

NAMES OF THE US CITIES: A CASE OF INTERCULTURAL COMMUNICATION

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Abstract: The USA being the country inhabited by people with different ethno-cultural backgrounds indicates connection of emigrants with their motherlands in the names of cities and towns. Among them there are words from English, German, French, Italian, Spanish, Slavic and other languages. Besides, names of certain settlements prove the emigrants' desire to revive good memories about their motherland, favourite cities, important places and territories. Love to their deserted lands characterized people who came from all parts of Great Britain, France, Germany, Italy, Spain, Russia, other countries. In the map of the USA one also may find names of settlements ascending to the languages of local aboriginal tribes. References to ethnic groups in the names of towns testify to the contacts between representatives of different nations on American territory.

Key words: Intercultural communication, US cities' names, naming strategies, American dream, globalization.

The names of cities on the USA map reflect connection of migrants with their motherlands, thus proving to be an indicator of tolerance among people of different ethnic backgrounds. Besides, inter-cultural activity in times of the US state building served as the foundation for further formation of a new American nation based upon the ideas of pluralism and tolerance as well as appeared to be significant for shaping its readiness for globalization. That is why the USA can be treated as the founder of the present-day globalization philosophy, which substantially influences modern literature, fine arts and other spheres of life.

The success of the American globalization pattern is revealed through traditions of American society advanced by the representatives of different ethnic and social groups who made up their minds to find a better life in the New World. The history of the United States as a country of immigrants is based on a constant contradiction between desire for unification of ethno-cultural norms of behavior and failure to eradicate the traditions inherent to people in their homeland. When the USA was in the state of molding as a unified country its authorities paid much attention to integration processes. It reflected in the so-called policy of a melting pot aimed at total assimilation of citizens to the new cultural traditions, notably different from those that existed in their homeland. By the beginning of World War II, this goal was achieved,

and American society with its unique traditions, stereotypes of behavior, particular world view, awareness of its unity and uniqueness was fundamentally shaped.

The salad bowl concept revealing the possibilities for former emigrants and their descendants to return to their historical roots came to the foreground on the basis of a specific ethno-cultural agreement. The predominance of everything which was treated as American and the official use of American English as the language of intercultural communication were not questioned.

The theory of intercultural communication was developed in the USA after World War II in connection with the awareness of the need for contacts with other nations in order to prevent possible hostile actions against the country by promoting its language and culture (Allport 1979, Chrissochoou 2004, Kidd 2002, Kramsch 2003, Wardhaugh 2000, Wodak 2003). The cultivation of pluralism and declaration of tolerance in every-day life made this state attractive to new influx of immigrants whose socialization and inculturation were held on a well-grounded scientific basis. To ensure success in this direction the former compatriots of the new immigrants who were already carriers of American culture were actively involved. Diasporas are widely used for this purpose, as well as a tool of globalization in world space.

The desire to reproduce on the global scale the experience of creation of a unified American nation from the offspring of different countries is the basis for the formation of the so-called "global village", where equally will co-exist with different ethnic groups. For Americans, this "village" kind of exists already. We draw attention to some of the US cities' names.

Thus, contemporary American culture is based, on the synthesis of diverse cultural elements, which leads to a new cultural phenomenon. This synthesis has created the identity of American culture and its readiness to export, i.e. the tendency toward globalization.

As American culture was objectively formed on the basis of elements of different cultures, it is characterized by a kind of "domestication" of the elements of the ALIEN and the establishment of one's OWN on the ground of tolerance. Without any doubt, migrants displayed significant sensitivity to foreign cultures which against a minor differentiation of society, intensity and inevitability of cross-cultural contacts, could not but lead to efficiency and a high degree of adaptation of the population to cultural innovations as well as borrowings in particular.

While talking about naming of settlements with foreign words the paramount importance should be paid to the intentions of those who represent the donor and the recipient cultures. In the history of the United States the following key models were activated. According to the first of them, the representatives of a certain culture contributed to giving the settlement their OWN name. The main reasons for using a borrowed name for the US cities were the following:

1. migrants who came from a certain country insisted on the city being given the name which exists in their motherland. *Saint Petersburg (Florida)*, and *Moscow (Pennsylvania)* prove to be examples of this pattern. For example, a respected citizen named Peter Dimens called *Saint Petersburg (Florida)* after the city where he spent half of his life – the capital of the Russian Empire. The name of *Moscow (Pennsylvania)* appeared because a large number of citizens, immigrants from Russia insisted on it;
2. city dwellers chose the name for their city which was close to them on ideological, political, social, or individual grounds, like *Malakoff (Texas)*, or *Moscow (Maine)*. According to this model, the residents of the intercultural community (many American settlements belong to this group) chose the ALIEN name, which should, in their opinion, best reflect their ideological, political, social or individual personal aspirations. Thus, admiring the heroic defense of Malakhov Hill during the Crimean War, Americans decided to name their city *Malakoff (Texas)*, showing their involvement with the feat of Russian soldiers. Those who live in *Moscow (Maine)* are still proud of the feat of Muscovites in the 1812 War against Napoleon.
3. ties in trade, and economy determined the rise of *Sebastopol (Texas)*. Cases of voting, and even drawing a lot are also known, such as *Moscow (Michigan)*. As a result of this model the designation is associated with a country with which there existed the closest economic ties. Thus, because of close ties with Russian merchants and big respect to them there appeared *Sebastopol (Texas)*;
4. there were also cases when a city name was decided by voting or taking a lot, as it happened with *Moscow (Michigan)*.

The most popular countries to generate prototypes for names of American cities are England (*London, Carlisle, Manchester, Bath, Cambridge, Oxford, Newcastle, Chester, etc.*); France (*Paris, Orleans, Lyons, Calais, etc.*); Italy (*Genoa, Parma, Venice, Palermo, Naples, Verona, Florence, etc.*); Germany (*Berlin, Hamburg, Jena, Bremen, Hanover, Dresden, etc.*),

Scotland (*Aberdeen, Glasgow, Dundee, etc.*); Greece (*Athens, Troy, Sparta, Laconia, Olympia, etc.*); Spain (*Madrid, Granada, Toledo, Malaga, etc.*). US cities also have their prototype names in Russia, Ireland, Switzerland, Wales, Portugal, Sweden, Belgium, the Netherlands, Serbia, the Czech Republic, Austria, Poland, India, the Philippines, Syria, Egypt, Libya, Turkey, and other countries. Moscow, Saint Petersburg, Odessa, Sebastopol, Dublin, Belfast, Dunkirk, Lisbon, Geneva, Zurich, Stockholm, Ghent, Amsterdam, Prague; Vienna, Warsaw, Belgrade, Delhi, Manila, Johannesburg, Damascus, Tripoli, Cairo, Nazareth, Hebron and many more serve as vivid examples of such prototypes.

The present-day map of the USA reveals the abundance of American cities names with the English origin of in the majority of states, especially in New Hampshire, Vermont, Massachusetts, and Rhode Island. In Nevada, Delaware, and Wyoming they only slightly prevail over other borrowed names. Names of cities in Louisiana, New Mexico, Alaska, and the Hawaii prove to be examples of predominance of French (Louisiana), Spanish (New Mexico), and aboriginal (Alaska, and the Hawaii) influence. In Arizona there are no cities which acquire their names from England.

There are four ways of domestication of American cities' names:

1. use of peculiar spelling under the influence of dialectal pronunciation (*Salisbury :: Saulsbury*);
2. existence of two variants – a) coincidence with the name in the original language, and b) coincidence with the way it is rendered in English (*Cecilia :: Sicily, Roma :: Rome; Braunschweig > Brunswick, Ankara > Angora, Cordoba > Cordova, Milano > Milan*);
3. simplification of spelling (*Marlborough :: Marlboro, Luzerne :: Lucerne, Ellsinore :: Elsinore; Uppsala > Upsala, Strasbourg > Strasburg, Tokyo > Tokio*);
4. adding *new* before the original city name, thus showing the difference between them: c. f. *York :: New York, Orleans :: New Orleans, London :: New London, Florence :: New Florence, Berlin :: New Berlin, Troy :: New Troy*.

The US map also possesses the names of most important places for other nations (*Kremlin, Versailles, Westminster, Hyde Park, Kensington, Chelsea*), territories, and comminutes (*Livonia, Transylvania, Brittany, Normandy, Caledonia, Riviera, Somerset, Westphalia, Lothian, Kent, Marlborough, Yorkshire, Cumberland, Midland, Cashmere*), rivers (*Volga, Danube, Severn, Avon, Jordan*), lakes (*Ladoga, Balaton*), mountains (*Ararat, Etna,*

Vesuvius, Atlas), islands (*Isle of Wright, Jersey, Java, Caribou, Corsica, Cecilia*). American cities can also bear the names of whole countries (*Lebanon, Russia, Angola, Peru, Panama, Mexico, China, Denmark, Holland, Poland, Norway, Scotland, Jamaica, Wales, Finland, Cuba, Haity, Malta, Egypt, Cypress, Italy, Ireland, Belgium*), peoples (*Arabi, Des Allemands, Welsh, Mayo, Swiss, Scotts, Gypsy*), large territories (*Iberia, Scandinavia, Palestine*). 'Globalization' can spread throughout the Globe (*Earth*) or even further (*Altair*).

One should also note the presence of a number of ethnonyms as names of certain settlements, such as, *Indian Head, Indian River, Indian Valley, Indian Mound, Spanish Fork, Mexican Hat, China Spring, French Camp, French Settlement, French Village*, which indicate contacts with other nations on the US territory.

Since the development of new territories was carried out by representatives of different ethnic groups, this was reflected in the naming of North American cities. Among such examples are German (e.g., *Kinder, Schertz*), Italian (e.g., *Delmar, Belzoni*), Spanish (e.g., *Conception, Buena Vista, Blanco, El Campo, Eldorado, Amigo, Costa, Buena*), Slavic (e.g., *Mila Doce*), and French names (e.g., *Beaumont, Leroy, Belle, Benoit, Fond du Lac, Dubios, Choteau, Portage des Sioux, Havre de Grace, Pointe a la Hache, Isle au Haut, Meraux*). However, the map of the United States has place names, which were borrowed from Native Americans (e.g., *Kawkawlin, Atoka, Kewanee, Yukon, Okabena, Owanka, Ocoee, Cherokee, Quechee, Keokee, Minnehaha, Ojibwa, Okauchee*). The presence of the above data also suggests the existence of the basis for the US policy of world globalization.

Some of the American toponyms originate from the names of the people, who come from other states. Among them there are such celebrities as the discoverer of America (*Columbus*); members of the Royal Families (*Prince Frederick, Princess Anne, Queen Anne, Prince George*); fighters for American independence and prominent leaders (*Lafayette, Cleveland, Perry, Washington, Ben Franklin, Lincoln*); vivid representatives of other nations (*Napoleon, Bismarck, Nelson, Bolivar*); famous writers (*Gibbon, Racine, Dumas, Dante, Tolstoy, Kosciusko, Byron, Dickens, Tennyson*). Next to those are the heroes of literary works (*Hamlet, Desdemona, Ivanhoe*). A significant place in this respect is also taken by personal names (*Irene, Helen, Ruth, Rebecca, Emma, Adolph, Otto, Andreas, Isabel, Pablo, Manuelito, Ivan, Wasilla, Nikolai*) and surnames (*Baker, Gonzales, Pitkin, Kasilof*), marking the nationality of their holders.

This version of globalization is based on the fair idea of America being a country built on a dream of freedom. That is why the concept of DREAM acquires particular importance in this society. It is crucial for understanding the concept of AMERICANISM, which is considered as an obvious contrast between the life in the USA and other countries thanks to a wide range of new features.

It's been investigated (Karpova 2008, Tomenchuk 2008) that AMERICAN DREAM implies the ideals of freedom permeated with belief in unlimited opportunities in the USA and its specific part in the world. In a broader context, the values that occupy a kernel place in the minds of Americans – from far-reaching ambitions to a dream of own home is defined by abstract concepts (FREEDOM, LIBERATION, SURVIVAL, PATRIOTISM, OPTIMISM, MOBILITY, DESIRE, HOPE, BELIEF), and by those defining material needs (HOME, JOB, WORK, MONEY, FAMILY, CHILDREN, CAR, DOG, GARDEN), i.e., all that identifies a successful individual. That is why, it is no coincidence that the map of the USA contains a wide range of toponyms representing values of American society. These basic notions for the society *Empire, Freedom, Liberty, Union, Unity, Republic, Independence, Concord, Liberal, Alliance, Industrial, Justice, Man*; important for a person's existence in society *Friendship, Friendly, Welcome, Pride, Champion, Success, Power, Blessing, Energy, Veteran, Telephone, Telegraph, Village*; indicating the perspective *Paradise, Pioneer, Hope, Eden, Winner, Ideal, Happy, Enterprise, Endeavor*; exclusively individual *Eros, Surprise, Trade, Art, Loving, Comfort*.

The analysis of the names of US cities demonstrates the important role performed by pluralism in American history as a factor of bridging the gap between people with different ethno-cultural backgrounds, thus, forming a new nation. We also note its value for building the foundations of the American version of globalization on the one hand, and increase the attractiveness of the country, on the other hand.

All the above mentioned testifies to the existence of a well-developed ground for the US policy of globalization through numerous diasporas and development of pluralism within present-day American society.

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