2.2 EPONYMS IN POLITICAL DISCOURSE

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Abstract. *In the English language, as well as in other languages, a lot of terms come from the surnames of ordinary people. Someone's invention, discovery, a pronounced quality of character, good and sometimes bad fame made a person so famous that their name becomes part of the language. Eponyms are a significant segment in the system of scientific language. The study of eponyms makes it possible to reveal numerous historical and cultural connections present in the modern English language. In each national language, the formal structure of eponyms corresponds mostly to familiar patterns of words and phrases. First of all, this work points out that these are the problems of attributing onymous units to people whose names perpetuated in politics by becoming eponyms. The paper aims at providing a lexical interpretation and a classification of the words derived from proper names, irrespective of the language they come from, now they have become part of the English vocabulary. Eponymy may be regarded as a resourceful process of the vocabulary enrichment. We studied the linguistic aspect of the issue and found that eponyms, as a significant part of the language of science, contribute to a deeper understanding of people and their culture. The article highlights, examines in detail and analyzes the structural features of eponyms formation.*
Keywords: *eponyms, anthroponyms, onymous units, vocabulary enrichment, proper names, anthropocentric nature, semantic and emotional content.*

Introduction

The richness of any language in the world lies in its lexical composition. Linguistics, being the science of language, today is engaged in the study of language in close connection with a person who uses the language in various spheres of life as a means of communication and as a reflection of his worldview. Anthroponyms function not only as units of naming a person, but can also be the basis for creating

new names. The idea of the anthropocentrism of language confirms such a phenomenon as eponyms. This phenomenon is a layer of vocabulary that is of great interest from the point of view of studying cognitive processes of an anthropocentric nature. Eponyms demonstrate the direct influence of man on the language system.

The anthropocentric approach to the study of the language system influences the formation of a special interest in the study of eponyms - lexical units formed as a result of the transition of proper names into nominal ones. The concept of "eponym" in the language of modern science is often encountered and studied not only by linguists, but also attracts the attention of scientists from different fields. Despite the growth in popularity, eponyms are still one of the little-studied topics, which is confirmed by a very small number of specialized eponym dictionaries.

The purpose of this work is to identify the pragmalinguistic potential of eponyms, as well as to identify examples of eponyms in discourse.

The object of the study is the eponymous linguistic units of political discourse. The subject of the research is the mechanisms of pragmatic influence of eponyms in political discourse and the ways of their formation.

Many subsystems of terminology in different languages have not yet been studied for the importance of eponymic terminological units and their place in the language composition. In our opinion, such a lack of interest of experts in eponymy (especially in political terminology) is absolutely unjustified, since eponyms occupy a significant place in terminologies in the field of science and technology, and their importance in the history is quite obvious. Eponyms continue to appear becoming neologisms and simultaneously internationalisms thus replenishing vocabularies of many languages. All these facts also determine the relevance of this study.

Research Outcomes

Eponyms are words-names that have passed from proper nouns to common ones, acquiring their grammatical categories. The first and most common meaning of the word "eponym" is the person after whom a discovery, invention, place, etc. is named or aims to be named [18, 344].

Proper names are nouns denoting a word or phrase intended to name a specific, well-defined object or phenomenon that distinguishes this object or phenomenon from a number of objects or phenomena of the same type. Proper names are among those linguistic means that allow in an extremely concise form to convey a large semantic and emotional content. The property of proper names to evoke chains of attributes, representations, associations associated with them is due to the peculiarities of the linguistic nature of proper names. A distinctive feature of eponyms is the ability to show the influence of a person on the language system. Events constantly taking place in the world community and arising for various reasons (development of politics, economics, industry, medicine, etc.) affect the language system, and vocabulary, as the most active layer of the language, reflects these changes most clearly. This is manifested in the constant replenishment of the

vocabulary with new terms, forming a whole terminological system, the appearance of which involves various resources and methods of nomination.

Analysis of recent research and publications. The significant cultural potential of eponymous terms is evidenced by the active study of their semantics and etymology in linguistics.

Eponymical terms are one of the ways to demonstrate specialized knowledge and are an indispensable part of English scientific terminology. Ukrainian and foreign linguists have been studying eponyms for recent decades.

M. Dziuba (2010) believes that the structural and semantic features of eponyms represent some difficulties in the interpretation of the lexical units under consideration, not only the beginners, but also for experienced researchers. These difficulties can appear when working with multicomponent terms of eponym and terminological combinations, as well as with the same terminological combinations with several eponym elements in their structure [3, 16].

The majority of works devoted to the study of eponymic terms are in medical sphere (G. Toporov, I. Matyayasin,) [20; 12]; and natural sciences (L. Garashchenko, V. Leychyk, M. Dziuba, R. Mykulchyk, C. Maftei) [7; 10; 3; 13; 11], however, we couldn't find studies devoted to eponyms in politics.

The main methods of the formation of eponyms in accordance with the studies are morphological, semantic and syntactic [7, 285]. The morphological method of the formation of terms with suffix and prefix is one of the productive methods. The second most important is the semantic methods. Many terms created on its basis, acquire a special meaning marked by the transition of the proper name to the category of common names, without changing the form [3, 16]. According to Koval'chuk O. P. [9], most eponyms are formed by syntactic methods.

Nevertheless, this array of vocabulary can hardly be considered fully researched and perfectly described.

With the activation of integration processes in the scientific sphere and the strengthening of anthropocentrism as a methodology of cognition, of the greatest interest is the study of special terms of a particular field of science, considered in the linguocultural aspect. Terminological units formed on the basis of various proper names and, in particular, anthroponyms, that is, eponyms, rightfully belong to such concepts in terminology.

Political eponyms reveal a new lexical aspect: political leaders, statesmen, theorists have contributed concepts, laws, and sometimes words of wisdom that have been included in English dictionaries as part of the linguistic heritage. Politics here will be understood as the art of management and a set of activities associated with making decisions and since politics is mixed with many other spheres of activity, it is quite difficult to describe a purely political discourse: since the spheres of activity are interconnected, so their vocabulary is interconnected.

According to the method of formation, we divided the found eponyms into the following groups: simple, complex and compound.

Simple eponyms are simple words that have transferred from proper names to the category of common names without changing their form. An example can be the name of Napoleon, an outstanding commander, political leader, the first emperor of France, who laid the foundations of the modern French state: Napoleon (cake), Napoleon (cognac). Sometimes in the language there are so-called "incomprehensible eponyms". Well, what is the connection between the Italian freedom fighter Giuseppe Garibaldi and blackcurrant cookies? Meanwhile, Garibaldi biscuits, which are very popular in Britain, are named after him.

The eponym boycott appeared in the English language during the Irish "Land War", it comes from the name of Captain Charles Boycott. He was the land agent of an absentee landlord, who was subject to social ostracism organized by the Irish Land League in 1880.

Built on the blood of slaves: British football fans boycotting World Cup. [17]

To lynch (after Captain William Lynch) means to murder a person suspected of a crime or violation of public customs, without trial and investigation, usually by a mob by hanging.

Quisling was a Norwegian politician and collaborator, the head of the Norwegian government during the German occupation during the Second World War. Still during his lifetime in the Western world, his name became a common name, and the word "quisling" a synonym for such concepts as "traitor". The term "quisling" is now applied to any person who betrays their country to, and collaborates with, an enemy.

Anthroponyms function not only as units of naming a person, but can also be the basis for creating new names. This process occurs mostly according to the laws of metonymy - the transfer of names from the subject to the object based on the contiguity of the concepts they denote.

Complex eponymous terms are formed morphologically and syntactically as a result of stem formation and word formation. The study of the structure of complex eponyms showed that the largest subgroup consists of composites with one eponym component. A very productive way of making new words is suffixation. Complex or suffix-based eponyms derive from proper nouns which are combined with a suffix to form a new word. Suffix –ism came from Greek via Latin, it denotes adherence to a system or principles, a doctrine or theory. It created a great variety of eponyms, including political ones. Political trends or movements are frequently eponymously named for government leaders. Bidenism, Maoism, and Masochism are all political eponyms, and the ideals they characterize are widely understood.

Karl Marx created Marxism, an economic and political theory that focuses on the effects of capitalism on the working class. Marxism is an example of a suffix-based derivative as the proper noun Marx is combined with the suffix ism to form the new word Marxism. Stalinism, after Joseph Stalin, a term used by a number of historians, political scientists, publicists, statesmen and public figures to designate and characterize the political system that developed in the USSR (and then in its

dependent states) after the end of the internal party struggle in the late 1920s and early 1930s, the political system is characterized by Stalin's dictatorship, totalitarian regime, Stalinist repressions, merging of state bodies and the ruling Communist Party, censorship, propaganda promoting Stalin's personality cult. Other examples of the ism-based eponyms are McCarthyism after J. R. McCarthy and Senator Joseph McCarthy, who during the Cold War looked for communists among American public figures, created favorable ground for the appearance of the term "McCarthyism", which denotes the persecution of people for political reasons without sufficient reasons and evidence. Thatcherism, to denote economic philosophy of laisser-faire capitalism, advocated by Prime Minister Margaret Thatcher; Blairism is used for political and economic policies of Tony Blair, leader of the British Laor Party and Prime Minister, characterized by willingness to combine a concern for social issues with an acceptance of many aspects of market-based economics. Trumpism means a style of governing, political views and ideologies associated with Donald Trump.

The extent to which one can say Thatcherism has a continuing influence on British political and economic life is unclear [11].

Are we any closer to understanding Sunakism [12]?

Given the early and ample track record, there's surprisingly little agreement over the nature of Obamaism [13].

Does "Obamaism" Exist? An Analysis of Ideology and its Place in the Obama Era [14].

Besides the suffix –ism, the same stem can take –ist to denote supporter or follower, -ian, -ic, -ite, -ically to create adjectives or adverbs as Bismarckian, (Otto von Bismarck, 1815-1898, founder and first chancellor of the German Empire). The terms sadistic and sadism derive from the name of the Marquis de Sade, a French aristocrat, revolutionary politician, philosopher and writer. He was famous for his libertine sexuality and erotic works, which combined philosophical discourse with pornography.

Chauvinism, chauvinist, chauvinistic, chauvinistically (named after Nicolas Chauvin, a Napoleonic veteran noted for his extreme patriotism) and a similar case with Niccolo Machiavelli, one of an outstanding figure of the Renaissance who recommended completely amoral actions, justified only by the achievement of power. The words Machiavellian, Machiavellianism, Machiavellism, Machiavellianly have entered our daily language.

An example of a modern-day English nationalist extreme enough to be considered a chauvinist is Nigel Farage [2].

Machiavellian thought was a response to a series of crises facing early 16th century Florence in which a seemingly virtuous state was on the cusp of destruction [15].

Such terms have become internationalisms i.e. they were accepted by the majority of the world languages.

The third group embraces compound eponyms. By compound eponymous terms, we understand phrase-terms formed by connecting at least two units, one of

which is an eponymous component. This group is represented by the majority of terms. The most common type of this group are two-component eponymous terms. We get compound eponyms when proper nouns are combined with common nouns to coin a new term. For example: Obamacare (Obama+care).

Obamacare – also known as the Affordable Care Act– is a law enacted to ensure that all Americans have access to affordable health insurance. It does this by offering consumers discounts (known as tax credits) on government-sponsored health insurance plans, and by expanding the Medicaid assistance program to include more people who don't have it in their budgets to pay for health care.

This refers to eponyms in which part of the name has been removed to create a shortened version. These are not as commonly used as the previous types of eponyms. An example is as follows:

Richard Nixon → Nixonomics. This blend combines the proper noun Nixon and part of the common noun economics. It was created to refer to the policies of President Richard Nixon.

Reaganomics. This term is used to describe the economic philosophy of 80s United States president Ronald Reagan. It is used to describe a system where the wealthiest receive tax breaks and fewer regulations. This is then supposed to benefit the entire population.

Repealing Obamacare's individual mandate would save the government $338 billion over a decade and result in 13 million more uninsured Americans in 2027 [15].

Reaganomics had four simple principles: Lower marginal tax rates, less regulation, restrained government spending, noninflationary monetary policy. Though Reagan did not achieve all of his goals, he made good progress [8].

Dimania (Dianamania) is a mass hysteria reaction to the presence or idea of Diana, Princess of Weles. The term was applied to the wave of public emotion caused by her death in a car crash in Paris on August, 31 1997.

But where ever anyone stands on the depiction of the events of the 1980s segment of QEII's reign — from Thatcherism to Dianamania — and the way the Windsor behave, the British royals must be commended for not trying to block or even influence [16].

A new word Megxit appeared as a wordplay and concerns Prince Harry and his wife Meghan, Megxit describes stepping back as members of the British royal family.

Mexit has become the new Brexit: vitriotic battleground that pits generations against each other [20].

Few political eponyms are used in slang, the very informal usage in vocabulary and idiom that is characteristically more metaphorical, playful, elliptical, vivid and ephemeral than ordinary language. It is used for well-defined reasons, differentiating people, enriching the language, amusing the listeners, inducing friendliness or intimacy, being only some of them. Nowadays, slang is regarded with less disapproval than it used to. Here are only a few examples of eponymic terms in

case: nixon - any illegal business or transaction; (after Richard Nixon, 37th president of the USA), Jack Ketch - a public executioner or hangman (named after John Ketch, English executioner noted for brutality).

Press's and Press Jnr VO, explaining how wartime shows were adapted, e.g., with Adolf Hitler instead of Jack Ketch [20].

McCoy - the genuine, real thing or person as promised, stated or implied, not a copy or a replacement (usually preceded by the or the real): these documents are worth nothing, but this one is the real McCoy, said to refer to the U.S. famous boxer, Kid McCoy, one-time world welterweight champion, distinguishing him from an obscure or inferior boxer of the same name.

Conclusions

Eponyms are a fairly productive option for enriching the lexical composition of the dictionary and rich material for research. When studying political eponyms, we learn a lot of interesting facts from history, immerse ourselves in different eras, and study the fate of different people.

We do not see a serious division into categories in the study of eponyms. But perhaps the most unusual group of these words - those who have firmly entered the language of the English language, are written with a lowercase letter and it is often difficult to guess that this word was once just someone's last name.

Unlike eponyms belonging to others types of scientific discourse, the eponyms in politics share the following features:

– they do not accept prefixes to create new lexical formations;
– they do not create initialisms.

Summing up, we note that in order to resolve the issue of the origin of eponymous names, one should not be limited only to the linguistic derivational aspect. The origin of eponymous terms should also be studied with taking into account the nature of the source name and the semantic links between original and derived units.

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