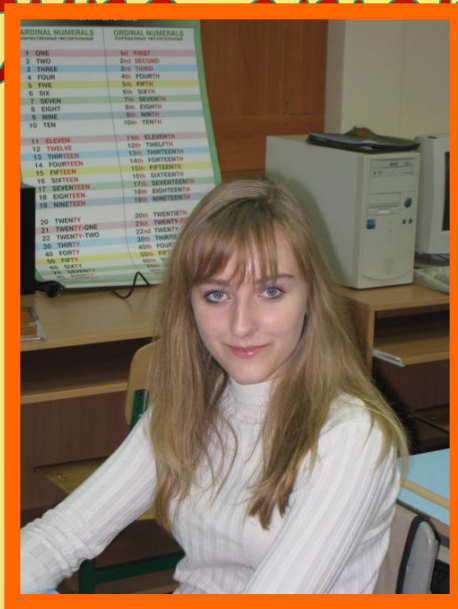


Names and nicknames of places and things in the aspect of culture-oriented linguistics



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PROFESSIONS

- Linguist
- Dictionary-maker
- Journalist
- Lexicographer
- Translator
- Diplomat
- Ambassador

PROBLEM

The programme of learning of
English language for Russian secondary
school does not touch upon this subject in
greater detail

ACTUALITY

Examination of names and nicknames of places and things in the aspect of culture-oriented linguistics will have a positive influence on the knowledge of the progress of language, contemporary speech, literature and culture of English-speaking countries

OBJECT

American names and
nicknames

PURPOSE

To examine American
names and nicknames
of places and things

TASKS:

- To analyse educational and scientific literature on the research problem;
- To determine the main term of the word "nickname";
- To examine the place of nicknames in everyday life of society;
- To study subdivisions of nicknames;
- To view the examples that prove the importance of nicknames;
- To analyze Linguistic and Cultural Guide and the dictionary of names and nicknames;
- To conclude the results of an interview;
- To systematize findings.

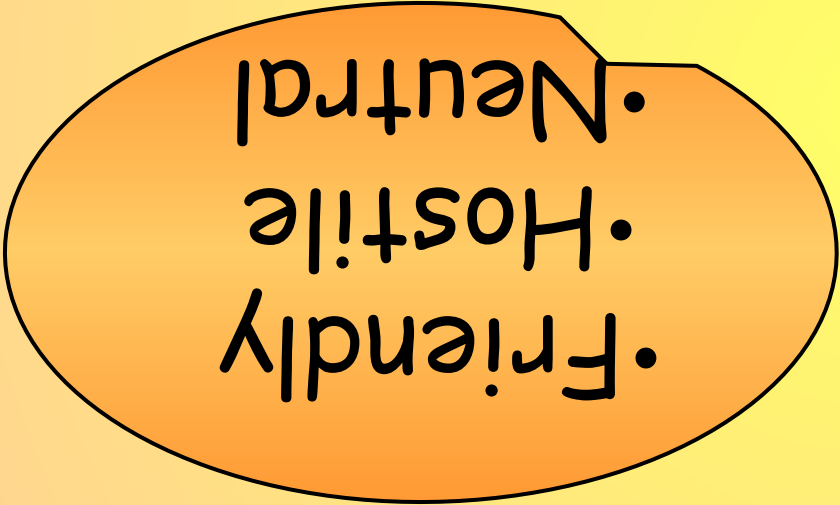
METHODS OF RESEARCH

- The method of study of documents (educational and scientific literature, dictionaries);
- The usage of Internet;
- Taking an interview.

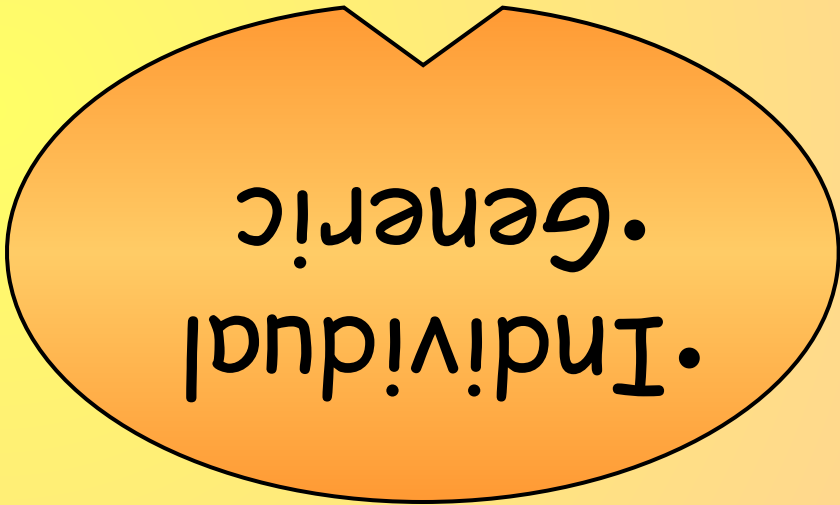
Nickname

- a familiar, invented given name for a person or thing;
- a kind of byname that describes a person by a characteristic of that person.

SUBDIVISIONS OF NICKNAMES



- Friendly
- Hostile
- Neutral



- Individual
- Generic

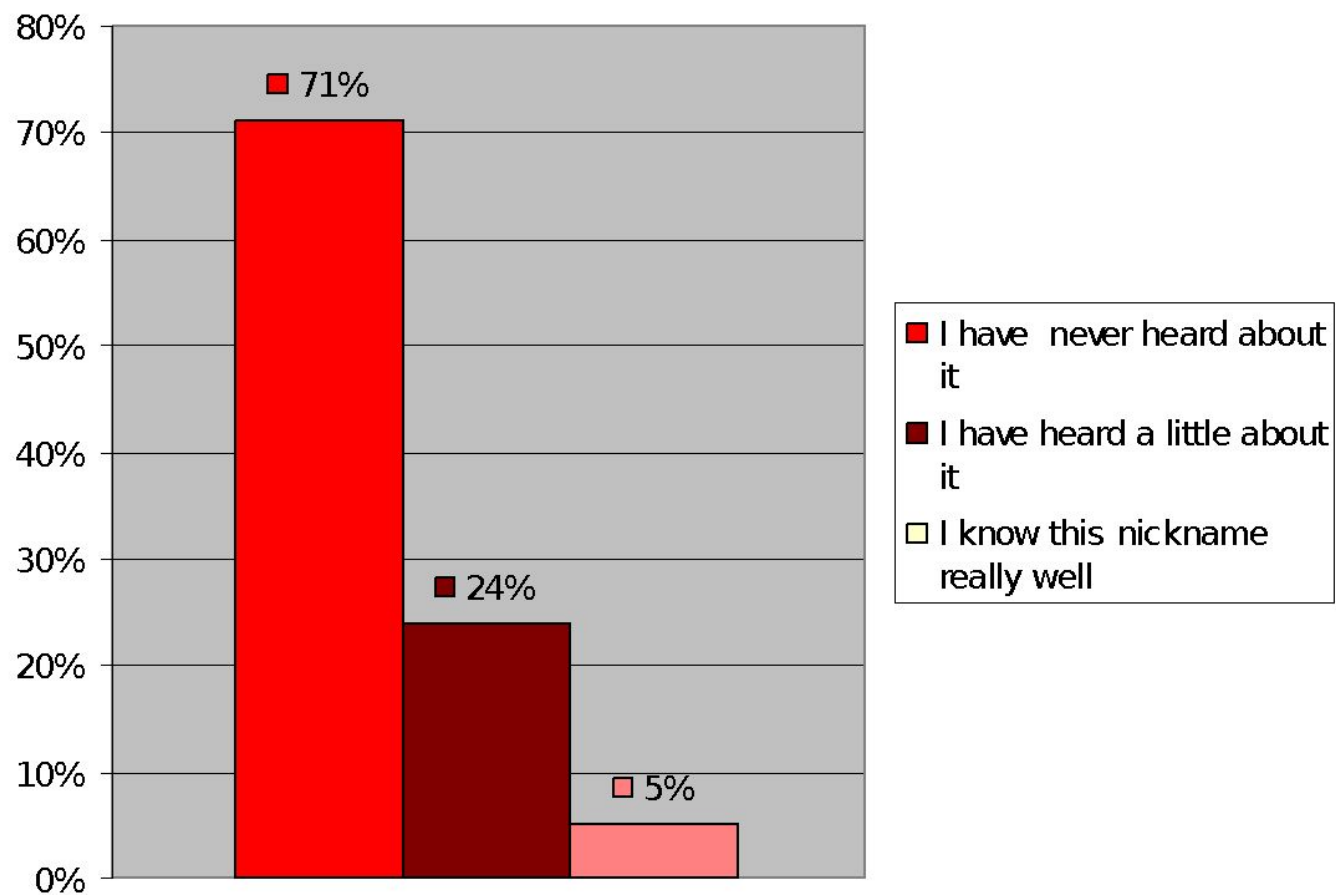
INTERVIEW



RESULTS OF AN INTERVIEW

Answer	%
I have never heard about it	71%
I have heard a little about it	24%
I know this nickname really well	5%

Results of interview

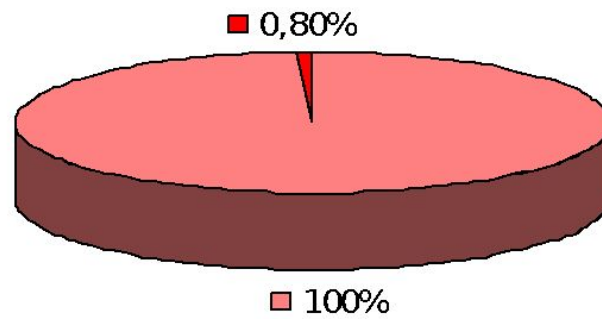


Is it possible to learn
about American
names and nicknames
at school?

PERCENTAGE OF NICKNAMES IN LILGUISTIC AND CULTURAL GUIDE

Name	Number	%
Items	247	100%
Nicknames	2	0,8%

Percentage of nicknames in LCG



Task 1

Match two parts of the sentences:

City of the Midnight	An area south of San Francisco where companies manufacturing microcomputers built plants during the 1970s.
SunCoves	A nickname of Detroit, Michigan, because it is the centre of the automobile industry in the United States.
WeekMotown	The first week in August
Mother of Presidents	A former nickname given to London, with reference to its reputation as a centre for nocturnal pleasures.
Silicon Valley	A nickname of Virginia, so called because 8 of her native sons became presidents of the USA.

Task 2

Choose the appropriate answer

1. What is *The City of Firsts*?

- a) A nickname of Kokomo, Indiana;
- b) A nickname of Greece;
- c) A nickname of Brooklyn.

2. What is *The City of the Seven Hills*?

- a) A nickname of Syracuse;
- b) A nickname for Rome;
- c) A nickname of Broadway.

3. What is *Dog Star*?

- a) A nickname of area in London;
- b) A name for the star Sirius;
- c) A nickname for the steam engines.

4. What is *Black Diamond*?

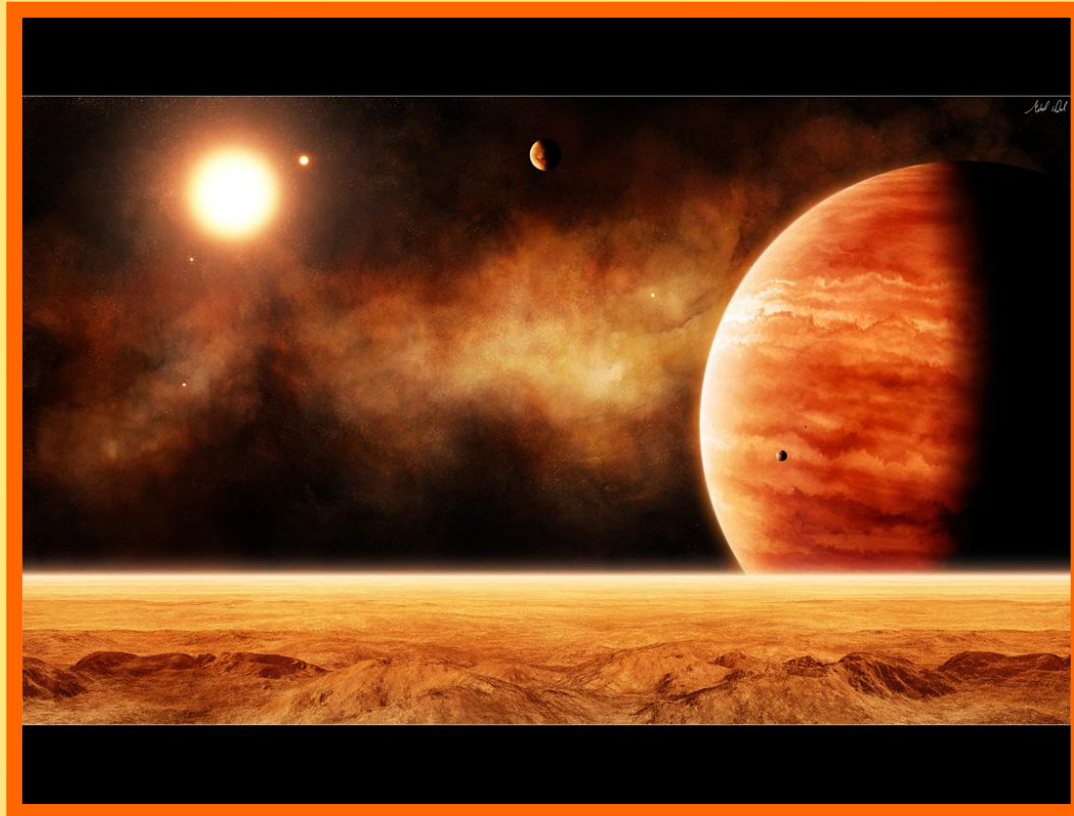
- a) A nickname of petroleum;
- b) Jewel;
- c) A nickname for coal.

Big Apple



NEW YORK

Red Planet



MARS

The City of Masts



LONDON

Black Diamond



COAL

Great White Way

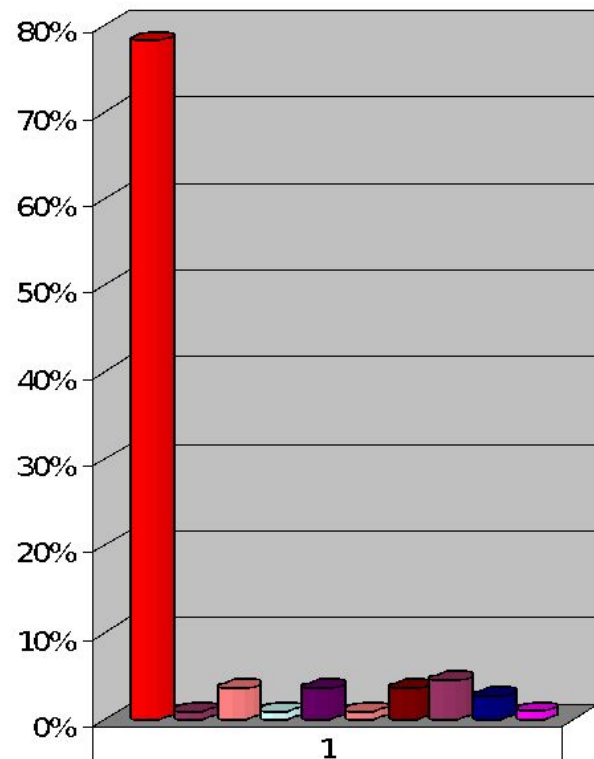


BROADWAY

PERCENTAGE OF NAMES AND NICKNAMES IN THE DICTIONARY

Item	%
Geographic objects	78,3%
Theatre	4,5%
Periods of time	3,6%
Port	3,6%
Road	3,6%
Palace	1%
Park	2,7%
Club	0,9%
Sky objects	0,9%
Epidemic	0,9%

Percentage of nicknames in the dictionary



Geographic objects	78,30%
Epidemic	0,90%
Periods of time	3,60%
Sky objects	0,90%
Port	3,60%
Club	0,90%
Road	3,60%
Theatre	4,50%
Park	2,70%
Palace	1%

- Geographic objects
- Epidemic
- Periods of time
- Sky objects
- Port
- Club
- Road
- Theatre
- Park
- Palace

THE WORLD OF NICKNAMES

g d = Vst d E e r t s || H n e < e s

s r t d e H d n K f o y + C i e h t

tr u n o c k c d B l e h f d st + rs fi e h

+ d y g E t h g L i e n o st y d d E

st d c d n d nt d h p x o n K d r o F

o p d r o D e l c d d P f o y + C i e

d r h k c d B l s || H st e r o F