ABSTRACT
LINGUOCULTUROLOGICAL PECULIARITIES OF THE MARKET PROMOTION OF WHISKONYMS

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Main Parts: Contents, Introduction, three Chapters, Conclusion, Bibliography, List of Reference Literature and Internet Resources, Addenda.

Keywords: proper name, onym, pragmonym, toponym, Scottish Gaelic, borrowing, whiskonym, pragmonymic space, linguoculture.

The present paper focuses on the investigation of the structural, semantic, etymological and linguocultural peculiarities of the formation and usage of the whiskonyms of the Scottish origin in the pragmonymic space which represents an internally organized set of proper names intended for identification of the objects of reality referred to the commodity market and representing not just an alcoholic drink, but a product of a national linguoculture.

This research is the first experience of a complex investigation of whiskonyms as special units of the pragmonymic row. The term "whiskonym" is also created and introduced in the scientific use in this research for the first time.

The aim of the research is to investigate the processes of functioning of whiskonyms as a special type of pragmonyms in Modern English and onomastic peculiarities of their structural-semantic formation as well as their etymological base.

In Chapter I the theoretical foundation of the research is laid; the object of investigation and the function of onomastics are detected; pragmonym as a unit of the onymic corpus and whiskonym as a unit of the pragmonymic row are investigated; the linguocultural areals of their appearance are identified and described.

In Chapter II the Scottish language as a product of the internal and external interaction, as well as the linguistic peculiarities of the Scottish dialects are analyzed in the synchronic and diachronic aspects.

Chapter III is devoted to the structural, semantic, etymological and linguocultural analysis of whiskonyms of the Scottish origin functioning in Modern English and the peculiarities of their market promotion are viewed and described.