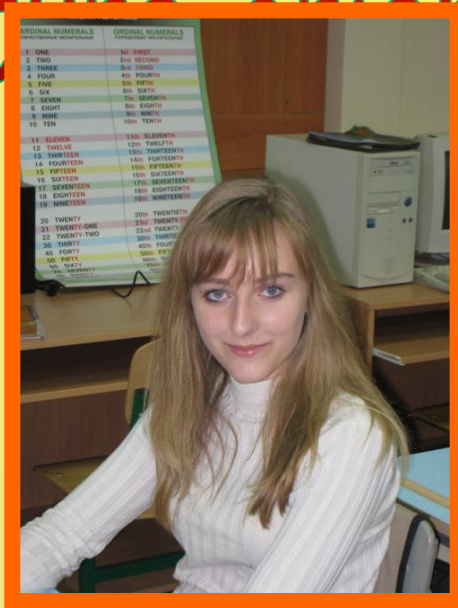


# Names and nicknames of places and things in the aspect of culture-oriented linguistics



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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

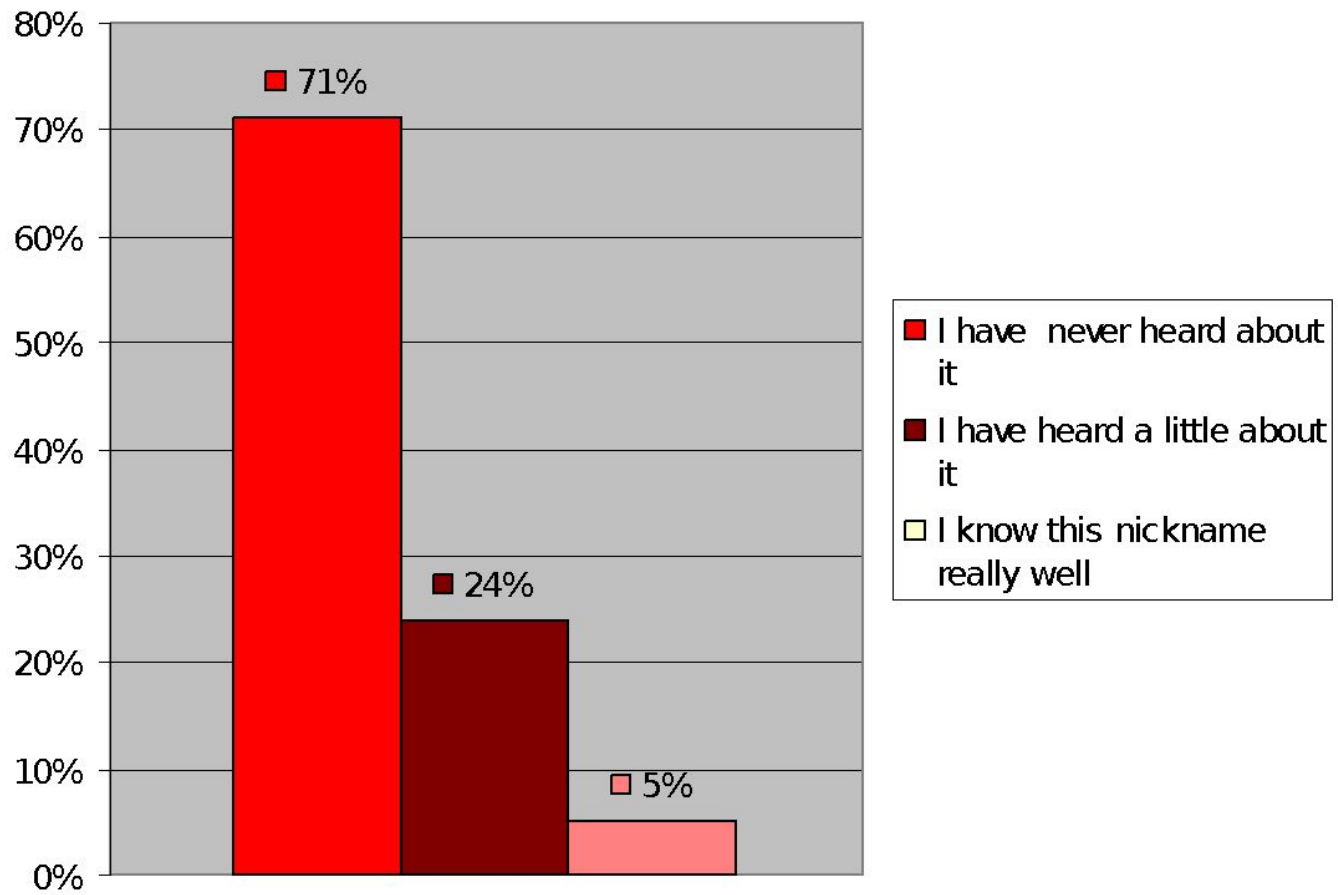
# INTERVIEW



# 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

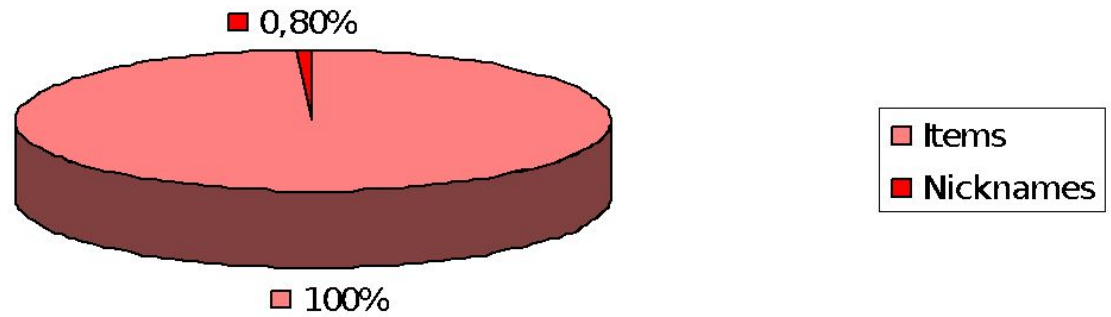


Is it possible to learn  
about American  
names and nicknames  
at school?

# 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.
SunCowes	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*?

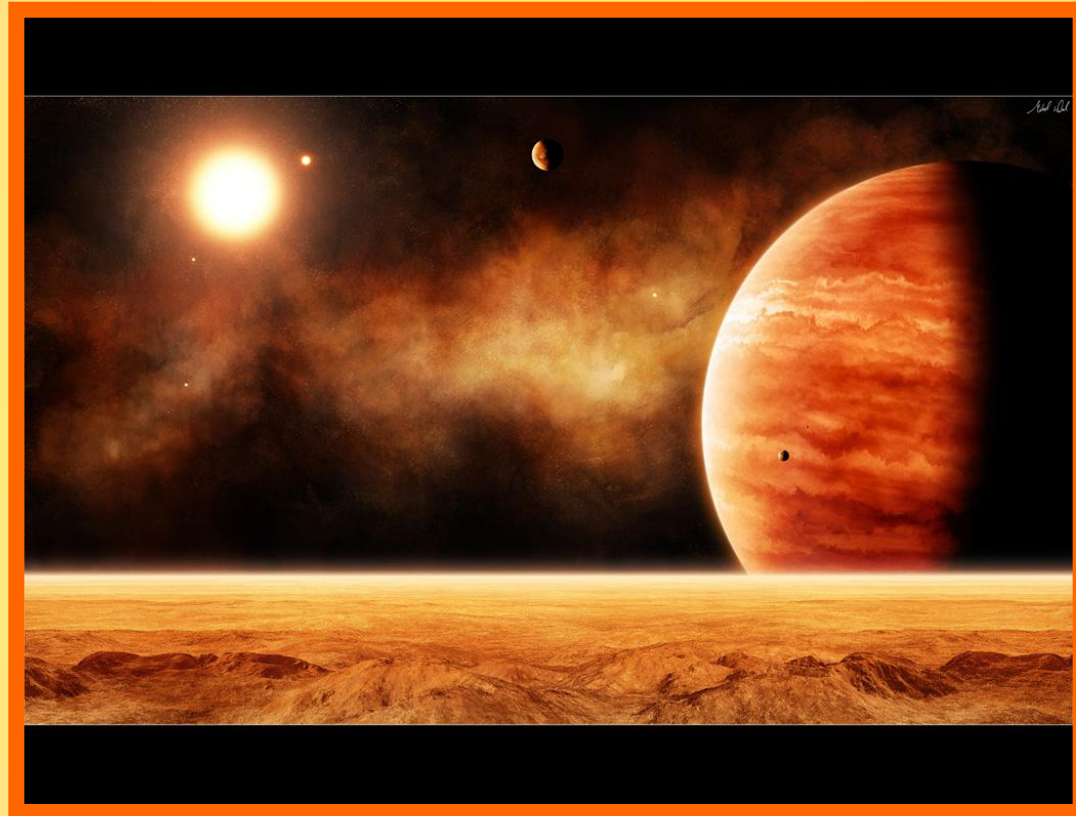
- a) A nickname of petroleum;
- b) Jewel;
- c) A nickname for coal.

# Big Apple



NEW YORK

# Red Planet



MARS

# The City of Masts



LONDON

# Black Diamond



COAL



# Great White Way

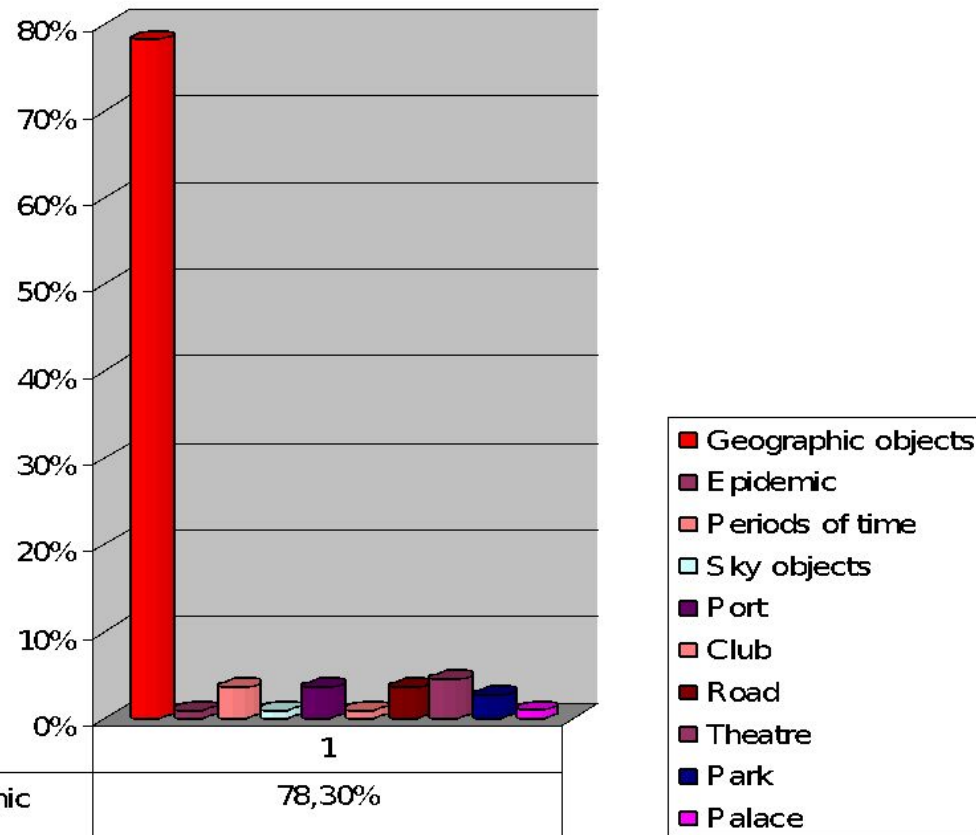


BROADWAY

# 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%



# THE WORLD OF NICKNAMES

g d = V st vi a e e r t s ill H n e v e s

T h e C i t y o f k i n d H e a r t s

h e f i r s t a f f e B l a c c k c o u n t r y

E d d y s t o n e L i g h t E g y p t

F o r d K n o w i n g P h a n t a s m a s t

e C i t y o f P a l a c e B l a c k D o r a d o

F o r e s t H i l l s B l a c c k b i r d