

**REPUBLIC OF AZERBAIJAN**

*On the right of the manuscript*

**ABSTRACT**

of the dissertation for the degree of Doctor of Philosophy

**PRAGMATICS OF PROPER NAMES IN NEWSPAPER  
TEXTS OF THE ENGLISH AND AZERBAIJANI  
LANGUAGES**

Speciality: 5714.01 – Comparative-historical and Comparative-  
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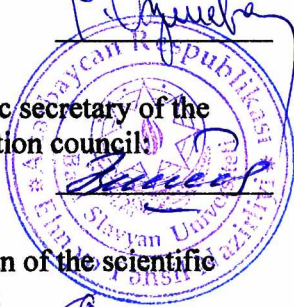
  
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## INTRODUCTION

**Relevance of the topic and the level of its elaboration.** The pragmatic importance of proper names in the process of communication is substantial. However, in the modern stage of the development of linguistics, systematic studies on the onomastics of journalistic (newspaper) texts have hardly been conducted. In addition, the mechanisms of pragmatic and semantic-stylistic influence of onomastic units in the newspaper text have not been investigated. This determines the relevance of the topic we have selected.

Proper names (anthroponyms, toponyms, hydronyms, etc.) found in newspaper texts always serve a specific functional purpose, addressing a pragmatic or communicative objective. It is known that pragmatics deals with the study of meaning and effectiveness of the selected language units within the context/discourse. This principle forms the foundation of linguistic communication, merging pragmatics with the functional aspect of linguistics.

The pragmatics of proper names is contingent upon the presence of denotation within them. It is reasonable to assume that a proper name cannot exist without denotation, as the name can only fulfill its communicative-pragmatic function when it is linked to a denotation recognized by the communication participants. If the denotation is unfamiliar to the communication participants, the proper name becomes a "hollow" sound, hindering communication.

Proper names are crucial in newspaper texts from a pragmatic perspective as they link reported events to specific locations, objects (toponyms), and identify the individuals involved in these events (through anthroponyms).

The pragmatic aspect of the research which encompasses various journalistic texts, considers factors such as historical events, local events, cultural influences, and geographical features. The pragmatic nature of proper names in newspaper texts often outweighs cognitive and semantic aspects.

The study of texts within the anthropocentric approach places particular emphasis on the pragmatic domain. Regardless of their

broad categorization, all types of texts are characterized by communicativeness, indicating that the author conveys a message that the reader must interpret accordingly. Pragmatic relations refer to the perceiver's relationship with the text, which develops during the process of receiving information. This communication can be purely informative, where information is simply transmitted or it can evoke emotions and prompt the reader to react or take action. Overall, the pragmatics of a text lies in its capacity to influence the audience

In recent years, significant research has been conducted in the field of onomastics, which is a branch of modern linguistics. The works of A.Abbasova, F.Gurbanova<sup>1</sup>, A.V.Superanskaya, A.Svinson, and A.Rybaki analyzing onomastic units hold great importance. A.Abbasov's comparative analysis of English and Azerbaijani anthroponyms is a pioneering contribution to linguistics<sup>2</sup>. Her research conducted on this subject is worthy of recognition.

The importance of proper names in journalism has been emphasized in the works of A.V.Superanskaya, V.V.Uchenova<sup>3</sup> and numerous other scholars.

E.Ismayilov's monograph delves into the press language of the 1990s, focusing on the lexical and phraseological characteristics of independent newspapers published in the end of the last century. The study also explores the creation of new words and terms in newspaper language, as well as the use of abbreviations, toponyms, and their various forms. E.Ismayilov's work stands as a remarkable

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<sup>1</sup> Qurbanova, F.A. Antroponimiyanın əsasları (Azərbaycan, ingilis və alman dillərinin materialları əsasında): /filologiya elmləri doktoru. dis./ – Bakı, 2013. – 313 s.

<sup>2</sup> Abbasova, A.M. Müxtəlif sistemli dillərdə antroponimlərin struktur-semantik xüsusiyyətləri: (İngilis və Azərbaycan antroponimiyaları əsasında): /filologiya elmləri doktoru. dis. avtoreferatı./ – Bakı, 2005. – 38 s.

<sup>3</sup> Суперанская, А.В. Структура имени собственного (фонология и морфология) / А.В. Суперанская. – Москва: Наука, – 1969. – 207 с.; Ученова, В.В. У истоков публикации / В.В. Ученова. – Москва: Наука, – 2007. – 405 с.

research endeavor dedicated to analyzing the newspaper language of its era<sup>4</sup>.

N.Babayeva, in her work "Metaphorical Expressions in Newspaper Texts and Their Communicative Load," discusses the significance of onomastic metaphors, specifically highlighting the role of onomastic units in metaphors found in newspaper texts. The author suggests that onomastic units are frequently utilized in metaphors within newspaper texts<sup>5</sup>. It can be exemplified by phrases like "Sarsang is causing echoes in the world" ("Khalq", February 17, 2015) and "Increasing arbitrariness in the Sargisyan regime" ("Khalq", June 4, 2014).

In the realm of scholarly research on newspaper language in Azerbaijan, S.Mammadova's work "Mass Media and Language" deserves special mention. This study provides a comprehensive examination of the functional-stylistic aspects of press language, the unique lexicon employed in newspapers, the language characteristics of regional newspapers, and the primary developmental trends observed in press language<sup>6</sup>.

The study of newspaper text in Azerbaijani linguistics has been explored to some extent, but issues related to the comparative pragmatics of journalistic texts in English and Azerbaijani languages have not been studied so far. This highlights the importance of conducting further research in this area.

In recent times, linguists have shown increasing interest in the multifaceted functional and stylistic systems of texts, particularly in the field of mass communication such as newspapers. Newspapers play a crucial role in shaping public opinion and the language used in newspapers serves the vital social function of informing readers. As society undergoes changes, both the Azerbaijani and English languages are influenced, leading to the emergence and rapid development of language innovations. In light of these dynamic

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<sup>4</sup> İsmayılov, E. Müstəqil qəzetlərimizin dili / E. İsmayılov. – Bakı: Elm və təhsil, – 2006. – 208 s.

<sup>5</sup> Babayeva, N. Qəzet mətnində metaforik ifadələr və onların kommunikativ yükü: / filologiya üzrə fəlsəfə doktoru dis. avtoreferatı./ –Bakı, 2021. – 24 s.

<sup>6</sup> Məmmədova, S. Kütəvi informasiya vasitələri və dil / S.Məmmədova. – Bakı: Elm və təhsil, – 2009. –126 s.

processes, the study of pragmatics in journalistic texts involves examining various stylistic means. The journalistic-newspaper style possesses distinct characteristics, including a combination of two trends: a tendency towards expressiveness and a tendency towards standardization. These trends are closely related to the functions performed by journalism, namely providing information and creating emotional impact.

In order to adequately convey his worldview and the described situation, the author of the newspaper text usually uses stylistic means, which are subjective linguistic techniques for organizing the text. The proper use of stylistic features enhances the pragmatic impact of the text on readers, and the use of various verbal means aims to make the text more expressive.

Stylistic means in newspapers primarily rely on paradigmatic relations.

The newspaper's stylistic techniques rely heavily on paradigmatic relationships. The author selects words and phrases that evoke associations with other words close in meaning to readers, yet not explicitly mentioned in the text.

This dissertation focuses on providing a comparative analysis of proper names in English and Azerbaijani language newspapers. Involving the key factor that influences the formation and handling of proper names in newspaper texts, enhances the scholarly significance of the research. From a pragmatic point of view, proper names in newspaper articles serve a crucial function by linking events to specific locations or individuals, enhancing the overall coherence of the text.

**The object and the subject matter of the research.** The object of the research is proper names utilized in English and Azerbaijani newspaper texts.

The subject of the research is the pragmatic characteristics of the proper names utilized in English and Azerbaijani newspaper texts.

**Goals and objectives of the research.** The research aims to conduct the pragmatic and comparative analysis of proper names in English and Azerbaijani newspaper texts and the generalization and

systematization of the results obtained from this analysis. Additionally, the pragmatic and semantic characteristics of English and Azerbaijani language newspaper texts had also been explored. To accomplish these objectives, the following tasks have been outlined:

- to explore the nature and extent of linguistic pragmatics;
- to elaborate on the criteria of selecting proper names in newspaper headlines in English and Azerbaijani publications;
- to analyze the structural and semantic characteristics of proper names in English and Azerbaijani journalistic writings;
- to examine the semantics and pragmatics of personal names, a significant subset of proper names;
- to compare the pragmatic aspects of proper names used in English and Azerbaijani newspapers: to investigate similar and distinct pragmatic properties of proper names.

**The methods of research.** Descriptive and comparative methods, as well as generalization, component analysis, stylistic and functional analysis were widely used in the research.

**The main provisions for defense are:**

- Proper names (particularly in newspaper headlines and instances of name repetition within newspaper articles) serve as a mean of enhancing text cohesion and coherence.
- Proper names serve as one of the available means for comprehending the world around us. The interpretation of proper names holds pragmatic significance. Readers seek the text that is relevant and meaningful to them. The ability to interpret proper names is linked to the experience of engaging with various texts, understanding the social and cultural context, having an understanding of the purpose of speech activity, and determining the appropriateness of language usage in a given speech situation. Consequently, the recipient of the text assumes an active role as a user capable of controlling their own perceptions.
- The pragmatic and structural-semantic mechanisms employed in the newspaper language for the use of proper names can be attributed to various factors. These include the paradigmatic change of onomastic units through homonymy and paronymy, the

substitution of components by replacing a precedent text element with a precedent name, and the use of onyms as a paraphrase. For instance, terms like "*Agdam – the city of souls*," "*Azerbaijan – Land of Fires*," and "*Armenia – Hayastan*" serve as examples of onyms used to convey proper meanings. Furthermore, the text may exhibit cases of excessive use of onyms, abbreviation of names, double actualization of onomastic units based on context, incorrect spelling of onomastic units leading to misconceptions about the information conveyed, onomastic stamp where a nickname conceals the true identity of a person in the newspaper text, and the actualization of proper names in cases of random or occasional use. Additionally, metonymic and metaphorical transfers of proper names and the ambiguous use of onomastic units can also be observed.

– Pragmatic features of proper names can be manifested in the newspaper text in three ways: a) to restore the previously given information in the reader's memory or to present new information that belongs to the past and is necessary to understand the ways of expanding the narration in more detail; b) allows to analyse and rethink proper names using in new condition, in a different context; c) update some parts of the text directly related to content-conceptual information.;

– In English and Azerbaijani newspaper texts, personal names can indicate the position, social status, and field of activity by using appropriate referential words.

– In the pragmatic analysis of the text, the newspaper text is considered as *a complex speech* act carried out with *specific intentions and purposes*, and the use of language means and methods that affect the addressee in its composition. The pragmatic analysis of the text is based on the fact that language creativity is effective from a social perspective. A pragmatic approach shows that even a written newspaper text is an act that connects communication participants – the author and the reader. The newspaper text is a syntactic, semantic, and pragmatic sequence, the completed continuity of language units.

**The scientific novelty of the research.** The scientific innovation of the research lies in the comparative analysis of the



pragmatic features of proper names used in English and Azerbaijani journalistic texts for the first time in Azerbaijani linguistics. The study highlights their similarities and differences in certain text situations.

**The theoretical and practical significance of the research.**

The results of the research presented in defense can be helpful in the comprehensive study of textual stylistics and partially in the systematic exploration of the communicative structure of the text, the tendency of using proper names, and the language facts manifested in the Mass media . The results of the research can also be used in theoretical courses of relevant disciplines.

The practical significance of research work lies in its ability to be used in theoretical courses on textual linguistics, in practical research in pragmatics, general linguistics, textual linguistics, onomastics, stylistics, and other selected disciplines, as well as in the preparation of textbooks and teaching materials.

**Approbation and application.** The dissertation was carried out in the Chair of General Linguistics of the Baku Slavic University, discussed, and presented for defense. Articles related to the topic of the dissertation have been published in scientific journals determined by the Supreme Attestation Commission under the President of the Republic of Azerbaijan, and were presented at various scientific and international conferences.

**The name of the organization where the dissertation work was carried out.** The dissertation was accomplished in the General Linguistics Department of Baku Slavic University.

**The total volume of the dissertation with a sign including a separate volume of the structural units of the dissertation.** The dissertation work consists of Introduction, three chapters, conclusion and list of used literature. Introduction part of the dissertation – 8 pages, 15261 characters, Chapter I – 19 pages, 36353 characters, Chapter II – 40 pages, 75300 characters, Chapter III – 57 pages, 107300 characters, Conclusion – 3 pages, 5516 characters, the total volume of the dissertation is 238764 characters, excluding the list of used literature.

## THE MAIN CONTENT OF THE RESEARCH

In the introduction section of the dissertation, the relevance of the topic is justified, the object, subject, purpose, tasks, and methods of the research are determined, the scientific novelty, theoretical and practical significance of the work are demonstrated, the main arguments presented in defense are expressed and information about the approval and organization of the research is provided.

Chapter I is titled **“Research on the History of Pragmatics”** and has been extensively analyzed in the following headings.

In the first paragraph of the chapter titled **“*The General Scope of Linguistic Pragmatics*,”** it is noted that "pragmatics" as a field of semiotics began to be applied by C. Morris in the late 1930s, and it is also emphasized that by the end of the 60s and the beginning of the 70s, pragmatics had evolved as a field of linguistic research stimulated by the ideas of J.Peirce under the influence of logical-philosophical arguments put forward by M.V.Nikitin, Y.M.Lotman, N.F.Alifirenko, and others, as well as pragmatic theories related to the references of P.Grice, N.S.Bolotnova, and T.V.Buligina. Despite the fact that research on pragmatics is related to ancient Greek and Roman linguistics, this term originates from the ancient Latin word *"pragmaticus"* and the Greek word *"pragmaticos,"* expressing the meanings of "action, movement, influence.

In literary works related to pragmatics, one can come across a more implicitly used definition: pragmatics teaches language users to match sentences with contexts. This kind of definition distinguishes pragmatics from other ideas that attempt to equate it with other aspects of linguistics. In this regard, according to N.Chomsky, pragmatics is an aspect of linguistic skill and, like other aspects, it is also limited only in a sequential manner. In books discussing literary criticism, context is explained as a "complex event." These events lead to the creation of the first and second. The first event is the utterance of words by the speaker, while the second event is the distortion of words by the listener. However, in relation to utterance and distortion, the theoretical framework about the aspects of context

should be broader<sup>7</sup>.

The study of pragmatics teaches the listener how to influence the speaker. In this regard, pragmatics teaches systematic methods used to explain ambiguity. Therefore, pragmatics should clarify the difference between what the speaker's words mean and what they can express with their own words. Other groups of linguists note that pragmatics learns the role of context in the use of language, that is, in the emergence of what people say and in the interpretation of statements by others.

Pragmatics focuses on the word or phrase, not the sentence. An expression is a simple sentence constructed by any speaker, used in a specific context for a specific purpose.

Both structural linguistics and logical-philosophical schools, which are engaged in the analysis of language, repeat the same line of development. In the 1950s, R. Carnap wrote: *"There is a need to create a theoretical pragmatic system not only for psychology and linguistics, but also for philosophy."*<sup>8</sup>

The mutual relationship between the speech act and the context is the main concern of pragmatic research, and the formulation of rules for this mutual relationship is its main task. Therefore, it is not surprising that pragmatic interests begin in places where the relationship between context and speech act is closest. Descriptive words and the analysis of their meanings lead to semantics, while the definition of non-descriptive meanings leads to pragmatics. While the first is characterized by semantic sensitivity, the second is closely related to context, where information about the pragmatic environment is very important.

The second paragraph of the first chapter, titled ***"Pragmatics of Onomastics: research directions and analytical methods,"*** identifies three main directions for studying the pragmatics of proper names: 1) determining the pragmatic component in the semantics of onomastics; 2) analyzing the relationship between the author and the addressee, as well as the conditions under which the name is given;

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<sup>7</sup> Chomsky, N. Aspects of the Theory of Syntax. / N. Chomsky. – Cambridge, Mass., US: MIT Press, – 1965. – 57 p.

<sup>8</sup> Карнап, Р. Значение и необходимость. / Р. Карнап. – Москва, – 1959. – с. 134.

3) studying the mutual relationship between the onomastic and its immediate and subsequent contexts.

1) The main concept of the direction of determining the pragmatic component in the semantics of onomastics is "onomastic connotation" (i.e., additional stylistic-pragmatic meaning). The actualizers of onomastic connotation are, on the one hand, the social, cultural, historical, or emotional background (their knowledge) regardless of the internal form of the onomastic itself, and on the other hand, the connotative components of the meaning of the word that has been taken as the basis for creating the onym.

The actualizers of onomastic meaning can also be words and phrases that come into play through onymization or transonymization. As a rule, these are proper names that surround the onomastic subfields. For example, the nickname "*Teymurleng*", the epithet "*Khatai*", the name of the classification "*Khudayar*", the name of the festival "*Kharibulbul*", and so on, conceptually cannot be overloaded, although they may have a long-lasting activity, they will preserve their internal form and background knowledge. Initially, the connotative component, which exists in the semantics of the real or artificially created nominative singulars that form the basis of these onyms, is consciously preserved and retained by the context, otherwise they will not be able to fulfill their main speech and social functions (informative, structuring, advertising, commemorative, etc.). It is worth noting from an ethno-linguistic (or pragmatic) aspect that the value given to girls in English and Azerbaijani is also reflected in personal names: *Jade, Opal; Pearl, Esmeralda, Coral, Ruby, Diamond; Brilyant, Almaz, Firuza, Hajar, Mirvari*, etc.

Various propositional relationships of the subject of the naming component, which are especially reflected in the ready-made product, are determined by using componential analysis methods. This method allows for the separation of general and national specific pragmatic components in onomastics, along with comparative methods and quantitative calculations.

2) In the second direction, the analysis of the author and addressee's relationships, as well as the conditions under which the

name is given, is examined in the natural nominative environment. The main concepts of this direction are "nominative case", "named object", and "named subject". As a result of the analysis, the meanings of variable onomastic modes were determined: specific historical environment, modernity, visibility, play and temporality<sup>9</sup>.

3) Research in the direction of studying the mutual relationship between the closest and distant contexts of onyms aims to determine the functional characteristics of onyms, that is, to learn the characteristics of the mutual influence of the specific name in the closest and subsequent contexts.

Onyms are characterized as multifunctional signs that enable the realization of various illocutionary ideas possessed by the author.. For example, different variants of the same name used in different situations can provide a brief and accurate characterization of a person: the English prince *Charles* became known as *Charles* III in Russian translations after ascending the throne. Both names have the same root origin, but the influence changed the working variant of the name. There are numerous examples in Russian-language newspapers confirming this fact. On the other hand, Charles could have chosen one of the Christian names after the coronation ceremony: *Philippe, Arthur, George. He could have been George VII or Arthur I, but he chose his main name and thus became Charles III.* The President of the Republic of Azerbaijan, Ilham Aliyev, is represented in different contexts as both the head of state, the Commander-in-Chief of the Armed Forces of Azerbaijan, and the chairman of the New Azerbaijan Party.

Among manipulative tools, it is possible to distinguish choices, *intentional omissions, and distortion of information*. Choice is understood as the selection of information for manipulative purposes. In an article titled *"UK must be ready for war with Russia, says armed forces chief"* published on November 14, 2021, in The Guardian, the linguistic means of expression, by exerting hidden

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<sup>9</sup> Kryukova I. Russian advertising names as a matter of linguistic fashion // – Uppsala (Sweden), Onoma. Journal of International Council of Onomastic Sciences, – 2008. Vol. 43, – p.397-410.

influence on the addressee, contribute to the creation of the desired enemy image of the state in the face of *Russia*<sup>10</sup>.

The article focuses on the impact of the migration dispute among Russia, Poland, and Belarus. The author of the article uses a metaphor to create a negative image of Russia as an aggressive state: “... *Russia was in a hybrid playbook where you link disinformation to destabilisation and the idea of pushing migrants on to the European Union's borders is a classic example of that sort of thing.*”<sup>11</sup>

“*The Ministry of Defense Press Service states that Azerbaijan and Turkey will discuss bilateral military cooperation issues...J. Bayramov's interview rejects the statements of the French Ministry of Foreign Affairs spokespersons, who serve the interests of Armenia directly in Baku...*” (*"Respublika" newspaper, 25.12.2018*). In this example, France creates a negative image as an enemy supporter, as well.

*Distorting information* is a widely used method to manipulate facts by removing them from their context or changing the context. The meaning of a quote can be completely altered when taken out of context.

Another method of manipulation used in headlines is the use of lexical units that express the subjective position of the sender. Similarly, the sender predisposes the audience to predetermined conclusions in the text of the headline. For this purpose, in addition to lexemes that contain the evaluative component of meaning, language tools carrying a certain modality introduced into the text of the headline by the author can also be used. For example, “*Zelensky accuses Kremlin of 'deliberately' targeting civilians during Donetsk attack.*”<sup>12</sup> In this headline, the lexeme accuses (accusation) carrying a negative meaning is used, as well as the sign *deliberately*

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<sup>10</sup> Mason, R. UK must be ready for war with Russia, says armed forces chief: [Electronic resource]./ – 2021. URL: <https://www.theguardian.com/uk-news/2021/nov/14/uk-must-be-ready-for-war-with-russia-says-armed-forces-chief/>

<sup>11</sup> Mason, R. UK must be ready for war with Russia, says armed forces chief: [Electronic resource] / 2021. URL: <https://www.theguardian.com/uk-news/2021/nov/14/uk-must-be-ready-for-war-with-russia-says-armed-forces-chief>

<sup>12</sup> The Telegraph 2022: [Electronic resource]. URL: <https://www.telegraph.co.uk/>

(intentionally) used to present the actions of the *Kremlin* intentionally.

Another method of manipulation is the method of influence by suggestion. One of the factors in the selection of names is the desire to avoid unpleasant associations.

For example, in English, *Turkey* is translated as 1) turkey; 2) jarqon, which means misfortune. As it seems, these are not the most pleasant psycholinguistic associations. The use of the country's name as *Türkiye* in the text is in line with Ankara's overall measures to increase Turkey's international influence. Failure to adhere to this rule in newspapers would be considered a deviation from this influence. “*Turkey today, Türkiye tomorrow: U.N. okays country's request for change*” (The Washington Post, June 2, 2022).

All the methods of speech impact that have been considered do not only provide information about the subject, fact or reality of the headings, but also allow the reader to be inclined towards the predetermined interpretation of the heading.

*The main arguments obtained from this section are illuminated in the following published works by the author.*<sup>13</sup>

The second chapter of the dissertation is composed of three subchapters titled “**The Specific Meanings of Proper Names in Newspaper Texts.**” In the paragraph titled “*The Peculiarities of Using Proper Names in English and Azerbaijani Newspaper Texts,*” it is noted that there are several views regarding the problem of the meaning of proper names in linguistics that can be divided into two main groups: 1. Denying the meaning of proper names. The essence of this idea is that a proper names is only capable of a

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<sup>13</sup> İbrahimova, B.E. Azərbaycan və ingilis dillərində praqmatikanın bəzi məsələləri // “Ulu Öndər Heydər Əliyev irsində multikultural və tolerant dəyərlər” Beynəlxalq elmi konfransın materialları. – Bakı, 3-5 may, – 2016, II hissə, – s.9-10; Praqmatika və onun tədqiqi tarixi haqqında // – Bakı: BDU, Dil və Ədəbiyyat, – 2015. № 4(96). – s.307-308; Hierarchical issues in the text organization // – Ukraine: Вдавничий дім: Гельветика, Науковий вісник міжнародного гуманітарного університету. Серія: Філологія. Збірник наукових праць, – 2019. вып.43, – с.152-155; The structure of news texts in the media // USA: St. Louis, Missouri. International Journal of Advanced Studies in Language and Communication, – 2020. №1, – p.9-15.

nominate function, representing or designating an object. *"The founder of this idea, English philosopher J. Mill, in his book of 'System of Logic,' claims that proper names have 'no meaning' but serve as a kind of label to distinguish objects or subjects."*<sup>14</sup> This is related not to the meaning or characteristics of proper names, but to their subject correlation.

2. According to the second concept, a proper names carries a specific lexical meaning. *"The nature of the sign is covered by its 'meaning', which is implied by the name. Therefore, based on this point, we can conclude that the name must have a specific meaning.*

*Secondly, like a pronoun, a proper noun is a names and therefore possesses the general categorical meaning of objectivity that belongs to the lexical meaning of the proper names, even if it is actualized in grammatical features, contextually, in a generalized form."*<sup>15</sup>

The concept has been supported by M.Breal, I.R.Galperin, O.Jespersen, T.N.Kondratyev, N.V.Podolskaya, M.E.Rut, A.V.Superanskaya. *"...is viewed through the prism of the respective proper name, the society in which it exists, and the meaning it gives."*<sup>16</sup>

Anthroponymics discusses personal names, patronymics, surnames, nicknames, and titles that make up anthroponymy in the language. The use of toponyms as proper names in newspaper texts is also widely spread: *"On October 29, Minister of Education E. Amrullayev met with citizens in Hajigabul, Neftchala, Saatli, Sabirabad, Salyan districts..."* (Reuters. January 14, 2019, p.4).

*"...Media participants first marched from the entrance of the Tartar district to the Flag Square. Later, the opening of the modular school named after martyr Daghistan Azizov took place in Shikharkh village..."* (Reuters. January 14, 2019, p.6). The main reason for the

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<sup>14</sup> Levinson, S. Pragmatics. An Introduction. / S. Levinson, J.Mey. – Cambridge: Cambridge University Press, – 1993. – p.56

<sup>15</sup> Гарагуля, С.И. Антропонимия в лингвокультурном и исторических аспектах./ С.И.Гарагуля. – Москва: Книжный дом Либроком, – 2010. – с.95

<sup>16</sup> Рут, М.Э. Имя и образ: динамический аспект // Имя: внутренняя структура, семантическая аура, контекст. Тезисы докладов. – Москва: – 2001, Часть 1, – с. 59-64.



abundance of toponyms in newspaper texts is that the subject of media discourse, as a rule, is human activity conditioned by social aspects that always have geographical coordinates. Therefore, a journalistic text as an "indicator of the place of action" fully covers the questions – what? where? when?.

Each element of journalistic speech in the newspaper performs a text-forming task. Precedent anthroponyms occupy a special place in journalistic texts.

In journalistic texts, there is a special place for presidential anthroponyms, which are one of the subcategories of proper names. *"These names, by appearing in a connotative function, are not used in the text to express a specific individual, but rather as a kind of cultural symbol, used as a symbol of certain qualities. In recent years, the number of previous anthroponyms used in the media, especially on the internet, has been rapidly expanding; the frequency of their usage is also increasing, which is partly related to the increasing interest of internet users and the anthropocentrism of virtual space."*<sup>17</sup>

For example, *Neapol Circle, Polad Post, Zafar Road, Govharagha Mosque, etc.* For instance, we can find the names of world-renowned politicians such as J.V.Bush, H. Clinton, and H. Aliyev in newspapers. *"The year 2008 posed a challenging test for Dmitry Medvedev: firstly, Saakashvili's pro-Western inclinations, and then in Moldova"* (The Independent, 13.01.2008). *"Our President Ilham Aliyev, who continues the development strategy laid by our National Leader Heydar Aliyev in the conditions of new challenges, has risen to the level of a national leader of the new era with his remarkable personal qualities and exceptional services to the people and the state"* ("Respublika" newspaper, 12.10.2023).

In the second paragraph entitled ***"Proper Nouns in Newspaper Headlines,"*** it is noted that proper names are not only present in the body of newspaper texts, but also in newspaper headlines. The headline is a unique element of the text that carries binary

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<sup>17</sup> Bolotnova, N.S. The Category of Media Text Converse as a Reflection of the Author's Idiostyle // Вестник Волгоградского государственного университета. Серия 2. Языкознание, – 2013. – с.196-204

characteristics. On one hand, it is the linguistic structure that stands "above" the text and in front of it, which can be considered as an independent speech element. On the other hand, the headline is a fully-fledged component of the text to which it belongs and is connected to other components of the text (beginning, middle, end). In most cases, headlines in texts with a journalistic nature [news, political summaries] have a significant impact, clearly reflecting and predicting the content.

For instance, *"France goes for economic reforms"* (BBC news on July 13, 2020). This example illustrates the use of metonymy. Another example can be found in the headline *"Turkish Council of Education Ministers holds its VI session"* (Azerbaijan muallimi newspaper; November 5, 2021). *"The title of the text reflects the main information, while the text itself explains and complements the information activated by the title"*<sup>18</sup>. The analysis of headlines in the media indicates that the prevalence of active and metonymic titles characterizes the press: *"Chinatown fights back"* (The New Londoners; April 11, 2004) – an example of metonymy. *"The rapid recovery of Karabakh is an indicator of our country's economic strength"* ("Khalq" newspaper, October 15, 2021). *"The Council of Europe is interested in expanding cooperation with our country"* ("Khalq" newspaper, October 15, 2021), where the proper name *Council of Europe* functions as a metonymy; that is, the members of the Council of Europe. It should be noted that these types of headlines are most commonly encountered, which gives them dynamism, allows the reader to get closer to world events, makes them feel like a part of it and increases their interest in the published material.

News is turned into a commodity in the market, and like other goods, they are assigned a value. If the news touches on political or economic issues, or mentions unfortunate events and crime, its value increases. Thus, both very important and less important events can make it to be on the front pages. *"Israel-Hamas War U.N. Warns of 'Disaster' in Gaza as Israel Strikes Back at Hamas"* (The New York

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<sup>18</sup> Həbibli, R. Azərbaycan tətbiqi onomastikası: / filologiya elmləri doktoru dis. avtoreferatı./ – Bakı, 2021. – s.27

Times Magazine, 12.10.2023). *"H.Hajiyev: Despite the need to act as a neutral party in accordance with the mandate of France, there is an overtly pro-Armenian line"* ("Khalq" newspaper, 15.10.2021). *"A dead body found in a shopping center", "Attention is drawn to the Guba cemetery", "Residents of Saatli and Sabirabad are preparing for a rally"* ("525<sup>th</sup> newspaper", March 5, 2011).

As examples of anthroponyms with onomastic phraseology in the newspaper headlines, the following names are presented: 1) names related to mythology or ancient history, for example: Trojan horse – ‘Goldman’s Trojan horse’ (The Sunday Times, January 15, 2012); *"Without evil, there is no good: The volume of cashless payments in Azerbaijan breaks a new record."*<sup>19</sup> Here, *Evil* and *Good* are names of supernatural beings according to ancient mythologies. 2) Names related to religion: raise Cain *"Churches raise Cain over Pieta’s Easter card"* (The Daily Telegraph, April 11, 2001); *"The world that was not left to Suleyman"* (Khalq newspaper, January 26, 2017); 3) Names related to literary works, for example, such anthroponyms: *Artful Dodger* – *‘Artful fare Dodger loses high-paid job in City’* (The Times, August 3, 2014), here an *Artful Dodger* is a mischievous person; a dodger, the nickname of a dodger in Charles Dickens’ *Oliver Twist* novel; *"What is your name? Dashdamir..."* – *How did the US soften its stance towards Azerbaijan..."* (Yeni Musavat newspaper, March 31, 2023). 4) Names related to national-cultural realities: *Aladdin’s lamp* – ‘BSP’s Maurya: ‘Do Congress scions have *Aladdin’s lamp* for UP?’ (The Daily Mail, February 4, 2012). *"From Ali's soup, from Vali's soup..."* (Sas newspaper, September 7, 2023); *The Gobus have been from "Ali's soup and Vali's soup"* (Yeni Musavat newspaper, January 27, 2012). *"Not everyone can substitute Molla Panah."*<sup>20</sup>

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<sup>19</sup> Şər deməsən, xeyir gəlməz: Nağdsız ödənişlərin həcmi Azərbaycanda yeni rekord qırıb: [Elektron resurs]. URL: <https://report.az/analitika/ser-demesen-xeyir-gelmez-nagdsiz-odenislerin-hecmi-azerbaycanda-yeni-rekord-qirib/>

<sup>20</sup> Hər oxuyan Molla Pənah olmaz: [Elektron resurs]. URL: <https://modern.az/az/news/25776/-her-oxuyan-molla-penah-olmaz->

Thus, it can be concluded that the linguistic and structural characteristics of English and Azerbaijani newspaper headlines are almost indistinguishable from each other.

In the third paragraph entitled “*Structural and Semantic Characteristics of Proper Names in Newspaper Texts*” generalizations were made about the difference between a proper name and a common name, whether it has a meaning, what this meaning signifies and the semantic content of onyms.

Onyms are one of the language units that express emotionality and give emotionality to the language, and can express mood and feelings. Emotionality of personal names is a category that is conditioned from an individual point of view, but socially predetermined, that is, harmony, which is one of the aspects of emotionality, is predetermined by the phonetic structure of the language, assessed by the individual ability of the speaker. This adds objectivity to that component of connotation.

Person names are the nominative units of language. They contain extralinguistic content in their semantic structure. This content clearly reflects external reality, especially reflecting cultural and social events as a significant role, therefore the cultural component holds a more important role, as it has been more exposed to historical, social, ideological, and religious changes in comparison to emotive, evaluative, and expressive components<sup>21</sup>.

D.I.Yermolovich believes that the meaning of a proper name consists of several components and distinguishes four: a) existence or introduction, the presence and objectivity of the designated entities; b) classification, the object belonging to a specific class (the sign of the name); c) individualization, the specific purpose of giving a name within the sign to one of the objects (the referent of the name); d) characterization, a series of characteristics of the referent sufficient for interlocutors to understand what or who is being discussed<sup>22</sup>.

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<sup>21</sup> Mustafayeva, Q. Onomastik vahidlərin üslubi-lingvistik xüsusiyyətləri. / Q.Mustafayeva. – Bakı: PRESSA, – 2001. – 43 s.

<sup>22</sup> Ермолович, Д.И. Имена собственные на стыке языков и культур / Д.И.Ермолович. – Москва: Р.Валент., – 2001. – с. 85.

*The main points obtained from this section are illuminated in the following published works by the author<sup>23</sup>.*

**Chapter III, “Paradigm of Proper Names in Newspaper Texts”**, is divided into 3 paragraphs and deals with the study of the problem of semantics and processing of proper names.

In the paragraph titled **“Etymological Analysis of Personal Names in Newspaper Texts”** is associated with we the origin of the anthroponyms we have chosen from the newspaper texts and the motives they are based on. The motivations form a unique extralinguistic system that influences the development of anthroponyms in the process of activity. The pragmatic aspect of personal names emerges in the process of naming and reveals its motivations. It should be noted that personal names are intended to identify the subject in any situation and in any language community. In most cases, they are linguistic units that are influenced by national, cultural, and ideological factors. The expressive connotation of personal names in the discourse process is additional information that reflects the national-cultural superiority and social affiliation of the language carrier. The structure of personal names includes evaluative, emotive, expressive, and cultural components<sup>24</sup>. The origins of the most common contemporary personal names are also provided. For example, among the ancient Germanic names, *Oscar* (God's spear); *William* (protector) are famous. *Oliver* means olive tree in Latin. *Ali* – tall, high, powerful, *Hussein* – kind, good, *Omar* – hardworking, *Muhammad* – praised, *Rasul* – messenger, *Osman* – truthful, *Farid* – incomparable, unique.

The process of naming is an important cultural component of individuals throughout history, as the list of names in a language elicits a strong reaction from the people's culture and historical

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<sup>23</sup> İbrahimova, B.E. Qəzet başlıqlarının pragmatik və struktur xüsusiyyətləri // Filologiya Məsələləri, – 2021. №13, – s.319-327; Qəzet mətnləri və başlıqlarının dilçiliyə təsiri // – Bakı: BSU, Elmi əsərlər (dil və ədəbiyyat seriyası), – 2019. №2, – s.30-37; Publisistik mətnlərin dil-üslubi xüsusiyyətləri // – Bakı: ADPU, Pedaqoji Universitetin Xəbərləri, – 2021. №3, – s.9-17.

<sup>24</sup> Mustafayeva, Q. Onomastik vahidlərin üslubi-lingvistik xüsusiyyətləri. / Q.Mustafayeva. – Bakı, – 2001. – 47 s.

processes. Therefore, proper names that are favored by society during a particular historical period emerge.

A person's name is not just a permanent identification, but it serves as a reference in the naming process. During this time, the dissemination of the semantic structure components of a person's name will depend on associations related to their quality and characteristics, as well as the volume and nature of the information possessed by the namer<sup>25</sup>.

The cultural component of personal names is fundamental in the naming process, as it is closely related to religious, ideological, and etymological motives of the namer. The linguistic and extralinguistic elements in the meaning of a person's name clearly manifest themselves in this component. Personal names are closely tied to the denotation of the name. Here, the specificity of a person's name is one of the aspects of the meaning that arises during the naming process. The representation of a person's name as an object differs among representatives of different societies.

Examples of the use of personal names in newspaper texts have been provided:

1) Name + father's name + son/daughter (*Orkhan Fikratoghlu, Sevinj Osmangızı; Sabir Nasiroghlu*, etc.): "*Orkhan Sadıgov (Fikratoghlu)*, the head of the State Tourism Agency's National Culinary Center, has been dismissed from his position."<sup>26</sup>

2) Nickname + name or vice versa (*Dali Hasan, Chalpapag Karam; Aliagha Vahid* (real name: *Aliagha Mammadgulu oghlu İsgandarov*)); "*On theater stages, various characters like Professor, Chalpapag Karam, Sharafoglu, Shirin kishi...*" (Madaniyyat newspaper, 05-08-2015).

3) Occupation + name (*Qalaychı Samad, Xalchachı Mirvari; dancer Fatima*): "Birdman Siraj's parrots are smarter than some people" ("Express" newspaper, 08. VII. 02).

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<sup>25</sup> Волова, В.М. Стилеобразующий потенциал имен собственных в англоязычном масс-медиа дискурсе (на материале публицистических текстов периодических изданий Великобритании и США), – Самара: – 2018. – 46 с.

<sup>26</sup> Orxan Fikrətoğlu işdən çıxıb: [Elektron resurs]. URL: <https://report.az/turizm/orxan-fikretoglu-isden-cixib>

4) Place name + name or vice versa (*Hasan Bay Zardabi; Vugar Bilajarli; Orkhan Lokbatan; Shabnam Tovuzlu; Eyvaz Borchalı*). "*Bayram Kurdakhanlı has been released*."<sup>27</sup>

5) Color indicating word + name (*Sarı Shamistan, Kuran Eyvaz*). "*Mirjafar Baghirov and Shamistan Ayyubov (Sarı Shamistan)* were revolutionaries defending the peasant and village class. Of course, it was like this before. Later, there was a change in beliefs, or for other reasons, one turned into the "victim" of the other."<sup>28</sup>

Specialization of personal names is the realization of social functions of a personal name in language. In this context, the connection of the components of the proper name with the motives of naming is an attempt to approximate the linguistic and extralinguistic nature of the personal name<sup>29</sup>.

In the newspaper text we refer to below, we witness the transition from proper names to common names: "Today, on the Memorial Day of Victory in the Patriotic War, we respectfully and reverently commemorate all our martyrs. The lives that were lost, the blood that flowed from our loved ones, reunited with the world on the soil of the Motherland. *The Mubarizs, the Polads, the Khudayars, the Jabrils were turned into free and entire Azerbaijan*. We bow in front of the sacred souls of all our martyrs!"<sup>30</sup> The newspaper headline below also confirms our thoughts: "The Motherland of the *Mubarizs*, the *Polads* cannot be left in the hands of the enemy, the Great Return is not far away!"<sup>31</sup> The necessary condition for the transition of proper nouns to common nouns is the recognition of the

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<sup>27</sup> Bayram Kürdəxanlı azadlığa çıxıb: [Elektron resurs]. URL: <https://oxu.az/criminal/61666>

<sup>28</sup> Sarı Şəmistan niyə güllələndi? – 37-nin daha bir cavabsız sualı: [Elektron resurs]. URL: <https://www.adalet.az/az/posts/detail/sari-shemistan-niye-gullelendi-%E2%80%9337nin-daha-bir-cavabsiz-sual-i-123667>

<sup>29</sup> Гапаруля, С.И. Антропонимия в лингвокультурном и исторических аспектах [Текст] / С.И.Гапаруля. – Москва: Книжный дом ЛИБРОКОМ, – 2010. – 22 с.

<sup>30</sup> Xudayarla birlikdə Vətən nəğməsinə oxuyan Mübariz və Polad...: [Elektron resurs]. URL: <https://oxu.az/society/532511> 27.09.2021

<sup>31</sup> Mübarizlər, Poladlar Vətəni düşmən tapdağında qala bilməz, Böyük Qayıdış uzaqda deyil!: [Elektron resurs]. URL: <https://ikisahil.az/post/mubarizler-poladlar-veteni-dushman-tapdaginda-qala-bilmez-boyuk-qayidish-uzaqda-deyil>

proper noun among all members of that language collective (or at least, micro-collective).

Person names are used in newspapers to both identify objects and characterize or evaluate them. Person names can function denotatively and connotatively. Another characteristic is that person names are widely known to native speakers and are characterized with a high reproduction speed in various contexts. It may be necessary to explain the reasons for the use of certain person names in journalistic texts.

Unlike short names created for economy and convenience, subjective evaluation forms of personal names formed with the suffix -y (in other variants with the suffix -ie, -ey, -sy) are used to express various pragmatic information: *Harry from the name of Henry; Jimmy from the name of James; Johnny from the name of John*, etc. For example, industrialist *Henry Ford* and president *Harry Truman* have the same personal names, but different diminutive name forms; architect *Robert Mills* and comedian *Bob Hope*.

*Mamie Eisenhower, Tony Blair, Bobby Kennedy, and Jimmy Carter* are all well-known figures who have contributed to shaping the popular and "democratic" image of themselves or others<sup>32</sup>. Instead of using their full formal names, Americans and the English often prefer to use shorter names: *"Republican voters will today kick off the biggest test of Trump's grip on the party by passing judgment on the first of a series of controversial candidates he has endorsed in races key to regaining control of Congress"* ("The Times", 13.02. 2018, s.8).

In Azerbaijani newspapers, more importance is given to titles, positions, and surnames that indicate nicknames and social status, rather than abbreviations of names: But in Azerbaijani-language newspapers, rather than name abbreviations, names that are used together with titles, positions or surnames, and indicate nicknames and social status, are more preferred: *"Art can be appreciated by the artist: "Folk poet Samad Vurghun said about "Segah Islam" in his time..."* ("Respublika"

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<sup>32</sup> Козылева, М.В. О некоторых особенностях деривации английских антропонимов [Электронный ресурс] URL: <https://elib.bsu.by/bitstream/123456789/21289/1/%D0%9A%D0%BE%D0%B7%D1%8B%D0%BB%D0%B5%D0%B2%D0%B0%20%D0%9C.%D0%92.docx/>



newspaper, 10.05.2018, p.5); “...*By the way, on January 29 this year, President Ilham Aliyev, who gave a profound speech at the conference dedicated to the results of the fourth year of the implementation of the “State Program for the Socio-Economic Development of the Regions of the Republic of Azerbaijan in 2014-2018” in the Heydar Aliyev Center, specifically mentioned that the adoption of the first program was a historical event*” (“Respublika” newspaper, 25.12.2018, p. 6). In terms of informativeness, the names in Azerbaijani-language journalism are more comprehensive. In this paragraph, the semantic and pragmatic components of proper names in English and Azerbaijani language newspapers were extensively analyzed.

As proper names are lexical units, they can also develop into polysemy. The metonymic and metaphorical transfers of proper names in both languages direct relationships from one person, event to another person, or event. Onomastic metaphor reflects public thinking. Some properties of the name allow it to perform the second nominative function (that is, to act as a metaphor). Onomastic transfers are a means of special interpretation of the surrounding world, which allows to detect common features in an individual event, in an individual person. At this time, there is a transition from the proper noun to the common. For example: *Chinatown fights back* (The New Londoners, 11.04.2004) – referring to the residents of Chinatown. *The Council of Europe is interested in expanding cooperation with our country* (“Khalq” newspaper, 15.10.2021) – that is, the members of the Council of Europe. “Motherland is good” classification is now called “*Khudayar classification*” (metonymic transfer). “*2783 Khudayar who introduced the war to us*”<sup>33</sup> (metonymic transfer from the from the proper name to the common).

The transformation constructions of “*the transition of proper names to appellatives*” encountered in newspaper texts are a small model of the dynamics of language and thought: the necessary condition for the transition of proper names to common nouns is the recognition of the proper name among all members of the language collective. Such cases are often found in Azerbaijani newspaper

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<sup>33</sup> Məhərrəmovə Kubra. Mühəribəni bizə tanıdan 2783 Xudayar: [Elektron resurs]. URL: <https://oxu.az/society/445958Z/>

texts. For example, Hiroshima is a city that was destroyed as a result of the atomic bomb. When referring to *Aghdam as Hiroshima*, they also consider it as a destroyed, desolate city; Hiroshima is transformed into a common name: "The City of Ghost" called "*Second Hiroshima*" – Aghdam. Representatives of the diplomatic corps in Azerbaijan, foreign journalists, comparing *Aghdam to Hiroshima*, have referred to the Armenian brutality, barbarism, and cruelty as the tragedy of the 21<sup>st</sup> century" (İki Sahil newspaper, May 13, 2022).

The structural-semantic transformation of proper names includes paradigmatic changes of onomastic units (homonymy, paronymy); paraphrase – replacing a precedent text element with a precedent name (i.e., a name known to everyone): "Some, schooled in the protectionist thinking of German economist Friedrich List, believed that "*Perfidious Albion*" – *treacherous Britain* – merely propagated free trade in its own self-interest" <sup>34</sup> ; *Azerbaijan's conservatory* – *Shusha*; *Azerbaijan* – *Land of Fires*, *Agdam* – *city of ghosts*, etc. "President Ilham Aliyev will soon turn the "*city of souls*" into paradise and heal *Aghdam's* wounds completely ("Azerbaijan" newspaper, April 5, 2022). The text emphasizes the excessive use of onyms (especially toponyms), abbreviation (shortened forms of names); and the double actualization of onomastic units based on context.

Onomastic stamp (based on clear ideas about a person whose name is hidden behind a nickname in the text of the newspaper): Killers suspected of shooting Elshan Mammadov, known as Elshan Amirjanli, were arrested in St. Petersburg, on the day of the release of "legal thief" Nadir Salifov, known as "*Lotu Guli*". Rafiq Eyvazov, known as *Rafiq Masallili*, was mentioned as one of the orderers of this crime. ... Georgian mass media wrote at that time, the root cause of Elshan Mammadov's disappearance was the shooting of the "legal thief" *Rovshan Janiyev* (Rovshan Lankaranski)" (Gunun sasi,

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<sup>34</sup> Brexit lessons from Britain's 19th-century push for free trade: [Electronic resource]. URL: <https://theconversation.com/brexit-lessons-from-britains-19th-century-push-for-free-trade-79400>

October 27, 2017). The nickname of "*Lotu Guli*" has been changed: from now on it will be "*Bakinski*"<sup>35</sup>.

Onomastic transfers are a cognitive process on the one hand, and a process reflecting language development on the other. Such transfers reflect a fundamental trend in the language—the shift from proper names and individual objects to appellative names and object classes. This kind of transformation allows the addressee to have a certain influencing effect on the recipient, thereby realizing the pragmatic purpose of the newspaper text in both languages.

The second paragraph of Chapter III is called "***Linguistic Features of Toponyms in Newspaper Materials***".

Common name used in the Azerbaijani press: *two smart villages have already been settled in Aghali* ("Khalq", December 21, 2022, p. 11); sometimes common names are transferred to the names of mineral deposits found there. For example, *the action of Azerbaijani ecologists and representatives of non-governmental organizations demanding the permission to conduct monitoring in the "Kyzıbulag" and "Demirli" fields has been going on for ten days now* ("Azerbaijan" December 21, 2022. p.3). "*Tyburn, – this is the name of a village in the Kingdom of Middlesex, which is in the Westminster part of the present city of London. From 1196 to 1783, this place was the official place of execution of prisoners in the city of London. Boscastle, England, a village and fishing port on the north coast of Cornwall, Forrabury and Minster civil parish*" ("New York Times", 2021, December, 12).

An instance of astonyms can be observed in the following examples: *"Three individuals deceased and 'three individuals injured' following a shooting incident in Paris; Surprising prices for liposuction in Mexico!"* (The Independent. 10.08.2020). After the complete liberation of Karabakh from the Armenian usurpers, the development of city names there has intensified. *"Dear Shusha, you are free! Dear Shusha, we are back! Dear Shusha, we will revive you! Shusha is ours! Karabakh is ours! Karabakh is Azerbaijan!"* (In this example, repeating the word " Dear " alongside the name of the

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<sup>35</sup> Rəşad Dağlı "Lotu Quli"nin ziyafətində: [Elektron resurs]. URL: <https://baku.ws/lifestyle/35271>

city of Shusha and the declaration of its freedom serve to personify and bring the city to life. (Yeni Azerbaijan newspaper, 06.11.2021, p. 1). Sometimes a language game is also observed: "Khan returned to his Khankendi"<sup>36</sup>. *Country names*: The generalized set of Western European countries clearly shows the development of Russia's relations with the world in the post-Soviet period. Thus, in these views, the substantive conflict arises with the connotative concepts of *good* and *evil*: *"Too often, the story of post-Soviet Russia is presented through a Western prism as a clash of good Westernizers and evil reaction-aries, or as a lamentation about what the West could, and should, have done once it "won" the Cold War"*<sup>37</sup>. Stylistically marked toponym is used by the author both directly and indirectly to characterize the place and event. Similar constructions of comparison can also be found in newspaper texts in the Azerbaijani press: *"Like Iran, its patrons are also grist to pour water into the Armenian mill"* ("İki sahil", 20.09.2022).

*The factors that make Armenia's anti-Russian stance relevant are quite diverse* ("Khalq", December 21, 2022, p.11); sometimes Armenia is referred to as *"Hayastan"* in newspaper texts. For example, during that period, articles published in foreign media sources stated that the *Hayastan* government, which had suffered both politically and economically, was expanding its drug trafficking operations in order to alleviate the country's dire situation and relying on the money it would receive from supporting terrorists<sup>38</sup>.

The third paragraph of Chapter III is titled ***"Linguistic Features of Hydronyms in Newspaper Texts."*** The names of water objects in the country, especially rivers, are frequently discussed in articles published in English and Azerbaijani newspapers. *The river is formed near the hamlet of Stapleton, five miles west of Bewcastle, by the confluence of the Black Lyne (moving from the north) and the*

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<sup>36</sup> Xan Xankəndinə qayıtdı: 2019 və 2023-cü ilin VIDEO görüntüləri: [Elektron resurs]. URL: [https://www.sportinfo.az/idman\\_xeberleri/hadise/187437.html](https://www.sportinfo.az/idman_xeberleri/hadise/187437.html)

<sup>37</sup> A Trail of Terror in Nice, Block by Block: [Electronic resource]. URL: <http://www.nytimes.com/2016/07/14/>

<sup>38</sup> Bədirxanlı İmran. Hayastanı narkomafiya idarə edirmiş: [Elektron resurs]. URL: <https://xalqgazeti.az/az/siyaset/142890-hayastani-narkomafiya-idare-edirmis/>

*White Lyne (from northeast)*<sup>39</sup>; “Descending towards the River Irthing, we take a side path soft with crushed leaves, narrowing and weaving among spring greenery to the “chink chink” of chaffinches. With such little rain, the polypody ferns on the mossy trunks are dried and curling, and the river that I’ve seen in spate runs slow. All around in the deep gorge, the song of a wren echoes”<sup>40</sup>. As seen in the examples, English newspapers mainly feature names of the rivers in Great Britain.

The use of proper nouns in newspaper publications carries a clear pragmatic significance, and the pragmatic component of proper nouns often outweighs cognitive and even semantic components.

*The main points obtained from this section are highlighted in the author's following published works*<sup>41</sup>.

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<sup>39</sup> Rare Roman graffiti in Cumbria quarry to be captured in 3D: [Electron resurs]. URL: <https://www.theguardian.com/uk-news/2019/feb/27/written-rock-gelt-roman-graffiti-cumbria-quarry-wall-to-be-photogrammed/>

<sup>40</sup> Country diary: moss and ivy have taken over this wild swimming pool: [Electronic resource]. URL: <https://www.theguardian.com/environment/2021/may/10/country-diary-moss-and-ivy-have-taken-over-this-wild-swimming-pool>

<sup>41</sup> İbrahimova, B.E. Azərbaycan və ingilisdilli qəzet mətnlərində şəxs adları // Axtarışlar. Azərbaycan Milli Elmlər Akademiyası, Naxçıvan bölməsi, İncəsənət, Dil və Ədəbiyyat İnstitutu. – Naxçıvan. №4 (44). – 2022. – s.90-95; İngilisdilli publisistik mətnlərdə toponimlərin obrazlı müqayisənin tərkib hissəsi kimi işlənməsi // Filologiya və sənətsünaslıq. Azərbaycan Milli Elmlər Akademiyası Nizami Gəncəvi adına Ədəbiyyat İnstitutu. – Bakı. №1. – 2023. – s.296-301; İngilis və Azərbaycan mətbuatında hidronimlər və onların leksik-semantik xüsusiyyətləri // Azərbaycanşünaslığın aktual məsələləri (tədqiqat, elmi diskurs və beynəlmiləlləşmə). Ümummilli lider Heydər Əliyevin anadan olmasının 100 illiyinə həsr olunmuş beynəlxalq elmi konfrans. – Bakı: BSU. – 2023. – s.299-301; Anthroponyms and their structural-semantic characteristics in the English and Azerbaijani languages // LXXIX международная научно-практическая конференция «Культурология, искусствоведение и филология: современные взгляды и научные исследования». – Москва: Интернаука. №12 (72). – 2023. – s.30-35; İbrahimova, B.E. Place names in the Azerbaijani and English newspaper texts // Всеукраїнське видання «Гілея: науковий вісник». Збірник Наукових Праць. Український державний університет імені Михайла Драгоманова. – Україна. №3 (182). – 2023. – s.111-114.

During the research, the following scientific **conclusions** were obtained:

1. By examining the onyms of a specific category utilized in particular communicative situations, a more precise understanding of the pragmalinguistic nature of proper names can be attained.

2. The proper names used in English and Azerbaijani journalistic texts are important not only from the point of view of linguistics, but also from the point of view of describing the history, ethnogenesis and material and moral culture of the people. Despite the fact that anthroponyms solely pertain to the naming of individuals, they encompass an intricate array of categories primarily associated with the history and culture of the people. This circumstance presents ample opportunities for investigating anthroponyms utilized in newspaper texts, as they constitute a crucial component of the onomastic field.

3. In both languages the prevalence of toponyms in newspaper texts can be attributed to the fact that media discourse typically revolves around socially determined human activities, which inherently possess spatial coordinates. Consequently, a journalistic text, functioning as an "indicator of the place of action," comprehensively addresses the questions of what, where, and when.

4 The primary criterion for the widespread usage of personal names should be their regular appearance in newspaper texts without the need for further explanation regarding their original source. In journalistic texts, the utilization of a personal name can be associated with a profession or any other activity. In addition to conveying specific information and pragmatic implications, personal names also impact the reader by evoking concrete mental images.

5. Since proper names are lexical units, they can also develop towards polysemy. Metonymic and metaphorical transfers of proper names shift the relationship from one person or event to another person or event. Onomastic metaphor reflects public thinking. Some properties of the name allow it to perform the second nominative function (that is, to act as a metaphor). Onomastic transfers are a means of special interpretation of the surrounding world, which allows to detect common features in an individual event, in an

individual person. At this time, there is a transition from the proper name to the common.

6. Among the various methods of structural-semantic change of proper names, the paradigmatic alteration of onomastic units, such as homonymy and paronymy, can be observed. Additionally, the use of paraphrase, which involves substituting a precedent text element with a well-known name, is prevalent. The text also exhibits an excessive utilization of onyms, particularly toponyms, as well as abbreviations in the form of shortened name variants.

7. In English, the use of short names is more common. However, rather than name abbreviations, Azerbaijani-language newspapers give preference to titles, positions, or names indicating nicknames and social status. In terms of informativeness, the names in Azerbaijani-language newspapers are more comprehensive. The most common names in the Azerbaijani language are personal names with a simple structure (without suffixes). English personal names and surnames do not use suffixes.

8. The methods of semantic change of special names encompass the double actualization of onomastic units based on context, the incorrect spelling of an onomastic unit leading to a misconception about the conveyed information, the utilization of onomastic stamps based on clear notions about a person hidden behind a nickname in the newspaper text, occasional (accidental) processing of proper names, metonymic and metaphorical transfers of proper names, and the ambiguity of onomastic units. These methods find application within the text.

9. Onomastic transfers are a cognitive process on the one hand, and a process reflecting language development on the other. Such transfers reflect a fundamental trend in the language – the shift from proper names and individual objects to appellative names and object classes. This kind of transformation allows the addressee to have a certain influencing effect on the recipient, thereby realizing the pragmatic purpose of the newspaper text.

*The main arguments of the dissertation have been reflected in the author's following publications:*

1. Ibrahimova, B.E. About pragmatics and the history of its study // – Baku: Baku State University, Language and Literature, – 2015. № 4(96). – p. 307-308.
2. Ibrahimova, B.E. Some issues of pragmatics in Azerbaijani and English languages // "Multicultural and tolerant values in the legacy of Great Leader Heydar Aliyev" Proceedings of the International Scientific Conference. – Baku: Baku Slavic University – May 3-5, – 2016, – Part II, – p. 9-10.
3. Ibrahimova, B.E. Connecting the form and content of important scientific texts // Baku: Institute of Manuscripts named after Muhammad Fuzuli, Philological Issues, – 2018. № 20, – p.176-182.
4. Ibrahimova, B.E. Personal names in the literary language and their semantics of use in texts // Materials of the II Republican Scientific-Practical Conference of Young Researchers. – Baku: Azerbaijan University, – April 15, – 2019, – p.188-190.
5. Ibrahimova, B.E. Research sources and directions of onomastics // Actual problems of modern linguistics (materials of the international scientific conference). – Baku: Azerbaijan State Pedagogical University, – June 6-7, – 2019, – p.361-363.
6. Ibrahimova, B.E. The impact of newspaper texts and headlines on linguistics // – Baku: Baku Slavic University, Scientific works (language and literature series), – 2019. № 2, – p. 30-37.
7. Ibrahimova, B.E. Hierarchical issues in the text organization // – Ukraine: Publishing House "Gelyovetika", Academic Journal of the International Humanitarian University. Series: Philology, Collection of scholarly works, – 2019. Issue 43, – p.152-155.
8. Ibrahimova, B.E. Functional aspects of literary language // – Baku: Azerbaijan University of Languages, Language and Literature, – 2020. Vol. X, № 3, – p. 63-70.
9. Ibrahimova, B.E. The structure of news texts in the media, // – USA: St.Louis, Missouri, International Journal of Advanced Studies in Language and Communication, – 2020. №1, – p.9-15.



10. Ibrahimova, B.E. Morphological characteristics of onomastic units used in literary texts // – Baku: Baku Slavic University, Actual Problems of the Study of Humanities, – 2020. № 3, – p.18-21.
11. Ibrahimova, B.E. Pragmatic and structural features of newspaper headlines // – Baku: ANAS, Institute of Manuscripts named after Muhammad Fizuli, Philological Issues, – 2021. №13, – p. 319-327.
12. Ibrahimova, B.E. Aspects of the formation of literary speech // Language and Awareness. IV International Conference on Awareness. – Turkey, – 02-04 December, – 2021, – p.505-513.
13. Ibrahimova, B.E. Linguistic and stylistic features of journalistic texts // – Baku: Azerbaijan State Pedagogical University, News of the Pedagogical University, – 2021. No. 3. – pp. 9-17.
14. Ibrahimova, B.E. Personal names in Azerbaijani and English-language newspaper texts // – Nakhchivan: ANAS, Nakhchivan section, Searches. Institute of Art, Language and Literature, – 2022. № 4 (44), – p.90-95.
15. Ibrahimova, B.E. Processing of toponyms as part of figurative comparison in English-language journalistic texts // – Baku: ANAS, Institute of Literature named after Nizami Ganjavi, Philology and Art Studies, – 2023. №1, – p.296-301.
16. Ibrahimova, B.E. Place names in the Azerbaijani and English newspaper texts // – Ukraine: The Ukrainian publication "Hileya: Scientific Bulletin". Collection of Scientific Works. Mykhailo Dragomanov Ukrainian State University, – 2023. №3 (182), – p.111-114.
17. Ibrahimova, B.E. Hydronyms and their lexical-semantic features in the English and Azerbaijani press // Actual issues of Azerbaijani studies (research, scientific discourse and internationalization). International scientific conference dedicated to the 100<sup>th</sup> anniversary of the birth of national leader Heydar Aliyev. – Baku: Baku Slavic University, – 2023, – p. 299-301.
18. Ibrahimova, B.E. Anthroponyms and their structural-semantic characteristics in the English and Azerbaijani languages // LXXIX International Scientific and Practical Conference of

“Culturology, art studies and philology: modern views and scientific studies”. – Moscow: Internauka, – 2023, №12 (72), – p.30-35.

A handwritten signature in blue ink, appearing to be 'H. Z.', is written below the text.

The defense will be held on 31<sup>st</sup> of May at 14:00 at the meeting of the Dissertation council ED 2.13 of Supreme Attestation Commission under the President of the Republic of Azerbaijan operating at Baku Slavic University.

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