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**TOPONIMIE URBANĂ.
PARTICULARITĂȚI ȘI PERSPECTIVE**

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ABSTRACT

The *general theoretical background* of our work is *toponymy*, the concern for studying the names of places. *The science of toponymy* includes all the names of places, water, mountains, etc. from a country or region, being a branch of linguistics dealing with the study of the names of places. *Rural toponymy* is the basis for interpreting all urban denominational micro- and macro-sequences. We consider strict delimitation between rural and urban areas to be quasi-arbitrary, since transformations in inhabited areas are visible to anyone. *The urban administrative-territorial unit* is distinguished by its structural morphology and the values of the ‘urban culture’ that it creates and promotes on different tracts. The city itself will always create its dominant landmarks, with its fundamental state for the general urban economy, and only after that it will realize the access and connection paths based on, but not reduced to denominational cooperation. In contrast, in the rural area, the access road, sometimes arid, placed in an *a priori* existence, will be enriched topographically with landmarks that can eventually ensure sequencing. Although a newly created discipline, a discipline of interference as one might say, but with its own object of activity, *urbanicity* is a significant element of urban spirituality, perhaps the most vigorous proof of the perennial urban culture. *Urbanicity* had to be defined starting from the diversified ramifications of urban culture, and reaching up to the specialized sequences of this new toponymic branch. We believe that the denominative urban designation act can not exist solely in itself, therefore, it must be combined with the whole dynamics of the city. *Urbanicity* is a spiritual conglomerate with multiple ramifications in all spheres of everyday life starting from tradition and culminating, in some situations, with the loss of denominational identity.

I have chosen this subject starting from the contemporary urban denominational reality, which we have permanently linked with the traditional markings found in the historical and cartographic sources studied throughout this project. I did have in mind previous analyzes of established scholars, which we have theoretically taken over, processed them and tried to apply them to our investigations, with direct reference to different types of administrative units.

We associate our *personal motivation* with the chaotic situation in which the entire contemporary urban design finds itself and with the solutions offered by the specialists in different fields of activity, especially linguists, geographers, in order to try to rectify some of these errors. We considered that we could offer some solutions, which, for the beginning, can represent a series of theoretical and applicative research directions.

For objective reasons, justified in the contemporary urban landscape by the lack of official denomination, the motivated / unmotivated distinction is a guide for both analysts and local administrative bodies with a decision-making role in taking over and setting urbanization formulas.

The lexical particularities of the urban denominational markings analyzed in this paper have reiterated a series of paradoxes related both to their semantics, and to their circulation.

For obvious reasons, generic terms, often preserved in the structure of urban names, overlapped the genesis, making it difficult to interpret the general semantics of the marker formula, but also the primary meaning of the entopic.

For further clarification, we have taken into account the vicinimic terminology, in which the generic term / entopic term differentiation of the dominant marker on the circular path will be placed on a normal explanatory course.

Among these, we have paid particular attention to the road-marking formulas, because the street tram was always the formative skeleton of both structural morphology and markings for any type of territorial administrative unit. The roadway remains a space of urban spirituality, a 'time capsule', loaded with landmarks, until the destructive arrows of 'ephemeral urban fashion' or unprofessional decision-making force that street to turn into a *tabula rasa*.

The identity marks of the commercial firms analyzed have given us the opportunity to look at them both in terms of their structure and formation, and especially in terms of the stylistic values, which ensured and continue to ensure the picturesque element of the city.

The hypotheses of the research are based on motivational levels, the topographic neighborhoods, the individualization on territorial administrative units and the formation of a generalized denominative corpus.

The stylistic aspects have been individualized by highlighting the expressiveness of the phonetic and general semantic body of urban designation formulas. First of all, we have taken into account the names of the commercial companies, but also those of circulation

routes, which took the form of a dominant landmark on their path, marked by symbolic connotations.

However, at the level of hypotheses, we have associated them with our intention to place urban toponymy at the level of autonomous science, distinct from general toponymy.

In this respect, the paper analyzes how urban toponymy has been structured over time and finds, as a final practical conclusion, an involution in the development of urban toponymy.

The corpus consists of the ensemble of all urban denominational markings that formed a corpus of names, structured on inter-correlations and multilateral determinations, and which we, during the course of this work, have highlighted and established, as a conclusion, the unitary and systemic nature of approximately all urban denominations.

The historical sources of information have been extracted from monastic, episcopal, metropolitan documentary funds, from private manuscript funds, decision makers, legal acts, donations, sales, etc. that have highlighted the urban realities of different periods. *Cartographic sources*: plans, cadastral sketches, decision makers, maps, although more difficult to approach by their magnitude and complexity, bring the addition of synthetic, urban-like information sometimes placed on territorial sequences without being isolated. We have used a wide range of maps, decision makers and plans, maps of the cities of Bucharest, Sălișteea de Sus, Sighet, as well as maps of the cities of Venice, Barcelona, Paris, through which we have confronted our data based both on the the synchronous and the dynamic path.

The urbanistic patterns, structured by us based on the denoted object classes, constitute a distinct corpus. We have perceived these classes of denominated objects, commonly known in urban space, in a permanent interconnection and transformation, which, through their dynamics have created virtual formative models, in turn penetrated and penetrable, primarily through new appearances and recurrences landmarks.

The Diachrony of Urban Marking Formulas is a chapter in which we have compiled a series of theoretical studies on the emergence, evolution and denomination distribution across the urban administrative-territorial units.

Our intention, through this mode of analysis, is to determine the Romanian urban administrations to direct the urban denotative act to the traditional dialectical formations that have appeared and stabilized (and some of them have disappeared), but which remain motivated locally anyway.

Among these, we have paid particular attention to the road-marking formulas, because the street tramway has always been, for any type of territorial administrative unit, the formative skeleton of both structural morphology and markings. The roadway remains a space of urban spirituality, a 'time capsule', loaded with landmarks, until the destructive arrows of 'ephemeral urban fashion' or unprofessional decision-making force that street to turn into a *tabula rasa*.

The identity marks of the commercial firms analyzed have given us the opportunity to look at them both in terms of their structure and formation, and especially in terms of the stylistic values, which ensured and continue to ensure the picturesque element of the city. This is why we have looked at the identity marks of the commercial firms and their dynamic of circulation and formation primarily through the diachronic level, in order to establish a more or less unitary system. We have personalized those types of marker formulas, valid for this category of notoriety in the Romanian urban space, which can receive normative footprints, of official circulation.

The demonstration carried out in the five chapters of the paper and the comparative urban toponymic analysis both on the old maps of Bucharest – namely the maps of Sighet and Săliște de Sus and the current street names of Bucharest –, respectively, the comparison to the street nomenclature of the towns of Pitești and Craiova, highlighted the character of the system of urban toponymy. This is manifested by the takeover of traditional urban denominational luggage and its fitting within the limits accepted by scientific norms in the entire contemporary engagement, and most of these norms are not motivated by a general perspective of toponymy. In this respect, at certain stages of our work, we have proposed for local urban administrations the rigorous selection of today's bookmarks according to normative criteria, to eliminate the confusing chaos at the toponymic level.