvety* – flowers. Only 15% of the respondents have mentioned that precedent names are unique in the local “floral” ergonyms. The majority of respondents (70%) have answered that they do not remember ergonym names written in Latin alphabet. All respondents note that a large number of “floral” shops with various names help create a more positive and brighter image of “severe” Chelyabinsk.

#### Conclusion

The analyzed open system of Chelyabinsk ergonyms reflects general and specific tendencies of minor place name formation. The analyzed ergonyms are numerous in number, various in form and structure. Local “floral” commercial names are often creative and client oriented due to high competition in this sphere of business. They are represented by official names realizing universal ways and models of onomasticon formation. “Floral” ergonyms are expressed by separate words, word combinations and seldom by sentences. Names with the hyperonym *flower*, concrete hyponyms and anthroponyms are productive and form the majority of nominations.

Productive word building ways include affixation, compounding and blending. 25 % of regional ergonyms are completely or partially assimilated or unassimilated borrowings from English, seldom from French and Italian. Borrowings are completely, partially assimilated or unassimilated. Hybrid names, blends and precedent names are creative and unique in Chelyabinsk onomasticon. Ergonyms with unique characteristics are also represented by concretizing names with anthroponyms, space parameters. They form a part of urban lexicon, serve to a certain extent as markers of regional identity of the users.

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