explore why, according to Confucius, "the very first task of a true statesman is to rectify the names". Linking different theoretical and methodological approaches, a range of examples will be covered to expand upon the concept of critical toponymies: the study of the effects of unequal power relations on place names and place naming practices.

Antonio Gramsci's treatment of hegemony provides a suitable starting point for understanding the deep cultural roots and implications of power through processes of coercion and consent. Gramsci's own commentary on the changing street names of Turin in 1917 will provides a fascinating early insight into how the transformation of a cityscape into a medagliere ('medal showcase') for the powerful can come into conflict with pre-existing, and arguably more "organic", toponymies.

The paper will then discuss how currents of nationalism have affected traditions in toponomastic research, often marginalising minority toponymies. This will lead on to further exploration of how power relations between majority and minority cultures can affect place naming in situations of language contact or language conflict, with examples from Finland, Norway and Scotland. In this field, particular insights can be gained from linguistic landscape studies, which seek to explore how language, including place names, is displayed in public spaces. As language visibility in public spaces is often subject to technocratic or bureaucratic constraints or pressures, the linguistic landscape can reveal much about how these forms of power influence place naming.

Finally, the specific pressures exerted on place naming by the forces of capitalism and neo-liberalism will be analysed through investigation of the commodification of names, with examples from housing developments, revitalised inner-city areas and place branding initiatives in Finland, Norway and Scotland.

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Place name signs in Friesland: What causes them to be monolingual Dutch, bilingual (Duth-Frisian, Frisian-Dutch) or monolingual Frisian?

Friesland (640,000 inhabitants) is a province of the Netherlands. Fifty-five percent of the population in this province are native speakers of Frisian, a language recognized as the second official language in the Netherlands. The remaining 45 percent are native speakers of Dutch. Generally speaking Frisian prevails in rural areas, whereas Dutch predominates in urban zones.

Most placename signs are bilingual, with either Frisian or Dutch on top. Monolingual placename signs are mostly in Dutch and only rarely in Frisian.

The paper examines two factors that might possibly influence the choice of language(s) for placename signs, and the position the language(s) will take on the sign - on top or below. Firstly, the relative amount of native speakers of either Frisian or Dutch in the municipality concerned could supposedly be of importance. For example: a placename that is indicated exclusively in Frisian, might point to an overwhelming Frisian speaking majority. Secondly, the strength of the Frisian National Party (FNP) in municipal politics might be relevant: the FNP is the main moving spirit behind the promotion of the Frisian language. The paper shows to what extend these factors correlate with the language(s) chosen, and their position on the signs.

In order to relate the signs as best as possible to the percentages of native speakers in the municipalities concerned. Two measuring points were used: data from the Fryske Taalatlas 2011 (Fryske Taalatlas) and Gorter 1984.

The factor "FNP power" was measured in terms of the percentage of seats this party held on the council at the moment the municipality concerned took the decision to introduce monolingual Frisian or bilingual signs.

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Tens of alignments of hagionyms give evidence of the christianization of South of the "Narbonensis"

Five years ago I discovered a toponymical substratum. It has been probably created in the unknown limits of the first diocese of Elna city (France). A similar area is today called *Région Pyrénées-Méditerranée*. This substratum was created in Latin and progressively during all the 4th century. It was not found before by toponymists, because it is completely atypical.

Through a first display at the last Congress ICOS, I presented especially the toponymical part, and its links with the hagionymical part of the substratum. During the Conference at Bern I hope to present an other result of my study: the characteristics of the hagionymical part.

It concerns a set of a dozen of Saints' names, and about 150 places in the area. I use the neologism "hagio-point" in order to focus on the couple "hagionym + coordinates of the center of linked building or place". So I am treating together data about hagiotoponyms, and dedications to Saints who were given before Middle Age, to places of worship (oratories, chapels, churches).

I observed that these "hagio-points" were structured in a network: they are intersections of tens of alignments; each alignment contains, at least, 3 hagio-points; length of alignments is between 10 and 70 km; they are very precise alignments. I will explain my assumptions about the creation of this network. I was definitely helped finding the meanings of the atypical sets of toponyms, which were created by the same author. Originally most of the studied hagio-points have been probably paleochristian oratories, testimonies of triangulations for mapping. I validated the alignments by trigonometric calculations. I checked that

there are no such alignments out of the area in the nearby areas (around the city of Narbona and the city of Girona), where hagio-points are linked with a similar set of hagionyms.
As generally there are 3 alignments passing in a given hagio-point, the redundancy of data gives us frequently the power to reconstitute from where some places of worship were moved locally sometimes in the past. Results of my study will give to archeologists an interesting kind of precise map made during years 380's ; and they will give to historians the oldest evidence, in Western Europe, of some dedications to Saints.
Display during the Conference will show statistics, maps, and samples, included samples of toponyms which helped to understand this atypical substratum.

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Appositions in German toponyms: Stadt Basel, Basel Stadt or Basel, die Schweizer Stadt

As one of the characteristics of appositions most grammars indicate that either the antecedent or the apposition can be omitted without disturbing the comprehension or the syntactic structure (Schanen 1989). But is this true for utterances like: *Die Stadt Bremen kümmert sich um den Straßenbau, das Land Bremen um das Schulwesen?* What happens, if the antecedents *Stadt* and *Land* are omitted? Or in *Basel Landschaft grenzt an Basel Stadt* if the proper name *Basel* is not mentioned?
Appositions in complex toponyms can be easily classified in close and loose appositions, e.g. *Stadt Basel; Basel Stadt; die Hauptstadt Berlin*, on the one hand and *Basel, die Schweizer Stadt; Berlin, die deutsche Hauptstadt*, on the other hand. What seems interesting to me is the difference in structure, function and use of the first class, i.e. the close appositions. Close apposition structures in German without any determiner mainly occur in relation to proper names: *Kloster Ettal, Berg Sinaï, Herr Weber* (but *Frau Doktor* without any proper name). They are very frequent in the use of anthroponyms, i.e. *mein Freund Willy; Willy, mein Freund*.
In toponymy the use of the definite article is much more restrictive than for anthroponyms, at least for oikonyms. Forms like **die Basel Stadt* or **das New York City* are not possible and structures with a Saxon genitive are much less frequent but possible and perceived as correct (*Da Basel-Stadts Landschaft sehr urban ist...*).
Another particularity of close appositions appears when comparing them to their exonyms/endonyms in other languages. *Die Stadt Basel* is in English *the city of Basel* and in French *la ville de Bâle*, whereas in Swedish a genitive attribute replaces the apposition in structures like *the City of London* (Eng), *Londons City*

(Swe). Furthermore, in examples like *Basel Stadt* (Ger), *New York City* (Eng) and *Bad Honnef* (Ger), *River Thames* (Eng), the appellative is a sort of tag which in some contexts seems to be part of the toponym, but does not occur systematically, a fact which could indicate the limit between proper and common names. Finally, a polysemantic use of toponyms can be observed in complex country names which actualize geographical and institutional domains (Cislaru 2006).

I would like to classify the different structures, forms and use of close appositions in order to analyse and describe their particularities in German toponyms and compare them to other languages.

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Mälrotten (< **malahereda,* 'ornamenta matronalia'?), a "Burgundian" relic from the Lex Gundobada in northwestern Switzerland?, or: Is there an "etymon" in diachronical toponomastics?

A main interest of toponomastic research has always been on the phenomena appearing in adjoining and overlapping zones of language contact and language blending. Although a lot of research in this field has already been done in Switzerland, the steps and circumstances leading to the crystallisation of today's language boundary are not yet clearly disclosed for the western and northwestern parts of the country, especially the somewhat remote Hinterland south of the city of Basel, the mountanous Jura region between the rivers Rhine and Aare with its old and comparatively "undisturbed" toponymy. One of the reasons for this seems to be the fact that the language boundary in the west of Switzerland was not only a boundary between some Germanic and Romance dialects but between French and German, which tended to become congruent to the trench which separated France and Germany. The Alemannic settlers' *Landnahme* was imagined by 19th and early 20th century historians and onomasticians to have taken place in a quite martial way ("Alemannensturm") according to the prevailing nationalist *Zeitgeist*. Scholars also were lining up along francophile or germanophile trenches, confounding the terms language and nation, and thus suddenly the questions turned out to be crucial when or whether Suisse Romande was settled and ruled by (Germanic) Burgundians, whether they were rapidly "Romanized" or only after a certain time, before being able to impose the mark of their "Germanism" on the Galloromance population or after doing so. This led to disputes, as for example, on how the frequent occurrence of the Germanic suffix *-ingun* (forming names of settlements) also in today Romance areas of western Switzerland could be explained. Scientific evasive movements led to state a synonymous Romance suffix *-ingos* (> *–enges, –ens* etc.), built after the Germanic model *-ingun* most probably by Burgundian intermediary. Later on

in the 20th century after-war scholars postulated Alemannic settling as having happened in a more peaceful, coexistant way. Today, the idea gains acceptance that crossing the river Rhine and settling there would not have been possible on a large scale without the explicit authorisation by the Frankonian rulers. –
Mälrotten fem. (attested *mellerten* 1480, *maelrotten* 1520, *Meelteren* 1544, *Mählratten* 1772) is the so far unexplained name, out of use today, of a stretch of land at the borders of the municipalities Büren (canton of Solothurn) and Lupsingen (canton of Baselland) about 15 km southeast of the city of Basel.

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Politics, tradition and reinvention: place-names and the City of Salford

In contexts where distinctive languages compete for representation, the linguistic landscape can be read as a text that maps out the power relationships between distinctive ethnic and cultural identities (Landry and Bourhis 1997; Nash 1999; Hicks 2002). Further studies have also shown that the uses of official and unofficial names can provide insights into a community's uses and perceptions of place (Paunonen, Vuolteenaho and Ainiala 2009). Investigations into these topics have mainly been conducted in contexts where there are clear divisions between linguistic and cultural groups, and areas generally perceived as monolingual have received less attention. In England, for example, place-name studies has long been dominated by the work and methods of the English Place-Name Society, following a traditional, historical-cultural approach focussing on philological and empirical analysis (Vuolteenaho and Berg 2009: 6). However, this focus has had the unfortunate effect of diverting attention away from the political dimensions of place-naming.
This paper aims to expand on the critique of traditional English name studies as presented by Vuolteenaho and Berg (2009), and to consider some of the broad political questions that can be analysed through the uses and perceptions of English place-names. The discussion will focus on the ways that the politics of toponymic choice have been observed in official and unofficial discourses relating to the City of Salford. There are notable contrasts between, for example, the official use of *The Quays* and the unofficial/vernacular uses of *Salford Quays*, which, it is argued, reflect different political agendas. Furthermore, there are many contrasts between names and pronunciations used by older and younger residents within the community, and each of these contrasts contributes to the ways that concepts of place and identity are (re)constructed.

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On negotiating place names

To be a toponym is to have the function of identifying a particular referent, a place, in virtue of being related to it one-to-one and to thereby eliminate subjective differences between individuals' representation of that referent. The introduction and the passing on of a toponym in a community consists in establishing agreement among its members about tying it to the place in question. In case this agreement is universal in a larger community, the name assumes the character of officiality. The correlation of a toponym with its extralinguistic referent has an obvious relevance not only for the orientation in space but for issues concerning the determination of property rights, too. For this latter reason in particular the determination and fixation of toponyms consists in a series of recurring processes of negotiation. Typically, these negotiations are concerned both with the place itself (How far does this field extend?) as well as with its name (How was it called previously, and how should it be called henceforth?).

Using the example of a recorded conference concerning a number of contentious place names in the town of Ligerz, I will discuss various aspects of the negotiation of proper names. Ligerz is a German speaking village right on the German-French language boundary in Switzerland with toponyms of both Swiss-German and Franco-Provençal origin. I will look at cases in which the previous use of a toponym and a new administratively regimented spelling were in perpetual conflict, as the various legal principles and the language attitudes of the local name users were opposed. The conflict in question was of a kind which cannot be dissolved linguistically.

This character of the example vividly displays the complex process that is the using and the passing on of proper names. By way of a theoretically and pragmalinguistically oriented analysis of the record of that conference in Ligerz, I will analyse and discuss the elements that constitute the recognition of toponyms as official place names.

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Foreign place names in Moscow region

We have examined the names of the housing estates situated in Moscow and Moscow vicinity. The use of the data collected over two different periods of time (year 2004 – 300 units and year 2011 – 1300 units) made it possible to examine the proper names not only from the point of view of their structure, the principles and the patterns underlying their naming but also diachronically. For instance, it enabled us to observe main trends in naming. We collected the data using the method of continuous sampling from periodicals (including advertisements) as well as websites, forums and informal conversations.

One of these trends is giving famous place names to cottage villages and housing estates. So there are more and more foreign place names in Moscow region: Лозанна 'Lausanne', Гринвич 'Greenwich', Маленькая Шотландия 'Little Scotland', *Hyde Park*, Барселона 'Barcelona', Голландия 'Holland', *Little Italy, Benelux Residence*, Шервуд 'Sherwood', Довиль 'Deauville', Ла Манш 'La Manche', Ямайка 'Jamaica', *Riga Land* etc.

I will try to give an answer to the following questions:

Why do such names attract people's attention? Why are the well-off Russians eager to reside there? How are these foreign place names used in every day speech? Why do such foreign names annoy common people? Is this tendency dangerous for Russian culture and national traditions?

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Some methodological issues of the formal analysis of toponyms

The paper is focused on some methodological problems of the formal (structural) analysis of names of uninhabited geographical objects (anoikonyms, microtoponyms; Flurnamen, lieux-dits – the problem of terminology will be dealt with as well). Several approaches to the analysis of anoikonyms will be discussed. One of the widely used approaches starts from the motivation of the individual names and delimits the individual formal (structural) categories of names within the groups based on the motivation. This approach can thus be characterised as proceeding from the motivation towards the form. The main aim of the paper is to present the author's approach to the analysis of toponyms, which is opposite: from the form of the lexical units present in the individual names towards the motivation of the individual names.

The proposed approach has been influenced by the aims of the author's project of the word-formation analysis of anoikonyms from the territory of Bohemia (part of the Czech Republic). The objectives of this project differ from the aims of the works offering a complex analysis of formation of names, including both their motivation and structure. The aim of the author is not so complex: he concentrates on the word-formation structure of the lexical units found in the individual names and tries to provide a detailed analysis of all means of word-formation occurring in the analysed material (the motivation of names is analysed within the individual formal categories).

One of the crucial methodological problems of the formal analysis of anoikonyms is the question whether the existence of derived common nouns should be taken into account. Some onomasticians, for example, classify names that could be interpreted as originated by onymisation of derived common nouns as derived names using a toponymic formant (names *Hájek* and *Náves* are considered to be derived by toponymical formants *-ek* and *ná-* from the bases *háj* 'grove' and *ves* 'village', though they could be easily interpreted as originated by onymisation of derived common nouns *hájek* 'little grove' and *náves* 'village square'). The article will offer some arguments for the relevance of the fact whether the given lexical unit is attested as a common noun, or not. Though the paper reflects predominantly the results and methodological concepts of Czech onomastics, the approaches of onomasticians from other backgrounds are taken into account as well.

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A linguistic anthropological perspective on Innu place names

Place names are an integral part of the heritage of indigenous peoples, as they reveal how inextricably their culture and language are linked to the land they walk, hunt and live on. This is still true today, even if progressive sedentarization, assimilation policies and industrialization have made a traditional lifestyle, as transmitted by their ancestors from generation to generation, nearly impossible. A faint residue of indigenous ancestral knowledge is preserved on contemporary Canadian maps in scattered anglicized or francizized place names of indigenous origin, poorly rendered phonetically, their meanings being often distorted by the misinterpretation of their original referential sense.

This presentation will concentrate on the study of place-naming in the Innu language, part of the Algonquian language family, by trying to build a database of toponyms, their transcription in the local dialect and a semantic analysis of their meanings as parts of a framework for cultural transmission. The project emerged from an extended professional experience in the community of Mashteuiatsh, Lac Saint-Jean, Quebec (Canada). For the first time, it documents the oral knowledge on the linguistic and cultural origin of those toponyms, with the help of recordings illustrative of the material and spiritual role places played for those who followed their ancestors' paths on Nitassinan, the traditional hunting territories.

This exhaustive inventory, obtained from a representative group of native speakers and by the analysis of archival notes left by explorers and missionaries, will then serve as a starting point to focus on the challenges linked to such a project, in the given context of an ongoing revitalization process in the community. How can we systematically preserve information in a local dialect without standardized written form (Schreyer 2009)? How can we proceed in a situation where there is disagreement even within the Elders, who originally were the first to turn towards the local authorities to express the urgent need of documenting the *shashish nelueun*, the ancestral language? How can methods be adjusted when conflicts and questions rearise regarding whether traditional oral knowledge must be documented, and what kind of knowledge and whose knowledge is worth documenting, thus preserving (Collignon 1996)?

Here, toponomastics meet linguistic anthropology, since new approaches to place name research are needed: analyses of variation in naming practices and the social-cultural meanings of place names have to be combined to an analysis of communication issues and underlying language ideologies in the given linguistic context.

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Towards an epistemology of the toponymy: On the problems concerning space and time in the geographical names

Our proposal seeks to present a synthesis of the relations maintained between toponymy and geography throughout their history. Despite obvious differences in their epistemologies, these two fields of knowledge (where toponymy is considered one of the two main branches of onomastics, along with anthroponymy) present a marked degree of affinity in various facets, in their respective approaches and in the diversity of their objects of study. The starting point for this discussion is quite simply stated: Toponymy and geography clearly share a common background – namely, the concept of *topos*. That is, the word of Greek origin that constitutes the classical way of referring to the place (at all scales) where we as humans inhabit and live out our lives.

The interactions between toponymy and geography have been both extensive and intense in nature, and have been of great significance throughout the ages. Place names are in themselves complex concepts, and are open to a multiplicity of approaches. On the other hand, geography is a discipline which has an intrinsic interest in *space*, but also in *time* (present and past). For this reason, its specific way of seeing things is characterised by what is simultaneously a synchronic and a diachronic approach. Facing the future, and from a global conception of science, we need to see this set of circumstances not as a problem but rather as an advantage for our research, as it takes us in different, yet complementary, directions.

I shall base my reflections here on two basic premises: a) that place names, or toponyms, have by definition a geographical scope and meaning (in the sense that, necessarily, they refer or have referred to a part of the physical space that surrounds us); and b) that if place names are the object of study of toponymy, and the space that surrounds is geography's essential *raison d'être*, there must necessarily be a significant relationship between one discipline and the other (and, therefore, an undeniable interest for the scholar). The adoption of these two premises does not imply that place names, or toponyms, cannot be considered from other perspectives of analysis. Yet, what it does imply is that the specific starting point of our study is, explicitly, a willingness to explore our understanding of the geographical dimension of toponymy.

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Hungarian Digital Toponym Registry – Results of a research programme

In the summer of 2010 a research programme was launched under the title *Hungarian Digital Toponym Registry* with the long-term objective of recording and analysing the complete stock of toponyms of the Carpathian Basin. The programme has been implemented with the co-operation of experts working at various Hungarian and foreign research facilities, and it aims at the exploration of the history of toponyms reaching back to ancient times up to our days. The *Hungarian Digital Toponym Registry* is suitable for research purposes and may at the same time be of interest to the general public. The database encompasses two separate modules: the *Modern Toponym Registry*, which basically contains 18th–20th century toponyms, and the *Early Toponym Registry*, dedicated predominantly to storing place names dating back to the times before 1350. The IT background architecture is provided by the 4D database management system which also encompasses a GIS component thus making visualisation of toponymic data on maps possible (modern toponymic data are projected onto the aerial photographs of Google Earth, while historic data are placed on reconstructed medieval maps). My presentation aims at describing the general objectives and research purposes of the *Hungarian Digital Toponym Registry*, as well as the results achieved so far.

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Nicknames of places: Linguo-cultural approach

The nickname is considered in this research as a culturally relevant type of additional name. Cultural relevance of a speech unit is viewed as its ability to reflect background knowledge about certain objects both explicitly or implicitly in the form of associations, stereotypes, superstitions, views, images, etc.

As a result of a detailed research of anthroponymic nicknames and their cultural potential we came to the conclusion that nicknames are culturally marked if they are:

- motivated by extra-linguistic factors;
- based on metaphor, epithet, metonymy, antonomasia, irony, periphrasis, pun;
- connected with realia;
- allusions to culturally significant objects or events.

According to the above criteria toponymic nicknames can be regarded as a type of names highly informative from the cultural aspect. Their cultural potential is due to the fact that in comparison with nicknames of persons the majority of nicknames of lifeless things are motivated by extra-linguistic factors, thus reflecting people's perception and evaluation of the objects named. Through extra-linguistic motivation nicknames reflect real or imaginary properties of objects. These properties can correspond to material or mental aspects of culture.

The present sample of data consists of over 3000 toponymic nicknames of countries (parts of countries), islands, cities, water bodies, selected from dictionaries and websites focused on nicknames and culture. Over 65% of nicknames reflect material phenomena of culture, such as nature, weather, geography, plants, animals, geographical position, inhabitants, landmarks, architecture, traditions, cuisine, history, historic figures, etc.: *Windy City* (Chicago), *Land Down Under* (Australia), the *Carnival Country* (Brazil), *Cockpit of Europe* (Belgium), *Land of Milk and Honey* (Switzerland). The mental aspect of culture is reflected in stereotypes based on subjective evaluation of an object (about 35% of toponymic nicknames): *The Home of the Brave* (the USA), *El Defectuoso* (Mexico City). Mental sphere of culture also includes characters and elements of imaginary worlds created by writers, artists, etc.: *Land of the Little Mermaid* (Denmark).

Nicknames can also express the pragmatic aspect of culture which presupposes taking into account the following criteria:

• the origin of a nickname under analysis (hetero- or auto-/self-names);

• regional, national or international distribution;

• evaluative characteristics (meliorative or pejorative names);

• political correctness (offensive (politically incorrect) and honorific (politically correct) names). In contrast with personal nicknames place nicknames are less influenced by the rules of political correctness, apart from the cases of their metonymic use to address a group of people.

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No one loses? The names of sports venues on sale

Recently, the application of branding concepts in spatial terms has concerned both cities and metropolitan areas generally, and specifically post-industrial developments in inner-city, suburban and out-of-town locations. On the basis of evidence drawn from multiple national settings, our paper critically discusses the functions and politics of naming in the context of the branding of the sports landscapes. In Finland, for instance, the selling of naming rights for sports venues to corporate sponsors has boomed in the last two decades. In this country, a nonchalant economic opportunism according to which "no one loses if a name is sold" seems to prevail among businessmen, developers and many politicians. In England, where the evocations of community and club history are otherwise pervasive at football stadiums, in particular, increasingly many Premier League and lower-tier clubs have also engaged in the same re-naming practice. In the latter context, however, the re-naming of stadia has frequently provoked loud protests by local supporters. In this paper, burning empirical and theoretical questions regarding the politics of place naming will be addressed by observing the fate of the toponymic subcategory under scrutiny: What is the role of naming in the branding of places? What kinds of national or regional differences exist as regards commodified naming practices and resilience to them? Why precisely have sports venues been in the vanguard selling naming rights for icons of public culture to corporate power? What are the potential benefits and disadvantages of the name-based commodification of sports venues and other types of urban landscapes? For whom?

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Naming practices of Italian football stadiums today

In recent years, the onomastics of football stadiums and many of other sports venues shows a constantly growing number of sponsor names, the use of stadium names as brands or part of a club's corporate identity and the establishment of stadium complexes as focal points for supporters and club identity. This phenomenon, often associated to globalisation and to the ongoing commercialisation of sports, is nearly unknown in Italy – although sports play a central role in Italian media and popular culture. In the summer of 2011, however, the inauguration of the new stadium in Turin – a state-of-the-art complex in line with sports venues abroad as far as commercialization and merchandise are concerned – seems to be the first step in Italian football to follow the lead of other countries like England and Germany.

After a brief account of the typology of stadium names in Italy – especially in terms of their official vs. unofficial denomination – the focal point of the present paper will be expressed through the following research questions:

What are the reasons for Italian clubs not to aim at stadium-related merchandise income when most of the major European competitors do?

What reasons have driven the innovative stadium project in Turin and by which onomastic and non-onomastic means a new corporate identity of Juventus F.C. (in the face of the involvement of the club in the huge Italian football scandal of 2006) is expressed through the stadium project? How does the club prepare the unveiling of the sponsored new name of the stadium in the media?

Will the stadium in Turin remain an impressive but isolated effort or will its example be followed in other Italian cities? These research questions will take into account media sources and historical records on stadium names as well as official statements on present and future stadium-related issues. It will be important to analyse the strategies applied by the club to create a focal point of *juventinità* by using onomastic techniques within and around the new *Juventus Stadium* (official name until the unveiling of the sponsor) in Turin; furthermore the positioning of the new stadium as a key component of the club's brand on a national market not yet sensible to such proceedings as well as on the global market will be analysed.

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Toponyms as Soviet legacy vs. current policy of nationalism

The paper touches upon the specificity of renaming cities, squares, and streets in the former Soviet-controlled territories, particularly in Russia and Ukraine. After and in some cases even prior to the collapse of the Soviet Union many Soviet-bound toponyms were changed into more preferable city and street names. The hero-city *Volgograd* (Russia) is one of the brightest examples of such change. From 1589 until 1925 it was *Tsaritsyn*, in 1925 in was renamed into *Stalingrad*. It is a common knowledge that the city is famous for its World War II heroic battle at which time it had the name of *Stalingrad*. Stalin was the political leader of the entire country at that time and thus many representatives of older generations, especially WWII veterans associate the victory of the Soviet people in the battle with the city's former name. The city was renamed again in 1961; it became *Volgograd* and bears this name at present. Dwindling groups of communists want the name of *Stalingrad* back, which is hardly possible as the majority of the city dwellers will never approve of it as well as most Russian citizens. While *Stalingrad* directly refers to the infamous personality of Stalin, who is guilty in deaths of millions of innocent people, the name of *Volgograd* is connected with the river *Volga*, flowing across the city. Likewise, *Leningrad* was renamed into *St. Petersburg*, *Gorki* into *Nizhniy Novgorod*, *Zhdanov* into *Mariupol*, etc. Apart from that today thirty four streets of Kiev, capital of Ukraine, are considered to be renamed for political reasons: the most controversial renaming is going to happen with the name of *Mate Zalki Street* in Kiev (named after the Hungarian communist writer *Mate Zalki*), which is going to be renamed into *Shukhevich Street*. *Roman Shukhevich* is a controversial personality, leader of the Ukrainian Rebel Army, who is treated as a hero only in the West of Ukraine (in Lviv, Western Ukraine, they already have *Shukhevich Street* together with a monument to Shukhevich), whereas people in other parts of Ukraine consider this renaming to be a blasphemy. Thus, the Soviet tradition of giving names to places after political leaders and other national personalities is one of the most ardent battlegrounds for post-Soviet countries, although it is obvious that in case a name is politically-bound it is very likely to be reconsidered in the course or time.

Panel: Power and Place Naming

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This session will address various topics related to the embeddedness of place naming practices in unequal power relations. It will pursue new empirical themes and theoretical openings such as those featured in the anthology Critical Toponymies (Ashgate, 2009), a thematic section in ACME: An International E-Journal for Critical Geographies (2011), and the forthcoming section in Onoma (2011) on toponomastics and linguistic landscapes. In particular, the session welcomes discussions and case studies relating to the following broad themes:

Ethnicism, nationalism & multiculturalisation: In what ways have the empowerment of minority groups, multiculturalism and diasporic communities affected and challenged existing official toponymies? What types of toponymic power struggles are associated with these phenomena? Where are today's toponymic "hotspots"? What factors explain differences within the intensity of toponymic power struggles in different parts of the world? What kinds of advantages and problems relate to the standardisation of indigenous place names and the burgeoning use of cartographic, statistical and Internet-based toponymic databases as the tools of empowerment for previously marginalised groups?

Commodification, globalisation & glocalisation: How are commercialisation and neoliberal policy agendas influencing toponymies? In what ways are the present-day strategies of "naming-as-branding" at odds with the conventional naming of places? How are globalisation and associated ideological changes affecting toponymies and linguistic landscapes in the centres and peripheries of economic and political power? Do there exist counter-hegemonic tendencies against the commodification and globalisation (or glocalisation) of spatial nomenclatures?

Through the presentation of empirical and theoretical investigations with a critical toponymic focus, the panel will aim to reflect upon the possibilities and limits of critical toponymic research as a tool for socio-spatial criticism and empowerment.

(Authors and abstracts of the panel papers are listed alphabetically under the heading 'Individual Papers'.)

Posters

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Shillings and seals: Place-names in the charters of Coldingham

Berwickshire has a wealth of resources for the study of places and their names. The charters of Coldingham, dating from 1100–1300, hold a rich amount of information on the economical and social history of the parish, as well as preserving early recordings of place-names. Maps (in particular the six-inch first edition Ordnance Survey maps) and the sea-charts provide diachronic evidence of names from 1500 onwards. Descriptions in the Ordnance Survey Name Books give detailed insight into the etymologies of these place-names, as well as information on the landscape and the views of the surveyor.

My PhD research into Berwickshire place-names makes extensive use of these documents, allowing a large proportion of my investigation to be based on primary materials. There has been little previous research on Berwickshire place-names – Johnson's (1940) *The Place-Names of Berwickshire* is the only previous survey. In particular I am focusing on the treatment of names in medieval manuscripts; the use of names on charter seals; and the creation and distribution of these documents as evidence for Anglo-Scottish relations and Scottish identity (Broun, Finlay & Lynch (ed)). Kathryn Lowe (2007) has investigated the relationship between English and Latin in the charter tradition of Bury St Edmunds; the language of the border charters provides more evidence towards Anglo-Scottish relations and charter tradition. Joseph Donnelly (1989a, 1989b, 2002, and forthcoming) has conducted extensive research into the socio-economic aspect of the Coldingham charters. My poster will demonstrate the extent to which the socio-economic research of this area can further toponymic research, and will discuss the advantages of using medieval charters in place-name studies alongside other primary resources. Furthermore, it will highlight the ways in which other methodologies, such as the study of palaeography and codicology, are essential to a full understanding of the treatment of place-names in primary resources.

My PhD thesis forms part of a larger AHRC-funded research project *Scottish Toponymy in Transition* (PI Thomas Clancy) at Glasgow University. Scotland's place-names have not until now been investigated systematically, and this project marks the beginning of a survey of Scottish place-names. Simon Taylor's survey of the place-names of Fife is the model which further county surveys will imitate. *Scottish Toponymy in Transition* aims to produce a full survey of the historical counties of Clackmannanshire and Kinross-shire and of the district of Menteith in Perthshire, and to begin surveys of Ayrshire and Berwickshire.

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Desert sites in the area Sissach – an onomastic input to the settlement history of the upper Basel area

To date, settlement history theories are formed on the basis of the findings from the analysis toponymies. All the toponymy in the area Sissach are well documented, and systematically interpreted, however, only available in limited numbers. The systematic exploration of all possible desert site names significantly increases the amount of investigation. Existing theories should be reevaluated with these findings. The question arises in the specific case, whether the Basel area has been settled from the south of the Jura mountains or from the north along the waterways. Current research tends a settlement from the south. This is the focus of my dissertation.

For the purposes of an interdisciplinary understanding, linguistics supplies by working through the hitherto little noticed researches of desert site names in the canton of Baselland an advanced scientific regarding about settlement. Previously archaeology provided the bulk of the research. The findings from my dissertation open up the possibility that on one hand archaeological and historical evidence-based theories can be re-evaluated with linguistic approaches. On the other hand, the linguistic analysis method plays a pioneering role and in turn provides the archaeology evidence of any late antique or early medieval sites. On a linguistic level it opens up methodological problems. To date, settlements are dated based on their suffixes. By using the same approach also desert site names have to be dated. In contrast, no reliable, universally valid parameter is found to identify the type of settlement. A fact that is significant for the discovery of abandoned settlements. Moreover, desert site names are very old, the writing is disfigured and in its off-linguistic reality, the settlements are in most cases no longer experienced. Precisely the latter fact requires an interdisciplinary approach, because with linguistic options only a limited added value can be created. The integration of archaeology is offered. The data of the dissertation is based on the research database FLUNA. It contains actually for the area Sissach about 34000 evidence or 16600 names. About 200 names can be identified as potential desert site names. They should be layered, interpreted and localized to embed the desert site names geographically and linguistically in analogy to the place names. Thus, a dense network of landmarks is formed and the basis of evidences, which will assess the thesis of settlement history.

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Changes of urban "namescapes" in Basel

Toponomastic research projects in Switzerland normally had a focus on toponyms