

LINGUISTIC LANDSCAPE OF MODERN DAGESTAN CITY

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Abstract: *The aim of the research: the article deals with study of modern Dagestan city linguistic landscape. The relevance of the research: the relevance of the chosen topic is explained by the need for a synchronous description and analysis of toponymic, cultural-historical, linguistic, cultural, ethnolinguistic, and sociolinguistic traditions and representations of a complex and multi-level toponymic system on the example of one Dagestan city - the capital of the Republic - Makhachkala. It is a unique phenomenon of Russian and Dagestan linguistic cultures mix, which united into a single one. Research methods: the scientific research paper considers the basic principles of urbanonyms' nomination, the most frequent word-building patterns of both official and unofficial names of urban objects and microtoponyms of present and past. The specifics of the post-Soviet Dagestan city linguistic landscape have been revealed as its shows socio-political, economic, cultural and ideological tendencies of different periods of Russian history. Toponyms are considered not only from the perspective of structural, semantic and functional aspects, but also from the point of cognition. Special attention is paid to ergonyms as a significant part of urbanization. The conditions its creation and successful functioning are indicated. Results: the analysis of the linguistic landscape of Makhachkala has revealed universal and specific mechanisms of toponyms composition, reflecting the peculiarities of regional mentality. This is a diverse, often inconsistent linguistic practice of Russian, English and Dagestan languages usage, which shows us the multi-language and socio-cultural chronotope of the city. The area of the pragmatics of languages functioning is determined by the socio-political and economic factors, which influence on the initially polylingual Makhachkala. Significance of the research: the further prospects of research are observation and changes analysis of modern Dagestan city in the linguistic landscape of the modern Dagestan city. It will allow us to understand more deeply the sociolinguistic processes in the polyethnic Russian society.*

Keywords: city, Makhachkala, Dagestan, linguistic landscape, post-Soviet period, toponyms, ergonyms.

Topicality. According to sociolinguistic theory of J. Hymes, language, as an integral part of culture, must be considered "through its

social matrix", while the social context becomes the key to understanding linguistic phenomena.¹

Linguistic and cultural identity is a key factor for social, personal and ethnic self-identification in the age of globalization.

The Oxford Dictionary of Media and Communication describes cultural identity as "the definition (or self-determination) of individuals or social groups through cultural or subcultural categories (including ethnicity, nationality, language, religion, and gender), as well as stereotyping".² So linguocultural identity should be considered as a sociolinguistic factor that unites people with the help of a common language, cultural attitudes, traditions, etc. It is an obligatory condition for carrying out objective analysis, global changes and its consequences, to consider comprehensively and profound questions of sociolinguistic character in the framework of such research.

Methods

The urban fragment of the world's linguistic picture, reflected in the minds of the native speakers, is an open multilayer polyfunctional system of toponyms, so-called linguistic landscape of a geographic object.³

The toposystem is unique for every linguistic and cultural context, as it reflects the sociocultural and historical aspects of its formation. The toponym is a proper noun, and it's a more social phenomenon, which includes mechanisms and patterns of formation of a self-linguistic and extra-linguistic character in its structure. Accordingly, the main ways of formation and establishment of the toposystems of any region are similar.

The Republic of Dagestan is the subject of the Russian Federation. This is a unique region, which is called modern Babylon: there are more than three dozen nationalities living on a relatively small geographic segment, there are 14 written and 18 spell-free languages. Dagestan is the

¹ M. Gasanova, P. Magomedova, S. Gasanova, "Linguoculturological analysis of woman's image in the proverbs and sayings of the dagestan languages", in *International Journal of Environmental and Science Education*, 11(18) (2016), pp. 11869-11887.

² M. A. Gasanova, P. A. Magomedova, U. U. Gasanova, G. V. Mayorova, "The Numerical Cultural Code in the Dagestani Proverbial Picture of the World", in *European Research Studies Journal*, XX (4A) (2017), pp. 660-674.

³ R. I. Seferbekov, "The House-Spirit (Domovoi) in Dagestan", in *Iran and the Caucasus. Leiden-Boston, BRILL*, 19 (2015), pp. 139-144. Idem, "Herbaceous Characters in the Popular Beliefs of the Peoples of Dagestan", in *Iran and the Caucasus. Leiden-Boston, BRILL*, 18 (1) (2014), pp. 47-50.

most valuable source for conducting onomastic, socio-and ethnolinguistic studies.⁴

The capital of the Republic of Dagestan, the city of Makhachkala, is a unique phenomenon of Russian and Dagestan linguistic cultures mix, which united into one. Russian and Dagestan (*Avar, Agul, Azerbaijani, Dargin, Kumyk, Laks, Lezgins, Nogai, Rutul, Tabasaran, Taksı, Chechen, Tsakhur*) languages are the state languages, forming the basis of the linguistic urban landscape.⁵

The modern Dagestan city is characterized by its dynamic development, territorial growth and constant appearance of new names on the city map. The synchronous aspect of the urban system allows us to identify the contemporary sociolinguistic climate, composition and motivation of names, semantic and word-building structure of toponymic units. The synchronous study of urbanonyms of the city of Dagestan is determined by considering the last two decades. At the same time, it is necessary to involve diachronic analysis, since certain aspects as well as the complex system description of it, cannot be realized without a historical perspective.⁶

The modern Makhachkala originates from the year 1844, when the fortification of Petrovskoye (later Petrovsk/Port-Petrovsk) was built on the hill of Andrzej-Arka, in commemoration of Peter the Great visit in

⁴ Sh. Sh. Gasanov, "Renaming: Bacchanalia continues", in *Journal of Dagestan*, 1 (22) (2006), pp. 14-15; K. A. Dzyuba, "Cognitive mechanisms of the formation of naming trade marks", in *Voprosy kognitivnoy lingvistiki*, 13 (2014), pp. 38-44; R. I. Seferbekov, "Modernization processes in the material culture of the peoples of Dagestan in modern times: traditions and innovations", in *Proceedings of the Vth International Conference on Humanitarian and socio-political problems of modernization of the Caucasus*, Magas, Ingush State University, 2017, pp. 306-320; R. I. Seferbekov, O. B. Khalidova, "The influence of the October Revolution of 1917 on the economy, way of life and culture of the peoples of Dagestan", in *Voprosy istorii*, 3 (2018), pp. 137-142; G. S. Suyunova, "Interethnic communication from the point of view of the cognitive approach", in *Voprosy kognitivnoy lingvistiki*, 2 (2014), pp. 41-49.

⁵ M. A. Gasanova, "Linguistic landscape of modern Makhachkala", in *Bulletin of Dagestan State University. Series 2: The humanities*, 1 (2018), pp. 82-88; N. P. Peshkov, "Linguistic landscape of a polyethnic city: features of verbal influence", in *Voprosy psikholingvistiki*, 3(33), (2017), pp. 108-268.

⁶ M. I. Bobrova, M. G. Nechaev, "The public and toponymy: the opinion of the population of the city of Perm about the ongoing processes", in *Cities and local communities*, 1, (2015), pp. 20-28; L. A. Klimkova, "Russian toponymy and its object in the aspect of dynamics", in *Uchenye zapiski UO VSU im. P.M. Masheron*, 25, (2018), pp. 107-115; I. V. Livinskaya, "Informal toponyms as a component of the language of the city", in *International postgraduate journal. Russian language abroad*, 1-2, (2015), pp. 76-80; S. A. Pitina, "Features of the formation of toponyms and microtoponyms from the standpoint of cognitive linguistics", in *Voprosy kognitivnoy lingvistiki*, 1, (2017), pp. 53-59.

1722 during the Persian campaign. Intensive development of this city took place in the late 19th and early 20th centuries. On May 14, 1921, in honor of the Dagestan revolutionary Mahacha Dakhadayev, the capital of Dagestan, in which almost a million people live today, has received its name: Mahach (proper name) + Kala («fortress»). Today Makhachkala is a multinational, multicultural and polyconfessional city.⁷

The study of the linguistic landscape of modern Makhachkala is of primary concern, since it can allow to determine, to define and to understand language contacts, the daily existence of languages and language policy, the scheme of language distribution for fulfilling various kinds of functional and communicative tasks in such a multicultural and linguistic space as Dagestan.⁸

However, the Dagestan languages, are official languages of the Republic of Dagestan and have the status of the state, but they do not perform the functions of the Russian-language duplicate in the names of state institutions, on signboards and road signs, such as the Tatar language in Kazan. First of all, this is due to the fact that Dagestan is not a republic of one nation as Tatarstan, and it is very problematic to realize practically such a task with 14 official languages.⁹

Results and Discussion

The toponymic system is one of the most stable lexical systems, but at the same time it can be subjected to transformations as a result of socio-political changes, linguistic contacts, word-building and occasionalization, speech economy, etc. Not always changes in

⁷ B. B. Bulatov, A. I. Osmanov, R. I. Seferbekov, “Transformation of the economy, way of life and culture of the peoples of Dagestan in the Soviet and post-Soviet periods”, in *Caucasus*, 1, (2018), pp. 131-156; B. M. Gasparov, “Theoretical linguistics as a world view”, in *Voprosy yazykoznanija*, 3, (2017), pp. 7-23.

⁸ B. B. Bulatov, R. I. Seferbekov, “Influence of globalization and urbanization on the life and culture of the peoples of Dagestan in recent times”, in *Actual problems of modern oriental studies "The Bunyatovsky readings"*, 2017, p. 182; M. N. Latu, “Representation of linguocultural features in the internal form of terms”, in *Voprosy kognitivnoy lingvistiki*, 3, (2015), pp. 99-106; T. M. Yudina, “Ergonomics of the city of Arkhangelsk in lingvocultural aspect”, in *Philological sciences. Questions of theory and practice*, 9, (2017), pp. 200-203.

⁹ F. A. Eloyeva, E. V. Perekhvalskaya, E. Sausverde, “Metaphor and heuristic function of language (is there a language without metaphors)”, in *Voprosy yazykoznanija*, 1, (2014), pp. 78-99; A. A. Karnov, V. O. Verkhodanova, “Speech technologies for low-resource languages”, in *Voprosy yazykoznanija*, 2, (2015), pp. 117-135; E. A. Kozlova, “Analysis of ergon-signs from the standpoint of the cognitive approach”, in *Voprosy kognitivnoy lingvistiki*, 3, (2017), pp. 39-50.

toponymic names may be official. Sometimes the name of the settlement / toponymic facility does not change, but there is a firmly established variant of the toponym in the verbal speech of townspeople. For example, Makhachkala microtoponyms are actively functioning in the form of such simplified, shortened and understandable names of the city's inhabitants as Redukha and Sipark (Reducing and Separator settlements-sleeping areas of Makhachkala), Neftegorodok (neighborhood near the Park of Leninsky Komsomol), Piatyi (Fifth) settlement and Pervukha (First) (microdistricts of the city), Sobachiy Park (Dog Park) (park of the 50th anniversary of October), Uzbekgorodok (area of a small grocery market and houses adjacent to it, shops), Dzhigit (Monument to the soldier-liberator), Square (Central square), etc. Such kind of toponyms transformation is characterized by ethnocultural specificity of the studied vocabulary, which is determined by extra-linguistic factors.

The word-building structure of toponyms is usually multicomponent. The most numerous group consist of composite names of Makhachkala streets: Hamidova Prospekt, Akushinsky Avenue, Agacheulskaya Street, Rustamov Street, Charinov Street, etc. The three-part models of toponymic names are presented: 1st International Street, Peter the Great Street, Ahmedkhan Sultan Avenue, Aziz Aliyev Street and others.

The names of the Dagestan streets include names of the prominent Dagestan' people (Bahaudin Astemirov, Ahmedkhan Abu Bakara, Omarl Batarya, Batyrmurzayev, Rasul Gamzatov, Irchi Kazak, Mahmud, Rabadan Nurov, Yusup Noradinov, Garun Saidov, Alimpashi Salavatov, Suleyman Stalsky, Gamzat Tsadasy, Muedin Charinov, Etim Emin), as well as other world-famous poets and writers (Gorky, Griboedov, Dobrolyubov, Krylov, Lermontov, Lomonosov, Mayakovsky, Nekrasov, Pushkin, Rustaveli, Tolstoy Lion, Tikhonov, Turgenev, Fadeyev, Fonvizin, Chekhov, Chernyshevsky (now Abubakarov), Gogol (now Shikhsaydov).

Toponyms can be investigated not only in the usual structural and functional-semantic aspects, but also from the viewpoint of cognitive processes. "Cognitive toponymy considers toponyms as one of the earliest forms of reality reflection in the consciousness of a man, as complex, relatively specific and independent, but at the same time

organically linked with general language relations and processes system, that actualizes the toponymic picture of the world".¹⁰

The particular attention should be paid to the process of renaming streets, while it is actively going on in the post-Soviet period. This tendency is a typical for all regions of the country. "Names of regions, towns, districts, districts in cities, streets and all the memorial ideological toponymy that contains ideologues of the era of socialism are subject to renaming".¹¹ So we can see an ideological component of language policy in these changes. Renaming toponymic names is an artificial process, behind which there is a desire of society to change or to correct the already formed image of the geographical concept, to fill it with another¹² system of values, to add significance to the toponymic object and to associate with the historical homeland.

Primary toponyms are formed, as a rule, through associations, when the spatial concept is verbalized under the influence of the regional thinking stereotype. The toponymic renomination is a complicated and artificial process, and, as we have already noted, it is typical for Russian toposystem due to political and ideological factors. In practice, we can observe a long parallel operation in the speech of the townspeople of new and old toponyms, for example: Komsomolskaya-Gamzatova, Kirov-Gamidova, Markova-Daniilova, Grapevine-Gadzhiev, Mira-Askerkhanova, Kalinina-Shamil, Sovetskaya-Korkmasova, 26 Baku commissars-Yaragh, etc.

According to a sociological survey, most Makhachka citizens are affected by the renaming of streets.

So, the Dagestan researcher Sh. Sh. Hasanov writes that: "Such a large-scale campaign of simultaneous replacement of names, along with their content, shows us no force majeure circumstances, but the tendency to erase, from the consciousness of people, the names of historical personalities and real events. At the same time, they often refer to similar actions made by authorities in Moscow. Funny argument. Firstly, not always and not all actions of Moscow authorities are worthy of imitation. Secondly, the Moscow authorities did not rename streets and avenues, but restored their historical names: Gorky Street - Tverskaya, Karl Marx-Okhotny Ryad, Leninsky Mountains-Vorobyev Mountains and many other examples. They did not begin to call

¹⁰ D. Chandler, R. Munday, *Oxford Dictionary of Media and Communication*, Oxford, Oxford University Press, 2011, p. 53.

¹¹ *Ibidem*, p. 54.

¹² *Ibidem*.

Leninsky Prospekt by the name of his political and ideological opponent-Kerensky".¹³

Ergonyms make up a significant stratum of urbanonyms. These are "artificially created names of urban commercial objects with attractive, according to opinion of owners, names of potential visitors".¹⁴ So we consider ergonyms as proper names of enterprises / organizations of different functional orientations.

They are: scientific, educational, production institutions; commercial enterprises: shops, firms, banks of the agency; cultural objects: clubs, cinemas, theaters, parks, entertaining establishments; sports facilities: stadiums, sports complexes.

A number of conditions are required for successful creation and operation of ergonyms:

- 1) to take into account of the specifics of the region;
- 2) observance of spelling and eulogy rules;
- 3) use of foreign language that does not interfere with the decoding of the name;
- 4) setting up the right associations for the organization's activities;
- 5) linguistic creativity / creative approach for ergonyms.

Creation of ergonyms can be made by playing off the internal form of the word, by connotative increment of meaning, by the creation of occasionalisms.

Ergonyms of Makhachkala shows intercultural and interlanguage communications and interactions, which is due to the factor of polyethnicity of the city and constant contacts between the Russian and Dagestan populations. Abovementioned is confirmed by the frequent occurrence of Dagestan language units in the everyday Russian speech of urban residents.

It should be noted that spelling of a modern city significantly differs from spelling during the Soviet period. This is primarily due to non-linguistic factors such as: changes in the political situation and system in the country that have led to transformations in all spheres of public life. The characteristic democratization of the Russian language influenced the Russian spelling both positively and negatively. As a result of such process we can refer to the possibility of using foreign language graphics in the text of the Russian language, text creolization, variation

¹³ D. Hymes, *Foundations in Sociolinguistics: An Ethnographic Approach*, Philadelphia, University of Pennsylvania Press, 1974, p. 14.

¹⁴ D. Chandler, R. Munday, *Oxford Dictionary of Media and Communication*, p. 58.

and free circulation of language norms, which led to the appearance of many errors.

The language space of the city of Makhachkala is reflected by graphic-spelling foreign language, the use of letters of pre-reform writing and icons / creolization (combinations of verbal and graphic means). It should be noted that in Dagestan cities, unlike cities in other regions of Russia, numerous signs and billboards rarely use the letters of the pre-reform Russian writing: **Ѣ** («tverdyi znak»), **Ѣ** («iat'»), **і** (« i desiaterichnoe») and other.

Its representation is limited to individual cases. For example: Petrovsk (Петровскъ) (hotel name), Gazprom (Газпромъ) (petrol station names), Мавраев (Мавраевъ) (printing services). And if in the first case, the use of **Ѣ** is motivated, since this is the abbreviation of Port Petrovsk - the old name of Makhachkala, then in the second and third cases, in our opinion, **Ѣ** performs rather a decorative function.

It is an interesting fact that in Makhachkala on the monument to Lev Tolstoy was made a mistake in the inscription, representing a copy of the cover sheet of the rare edition of the novel "Haji-Murat", which was released in the printing house of the partnership R. Golik and A. Wilborg in Petrograd, 1918: at the end of the word Petrograd is written **Ѣ** instead of **Ѣ**. This indicates that "superfluous" letters performed the function of stylization, and its detriments of the normative side of their use.

Dagestan ergonyms are characterized by a tendency to expand the terminology of a foreign language. In the linguistic landscape of Makhachkala, the active use of foreign-language spelling is observed. The introduction into Russian text Latin alphabet refers to terms such as "barbarisms", "foreign-language impregnations" in scientific literature. According to E.O. Filinkova from the viewpoint of structural characteristic such foreignisms can be divided into three groups: 1) words one Latin letter; 2) addition with one component in Latin; 3) words completely decorated in Latin.

In the language space of the Dagestan city all types of foreign-language spelling are represented. The language body of the collected material was more than 200 units. The language mapping card contains the names of business, commercial, cultural and sports objects that are obtained by continuous sampling method of advertising texts and media. For example, IKAR (gas station), MIRA (women's clothing store), дивнѢион (communication salon), ceson05.ru (pool sales and production company) and others. Names of this type are quite common and do not cause difficulties in perception. But in many cases, there is no

semantic link between the name of the firm and its area of activity, which, in our opinion, testifies that use of English-language vocabulary only was made in order to increase social prestige of company. This is evidenced by such an eloquent mistake in the writing of the Makhachkala ergonyms as RIM instead of ROME.

The names of commercial organizations may be transcription or transliteration of English words in Cyrillic: «ИНСАЙД», «Фьюджер», «Вин», «Эстет Бьюти», «Айкрафт», «Амвэй Офис», «Этель». There are also some cases of transliteration of Russian words written in Latin: «Krasota», «Dagestan», «Vera», «Gorec». The particular interest are such specific original names as combinations of Russian, English and Dagestan words: *Nur-Plast, Makhachkala-City, Anji Bank, and others.*

Commercially-oriented texts, such as street advertising, contain some important information to be communicated to the consumer, and the image fully complements it and attracts interest for advertisement itself. Thus, the compatibility of these elements (verbal and non-verbal, pictorial) allows advertisers to create a clearer, more understandable, figurative idea about the advertised item or service.

From the point of view of the semantic and stylistic aspect, the texts of the advertising discourse can be typologized, symbolically denoting them as neutral: («Новая заря» («New Dawn»), «Домашний текстиль» («Home textiles»), «Кит» («Cetus»), «Времена года» («The Seasons»), regional («Шамиль» («Shamil»), «Агул» («Agul»), «Кизлярская зорька» («Kizlyarskaya zorka»), «Рисалат» («Risalat»), «Нарын-кала» («Naryn-Kala»), «Мадина» («Madina»), «Курбан» («Kurban»), «Шах-Даг» («Shah-Dag») and others, and combined («Roomцентр», «Зона», пицца «Roma», «Хаммам ра», «Halal», «Евроклимат» and others).

It should be noted that often the name of the advertising object is served by the toponym, represented predominantly by the geography of Dagestan: "Mesterich", "Charoda", "Rapak", "Kadar", "Shikhanali", "Kubachi", "Kadar". But along with the regional toponyms, there are also such as "Moscow", "Marrakech", "London", "Europe", "Palмира", "Asia", etc.

Ergonyms as a kind of advertising discourse, represented by creolized texts, fully meets the requirements of this type of communication.

The peculiarity of creolized texts of the Dagestan advertising is unambiguous penchant for the local consumer, which affected the appeal to the national-communicative background, which is relevant only to the Dagestan audience. The formation of the Makhachkala ergonyms tends to be more exposed to the linguistic fashion and influence of both

English and Dagestan languages, which leads to confusion of structure and semantics of titles.

So, the analysis of city of Makhachkala toponyms demonstrated both the universal mechanisms of topography and the specific, representational features of the regional mentality. The linguistic landscape of Makhachkala, which is characterized by a diverse, often, inconsistent linguistic practice of the use of Russian, English and Dagestan languages, testifies about multilingual and socio-cultural areal of the city. The pragmatics sphere of Russian, Dagestan and foreign languages functioning is determined by socio-political and economic factors influencing the initially polylingual Makhachkala. This process is in progress now and requires further synchronous and diachronic description, determination of the influence degree of Russian, Dagestan and foreign languages on the ethnic identity of the Makhachkala' people. The further changes observations in the linguistic landscape of the modern Dagestan city will allow us deeper to understand sociolinguistic processes of polyethnic Russian society.

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