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**ЭВРИСТИЧЕСКИЕ И ФУНКЦИОНАЛЬНЫЕ АСПЕКТЫ  
НОМИНАЦИИ (НА МАТЕРИАЛЕ АНГЛОЯЗЫЧНЫХ  
АНТРОПОНИМИЧЕСКИХ ПРОЗВИЩ)**

*В статье рассматриваются функциональные и эвристические особенности антропонимических прозвищ в таких разновидностях англоязычного дискурса, как литературное дискурсивное пространство, политический дискурс, дискурс связей с общественностью. Антропонимические прозвища выступают как единицы вторичной номинации и языковые реперезентанты процесса оценочности, в которых формируются и выражаются определенные установки лингвокультурной среды. Будучи представленными в различных типах дискурса, анализируемые единицы выполняют такие базовые функции, как идентификация и оценка. Проявление их специфики обусловлено наличием целого ряда субъективных характеристик, которые с течением времени приобретают более общий характер и в той или иной степени становятся достоянием всего лингвокультурного сообщества. В качестве элемента дискурсивного пространства*

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*антропонимические прозвища могут приобретать различные свойства, обусловленные коммуникативно-прагматическими особенностями содержащих их текстов и соответствующих коммуникативных ситуаций. С функциональной и эвристической точек зрения антропонимические прозвища могут рассматриваться как результат процесса оптимизации в целях экономии языковых средств и интеллектуальных усилий, что обусловлено семантическими и структурными характеристиками анализируемых единиц - языковых знаков, выступающих в том числе как знаки-признаки и выполняющих ряд дискурсивных функций.*

*Ключевые слова: антропонимическая номинация, прозвища, дискурс, функциональный, эвристический, оптимизация*

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**HEURISTIC AND FUNCTIONAL ASPECTS OF  
NOMINATION (CASE-STUDY OF ENGLISH  
ANTHROPONYMIC SOBRIQUET FORMATIONS)**

*The article deals with functional and heuristic features of anthroponymic sobriquets in such English discourse varieties as literary discursive space, political discourse, Public Relations-discourse. Anthroponymic sobriquets represent themselves as the units of secondary nomination and linguistic manifestations of evaluative process, in which certain attitudes of linguocultural surroundings are formed and expressed. While being represented in discourse the units under analysis fulfill such basic functions as identification and evaluation, based on individual subjective characteristics that in the course of time acquire the more general character and to a certain extent tend to become possession of the linguistic cultural community. Being*

*part of the discursive space anthroponymic sobriquets may acquire peculiar characteristics determined by communicative-pragmatic features of corresponding texts and communicative situations in question. In terms of their functional and heuristic perspectives anthroponymic nicknames serve to be the result of optimization with respect to linguistic means and intellectual effort saving, which refers to the semantic and structural peculiarities of the units under analysis, which can be regarded as both linguistic signs and signs-indexes performing discursive functions.*

*Keywords: anthroponymic nomination, sobriquets, nicknames, discourse, functional, heuristic, optimization*

### **Introduction**

The study of the use of anthroponyms being part of the sociolinguistic studies with its fields of functioning in various types of English discourses provides for a reliable mechanism for identifying various features of discourse formation and most effective use of language, including the process of verbalization in reference to the most acute societal phenomena and the speakers' attitude towards them (Kharkovskaya et al., 2020). At the present stage of development, within the framework of the anthropocentric approach to the study of linguistic and cultural aspects of the humanities, the attention of linguists is shifted to the study of relationship between figurative representations and speech-thinking activity of a person. It should be added that scholars pay much attention to the dynamic change of the English discourse, with special reference to the integrative phenomena that concern with a number of factors including the influence of language of the Internet and new modes of communication, which reveals the general direction of the research and its disposition towards linguistic potential realization for heuristic and functional pragmatic purposes (Malyuga, 2020).

We proceed from the premise that anthroponymic units possess their own characteristics that distinguish them from all other proper names and can be used for communicative and creative purposes within language varieties and various discourses. Traditionally, the use of proper names in the framework of a literary text, historical work, media language, politics and public relations is of particular interest, since proper names used in different contexts possess certain characteristics and associations formed in the individual and public consciousness.

As for anthroponymic sobriquets, they are realized at the level of language as culturally specific and linguistically unique phenomena, in which language idiomaticity that underlies newly created linguistic units functional peculiarities finds its manifestation. In the course of human cognitive activity implementation the process of anthroponymic sobriquets is determined by a number of factors that concern with individual perception specificity and image construction particularities, which may subject to further recognition and dynamic transformation within social surroundings (Nguyen-Phuong-Mai, 2021). In accordance with the members of linguocultural community conceptual systems coordination and adjustment the language elements in question become part of the linguistic reality within a certain culture under the influence of linguistic and extralinguistic factors, thus performing various discursive functions (Vishnyakova, 2022).

#### **Material and methods**

The material chosen for the present research includes anthroponymic formations, anthroponymic nicknames primarily, in various English discourses, including literary space, public relations area and the domain of politics. To understand the specificity of the linguistic units in question we should proceed from the premise that they tend to possess certain characteristics typical of their functioning in the particular discourse, which refers to both their linguistic and extralinguistic peculiarities (Vishnyakova & Vishnyakova, 2020; Minyar-Beloroucheva et al., 2022). It should be noted in this connection that the creative use of anthroponyms constitutes one of the most sensitive areas of discourse to reflect dynamic changes of language in the present day human society (Vishnyakova & Vishnyakova, 2020). Thus, though the nominative function of anthroponyms is evident and indisputable, as they name human beings as part of the reality and play the identification role, their distinguishing and highlighting abilities go hand in hand with generalizing capacity, which extends the area of their functional opportunities. Otherwise stated, anthroponymic names and their functional characteristics can be discussed with respect to their types and peculiarities within a certain culture. As for anthroponymic nomination, a number of recent publications can be adduced as the example of deep and thorough analysis based on the principles of anthropocentricity and functionality, with special reference to axiological and motivational issues as well as typological classifications that exist within the research

area in question, including comparative studies (Alieva, 2022; Imayo et al., 2022; Juraeva, 2021; Lutfullaeva, 2021; Malyuga & McCarthy, 2020, Mubarakshina & Fattakhova, 2021; Troplini, 2015).

It should always be borne in mind that at the dawn of mankind people used to have nicknames that in most cases referred to the realia concerned with nature and life in the natural surroundings. In the course of a human's life a nickname could be changed according to certain situations and circumstances, though the role of evaluation was not so important at that time and many of the nicknames owners had got their names and nicks after their died relatives, thus being identified as their descendants. At the same time this couldn't be called a kind of regularity yet, as many of them could receive their names from the animals or plants, or some other natural phenomena nomination areas. It is a well-established fact that in some cultures a man could possess several names or nicknames, from which only one was given for the every-day use, while the others fulfilled different, sometimes sacral functions. Things become further complicated in case we refer to the modern period of language existence, when sobriquets, or nicknames as the units of secondary nomination, both at the levels of form and meaning, express attitudes and opinions being born in the society. Experts write that "the search for the meaning of a nickname is supplemented by other considerations such as its special significance or its place in wider patterns of activity. Meanings of nicknames are not to be found in dictionary definitions or even necessarily in their origins, but in their uses in everyday life. The difference between a person's nickname and a behavioral description of that person is that it is only the use of the name that guarantees the meaningful identification of the person" (Leslie, Skipper, 1990, p. 276). This kind of nomination based on imagery and various types of linguistic and cognitive modifications first and foremost fulfills evaluative function induced by the surrounding's views and requirements in accordance with the scale of values and recognized modes of behaviour. Very much depends on cultural traditions and nuances within these terms as the way metaphorical comprehension of the reality as well as stereotypical unification are carried out is largely unique to each linguocultural community, which has its representation at various levels of linguistic and other semiotic systems expression (Deutschmann, Steinvall, 2020; Kurpicz-Briki, Leoni, 2021; Orlando, Saab, 2020).

Otherwise stated, while discussing anthroponyms as part of human language and culture not only their linguistic functioning peculiarities should be analyzed, but also the heuristic domain of their realization, which deserves special attention in terms of analytical procedures based on the integrative methodological approach. Thus, in the course of the investigation semantic structural analysis, which refers to the process of linguistic meanings formation and semantic functional analysis that concerns the process of dynamic transformations in semantic structure of the units in question have been used, as well as functional-stylistic analysis that refers to the stylistic means and devices actualization in order to achieve a certain stylistic or rhetorical effect to produce special impact while communicating with the target audience; contextual analysis that concerns contextual varieties in which semantic and environmental peculiarities of language are manifested, discursive analysis that deals with linguistic, extralinguistic and linguistic cognitive peculiarities of the units under consideration in their close interaction, linguo-culturological approach that concerns culturally significant information, the approach based on the interrelation of linguistic semiotics with general semiotic issues have been taken into consideration. Interpretation of discourse analysis refers to the differences of language manifestations in various social interactions and varieties and primarily concerns functions performed by the linguistic representations under analysis.

It should be added that the research is based on the principle of interconnection between semasiological and semiotic aspects of language functioning, which deals with such linguistic sign properties as iconicity, identification, symbolization, visual and sound associations ability, etc. Methodologically it is also important to mention such significant issues as values, beliefs, rituals, customs and traditions, represented by linguistic sign cultural experience as well as other cultural knowledge characteristics.

### **Results and Discussion**

As has been stated above, the research in the field of anthroponymic sobriquets in terms of primary and secondary nomination processes is referred to the emergence of new meanings and structures with respect to the associative nature of human consciousness, where linguistic sign multifunctionality should be taken into particular consideration. The linguistic units under analysis find their representation in various

discourses and fulfill different functions depending on the communicative-pragmatic characteristics of the corresponding text, alongside their own expressive-evaluative loading, which they possess due to their originality (Hlushchenko et al., 2021; Ismailov et al., 2022; Madiyeva, Karaman, 2021). For example, in the world cultural space whose representations can be manifested by literary discourse, including literary analysis and criticism, the units of secondary nomination may be used to distinguish prominent features of the authors widespread at the level of public opinion (e.g. “The Bard”, ‘The Swan of Avon”, “The Globe Man” for William Shakespeare, “Poets Poet” for Edmund Spenser, “Boz” for Charles Dickens) or literary characters to reflect their most significant peculiarities and, in the domain of creative literary work, to achieve the necessary stylistic effect (Vishnyakova & Vishnyakova, 2020, p. 26-28). Very much depends on extralinguistic situations and communicative-pragmatic purposes of the speech events that contain anthroponymic sobriquet structures. Thus, for instance, it was much due to the commercial success of Agatha Christie’s books to call the author “The Queen of Crime” to instill the feeling of the great detective writer, her sense of creating plots and mastering suspense. In general it can be stated that nicknames used in literary discourse help highlighting the grandeur of the author and the importance of a certain piece of literary art, though in the literary world there do exist nominations with ironical loading and negative colouring that express the society’s opinions.

As for politicians’ names and nicknames, they may become part of more complex language units, referring to the person or carrying strong associations with the personality as well as other specifications. For example, the 45-th US president Donald Trump is often referred to as “the Donald” or “DFT”, whereas the proper name of the former US president Barack Obama nominated his 2008 presidential campaign as “Obamamania”. The other examples that reflect the ability of personal names and political nicknames to become popular and serve as the bases for new nominations in the majority of cases correspond to the political personalities’ biographical data or activity and some global events, as well as part of discourse of advertising, thus representing their usefulness and utilitarian capacity. For example, in the American political space, where slogans, contracted forms and sobriquets actualization is implemented as the generally accepted and firmly established tradition (Vishnyakova & Vishnyakova, 2020), some proper names serve for the

formation of new linguistic units of a complex character. Thus, the election campaign of Harry S. Truman used the slogan “Give 'Em Hell Harry,” which then acquired the status of a separate lexeme and could be used as the new nomination referring to the domain of nicknames. Based on various types of word-play a number of new linguistic units that in the course of time have become popular emerged in the English-speaking linguistic reality: among such nicks as Cautious Cal, Cool Cal, Silent Cal an American president Calvin Coolidge used the election slogan “Keep It Cool With Coolidge”; Lyndon Johnson’s presidential campaign was under the slogan of “All the way with LBJ”, where his abbreviated full name was used, etc (List of nicknames of United States Presidents, URL).

Thus, both meliorative and pejorative characteristics of political leaders can be represented in the anthroponymic sobriquets under analysis. For example, the political nickname “Tricky Dick” was attributed to Richard Nixon in the Democratic Party advertising in California, which says “Look at ‘Tricky Dick’ Nixon's Republican Record” (List of nicknames of United States Presidents, URL). In this case an exclusively negative assessment is expressed by the adjective “tricky” (“difficult to handle or deal with; full of hidden or unexpected difficulties; deceitful, clever in cheating”) in combination with the diminutive form “Dick”, which at the same time corresponds to the contracted form from “Richard”. This linguistic structure directly associates with the well-known euphemism “Cricky dick”, used in some English-speaking communities to avoid mentioning the saint and evil spirits out loud, for the purpose of political correctness in everyday speech. In lexicographic sources one may come across the following explanation of the “Cricky dick” collocation: “An expression of anger, surprise, shock or despair combining twinned substitute euphemisms crickey (for Christ) and dick (for the devil). The expression is an example of the age-old practice of wanting to exclaim the name of a religious figure, while trying to avoid offence by doing so. Accordingly, many similar-sounding words developed, which could be said with impunity: Oh my goodness rather than Oh my God; cripes and crickey rather than Christ” (Cryer, 2006, p.45). Thus, as far as the political leader’s nickname descends is concerned, it can be stated that it refers to the euphemism characterized by the sound similarity and possesses negative connotations to produce a certain stylistic impact on the target audience.



At the same time euphemisms can be used not only to achieve the effect of politeness in communication but also to carry out manipulative influence on the addressee (Akopova, 2023, p.31), which in the present case contributes to the active inclusion of the associative sphere and background knowledge of the target audience in the course of assessment forming.

Some nicknames coming from the political discourse are well-known and serve as the examples of anthroponymic sobriquets extensive use: "The Iron Lady" - Margaret Thatcher, the former Prime Minister of the United Kingdom, was known for her uncompromising leadership style and her conservative policies; "Tricky Dick" - Richard Nixon, the 37th President of the United States, was given this nickname due to his reputation for political cunning and his involvement in the Watergate scandal; "The Great Communicator" - Ronald Reagan, the 40th President of the United States, was known for his skillful use of rhetoric and his ability to connect with the American public; "The Iron Chancellor" - Otto von Bismarck, the first Chancellor of Germany, was given this nickname due to his strong leadership and skillful diplomacy in unifying Germany (The best political nicknames, URL).

Some of the sobriquets in the field of politics are based on metaphorical representations, including the notion of colour, which refers to political leaders ethnic characteristics and sometimes violates political correctness principles. For example, the following contexts that contain Condoleezza Rice's name have been based on both strong meliorative and pejorative characteristics, which can be opposed to each other.

1. "The now-deceased Libyan leader harbored a bizarre crush on the former Secretary of State, assembling an adoring scrapbook featuring news photos of her and at one point writing a song called "Black Flower in the White House" (Secrets from "Black Flower" Robot-Saint Condoleezza Rice. URL).

2. "I must admit that I do enjoy the barbed satire of Garry Trudeau's Doonesbury. Recently, Trudeau's political observations ran a red light in referring to the nation's National Security Advisor, Dr. Condoleezza Rice, a black woman, as "brown sugar". Frankly, the political satire in the April 7, 2004 Doonesbury escapes me and most women I know, black or white, liberal or conservative, Democrat or Republican" (Doonesbury Comic Strip. URL)

3. “Bush's nicknaming proclivity is noted enough to have attracted a variety of satire, including a New York Times humor piece and a Doonesbury strip where “Condi” is admonished with the phrase “Careful, Brown Sugar” (Doonesbury Comic Strip. URL).

Thus, in the first example both lexical and syntactic parallel constructions are used to emphasize the idea of the two colours opposition - “the black flower” vs. “the White House”, that enables the author to achieve positive evaluative effect. In the second and third cases the concept of “the black sugar” refers to a different cultural background that originates to the “Brown Sugar” song by “Rolling Stones” (1971), and the implication concerned with English slang and criminal issues (Brown Sugar. URL). Otherwise stated, entire layers of cultural and linguistic information as well as national-cultural mentality can be reflected in an anthroponymic nickname. At the same time an anthroponymic nickname can be considered as one of the ways of expressing evaluation, reflecting current state of affairs and sometimes expected prospects.

Generally speaking, evaluation should be regarded as the result of objective and subjective factors interaction, which involves comprehensive analysis of the cognitive bases of evaluation and assessment phenomena as well as contexts of various types that contain the linguistic representations under study (Giraldo, 2019; Thompson, Alba-Juez, 2014). Values play an important role in the course of assessment and evaluation forming, acting as guiding principles, which influence attitudes and behaviors in the society, and serving to represent personal concepts and beliefs, promote specific modes of behaviour, determine various transcend situations and preferences of cultural linguistic community members, reflecting institutional features of discourse (LaVelle et al, 2022; Schmidt, 2008).

It is a well-established fact that to achieve success in communication various linguistic potential abilities acceptable by a certain linguocultural community are used. In the course of anthroponymic sobriquets actualization one may be confronted with a number of ways and solutions represented in the domain of political nicknames and their functions actualization, which refers not only to purely linguistic aspects of their use, but also to the utilitarian, namely heuristic abilities of the linguistic phenomenon in question. This approach primarily concerns the peculiarities of a linguistic sign as the objective representative of

language abilities. One of the most important discursive features of a linguistic sign is its index character that concerns with its ability not only to designate, but also highlight and point to an object in an extralinguistic aspect, taking into account the possibility of it performing various functions based on the identification of certain features. The word as a sign can also act in a password function - the function of attributing an object and the sign denoting this object to a separate area, an understanding of the essence of which can only be accessible to a certain group of people. In this case, the sign encodes information that is subject to adequate interpretation only from the outside, based on the knowledge of certain realities and purposes of encoding. Information compression in this case acts as a process of optimizing a statement based on an understanding of the essence of the sign indexical feature. The evaluative information contained in the linguistic sign represented by a nickname, allows not only to take into account the fact of the emergence of the unit of secondary nomination for a given object, but also to identify the peculiarities of society's attitude towards it.

Such issues as linguistic economy and linguocreativity are closely connected and based on the use of natural human language potential, manifested at all levels of representation to create functionally and semantically capacious linguistic units that sometimes possess the element of imagery (Vishnyakova, Lipgart, 2023). It goes without saying that anthroponymic nicknames are no exception in this regard and can be discussed in terms of the result of compression of information at various levels of linguistic expression as a complex of semantic and expressive-emotional-evaluative properties of linguistic units in the domain of language, as well as, being carriers of imagery that reflects the needs and reactions of the society, part of general semiotics area.

Considering PR discourse per se, it should be emphasized that the main purpose of the communication practice in question is to construct a positive image of a personality or company and further promotion among the widest possible audience (Wolstenholme, 2013). Anthroponyms can be referred to as not only individuals' names, but also as symbols, entailing certain important qualities and characteristics. The pragmatic use of proper names found in press releases of major international companies, constituting the bulk of PR texts, testifies to the appeal to respect and take the level of background knowledge of the target audience into special consideration. The connotations, the emotions

entailed, the direct associations with the personality, their profession, position, status and authority contribute to the persuasive effect of the texts with the aim to construct a positive image of the company in question.

The use of anthroponyms in PR-discourse is not confined to the nominative function alone, but possesses suggestive character, which contributes to the formation of the positive image of the company and its activities, proclaims certain ideas and shapes attitudes of the general public. Modern practitioners of advertising and PR claim that the use of celebrities in promotion campaigns is akin to the role of ambassadors and becomes a characteristic feature of the present and future company-consumer communication practice: “Multi-faceted campaigns offering PR, promotions and online advertising, created a platform for the wide-reaching brand ambassador roles that would grow throughout the next 20 years” (Cavill, 2018). The use of names and nicknames of celebrities supporting a particular company in its promotion campaigns and PR-activities delivers certain characteristics to the company, endowing it with additional meanings and associations to be interpreted by the audience. Family nicknames, sometimes cited in PR-releases that use outstanding people’s images, help shaping personality and the focus on female-oriented stories told through films, television and digital projects help the actress promote the social cause of gender equality, family values and care for the children worldwide

Personal names as well as anthroponymic nicknames are important in the process of creating the required communicative-pragmatic and emotional-evaluative effect. It should be noted in this connection that personal names as well as anthroponymic nicknames are equally important in the process of creating the required communicative-pragmatic and emotional-evaluative effect. To illustrate the point we shall consider the examples of the Procter and Gamble (P&G) press releases introducing Hollywood star Reese Witherspoon on her mission to promote gender equality in society throughout the world by means of changing the domestic roles in the families resorting to the use of P&G products. Universally acknowledged as an actress addressing feminine issues in movies, she is a producer and an entrepreneur famous for the advocacy of social cause. The actress was awarded several prestigious titles and rewards including ‘One of the most influential people in the world’ (2006) and was placed among Most Powerful Women in 2019.

Among other activities Reese Witherspoon is also a long time supporter of children's rights, helping provide children around the earth with education, healthcare and emergency aid. For PR discourse, the use of the proper name of the actress and the outstanding achiever secures reference to the positive cause of the company, the support of those in need and the promotion of the goodwill.

Here is an excerpt from the P&G press release at the [www.marketingdive.com](http://www.marketingdive.com) website featuring Reese Witherspoon: "*P&G is one of the largest sellers of household cleaning products in the world, but its latest partnership around "Fair Play" shows the company taking steps to recognize how domestic work can often be imbalanced, particularly against women. Teaming with Hello Sunshine to develop branded podcasts and video series for The New York Times bestseller signals another way the marketer is turning away from a focus on traditional advertising to instead invest in deeper content integrations... Hello Sunshine has gained traction for Witherspoon since she launched the media initiative last year. The company has recently worked on TV series including Apple+ TV's launch title "The Morning Show" and season two of HBO's "Big Little Lies," both of which star Witherspoon. Last fall, it made its first push into podcasts with a network focused on female creatives, per The Hollywood Reporter*" (Marketingdive, URL).

One more example includes the announcement of Serena Williams, a female athlete, who has an outstanding sportive record of having once become world number 1 in women's single tennis, to become the change agent to promote gender equality issue in sports and in business. She has been involved in heated discussions with the aim to ouster sexism from these spheres. The Forbes magazine has placed her among the richest self-made women. With the venturing companies, she aims to support women-led start-ups or those led by people of colour. Being by far the most famous female sportswomen in the USA, she manages to cover a vast audience, including Millennials, blue collars and people of high income (The Q scores likeability grade of celebrities) (the Forbes, URL). Given the high-ranking achievements and the winner reputation, PR discourse takes advantage of the proper name of Serena Williams, promoting equal chances and opportunities to genders and races. Being endowed with the various titles and anthroponymic nicknames, including "Queen of court", 'Serenity', 'The Serene One' and "The great Serena" the athlete helps promoting the image of competitive spirit, calmness and

stable achievements for women in sports and in business. Anthroponymic structures are used in PR texts, in social networks, video spots and other means of multimodal way of communication with the public alongside the professional achievements of people for the audience to create a direct association with their personalities and the products promoted (Malyuga & Orlova, 2016). This soft way of educating the audience also contributes to the promotion of social and environmental concerns and raises public awareness in certain aspect of social life (Sergienko et al., 2021).

The choice of the celebrity or another person to perform the role of the ambassador for the brand of a whole PR-campaign is by no means accidental. There is a clear trend for strong independent women to promote equality in gender roles in society, or sportsmen promoting a certain way of life and a conviction in a cause. What is also important in the use of proper names (both personal names and anthroponymic sobriquets) in PR discourse is a strong association with the profession, position or the status of the person mentioned, which helps construct a positive image of the company in question.

Otherwise stated, antroponyms help create a strong brand image for an individual, an organisation or a social cause, which is a powerful mechanism in shaping the public's opinion, raising awareness for most acute social issues and promotes effective communication. In the majority of cases nicknames of outstanding people, which lead communication to the direction of privacy and simplicity, are used to produce a certain communicative effect in order to establish contacts, to eliminate and avoid conflicts and create the atmosphere of confidence and mutual understanding, shaping and reforming the public opinion and strengthening relations between the company representatives with the target audience.

### **Conclusions**

In conclusion it can be stated that anthroponymic sobriquets as the result of particular attitudes manifestation fulfill a number of functions, the most important of which are identification, sometimes on the basis of generalization, and evaluation, which may initially possess individual subjective properties, thus, in the course of time becoming available to the wider community as a kind of linguocultural mutual possession. While being used in various discourses they tend to acquire discursive

characteristics determined by particular communicative situations and communicative-pragmatic purport of texts under consideration.

At the same time an anthroponymic nickname can be regarded as the result of optimization process due to its semantic loading that combine both its meaning and function, with respect to its secondary nomination origin, and the heuristic aspect of its actualization in particular linguistic and extralinguistic environment. The process of meaning convolution is conditioned and burdened by the presence of evaluative connotations, represented at the level of imagery, being motivated by various initial properties of the object of nomination. Otherwise stated, the units of secondary nomination under analysis can be in a certain sense discussed in terms of linguistic economy issues as well as intellectual and physical effort saving due to the semantic and structural compression manifested by their linguistic form. The heuristic aspect of anthroponymic sobriquets refers to saving mental and linguistic effort to identify and describe a certain object of the reality (a human being in this case), focusing on its most prominent and relevant features, which sometimes is especially important in situations of uncertainty or lack of valid information, including the necessity for its encoding and disguising. In such cases imagery and language are used to represent evaluations and judgments, as well as implication and inference, thus being manifestations of the phenomenon in question within corresponding discourse surroundings.

Thus, the analysis has shown that

1. An anthroponymic sobriquet functions as an exponent of a subjective assessment, which in the course of time, under the influence of certain circumstances, becomes the manifestation of the assessment and opinion of a culturally linguistic society and tends to possess objective peculiarities.
2. An anthroponymic sobriquet can be considered as a carrier of cultural information, relying on the cultural experience of a linguistic sign and reflecting transformations to which a given sign may be subject to, depending on the influence of various discursive factors, both linguistic and extralinguistic. In other words, an anthroponymic nickname, expressed through a linguistic sign, can serve to be the basis for creating a new nickname or some other linguistic structure that possesses its semantic and functional characteristics.

3. An anthroponymic nickname can perform a password function and thus be used to represent meanings and connotations, easily understandable and adequately interpretable by a certain part of the cultural linguistic community. In this case, the information that is transmitted through this linguistic sign has a compressive, optimized character as it refers to a certain group's background knowledge correspondence with common semantic and functional conceptual bias.

4. An anthroponymic nickname, reflecting the most significant characteristics of a person, either meliorative or pejorative, may perform a persuasive function and be used for the purpose of manipulating the target audience.

5. An anthroponymic sobriquet has the ability to identify the discursive variety in which it functions. Both functional and heuristic properties of an anthroponymic nickname are closely related to its actual discursive properties.

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