THE SIGNIFICANT IMPACT OF COGNITIVE LINGUISTICS ON THE URBANONYMS AS IMPRINTS OF CULTURAL MEMORY (ON THE EXAMPLE OF THE CITIES KYIV AND VILNIUS)

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SUMMARY
The article has been dedicated to the description of the considerable influence of cognitive linguistics on the urbanonyms on the examples of the cities Kyiv and Vilnius. The total amount of the analyzed street names is 60 (40 Ukrainian and 20 Lithuanian). The problem of the research is urgent taking into consideration the street naming and renaming processes as the indicators of the fatal changes in the countries; is it possible to view the street names as imprints of people's cultural memory; how the collective memory works; how the nation's experience influences; is phenomenology the backbone of the street naming/renaming processes.

This research is an attempt to analyze phenomenology and apply the prototype theory within the scope of the street naming or renaming processes in Kyiv and Vilnius, the countries with the same past and the different ways out the USSR. It is investigated how people's memory operates and how the national awareness and cognitive processes can change the course of the events. The phenomenology is directly concerned with humans' cognitive process which in its turn has the particular consequences to the nation and the state building.

The research definitely has perspectives for the future. The street names are insufficiently explored and are not debated to the full extent. The main purpose is to observe how the street titles are categorized in mind and what are the reasons of their renaming, involving the mutual

historical background as the parts of the USSR. Nevertheless, the phenomenon of such an enormous time gap in European route between Kyiv and Vilnius can be explained with the help of national cognition and its development.

__Key words:__ urbanonyms, prototype theory, street naming/renaming processes, phenomenology.

Introduction. Language is a way of organizing knowledge which depicts interests, needs and experiences of individuals/nations/ countries/cultures. Cognitive linguistics is regarded as an approach to language study which has a purpose to explore the interaction and intersection between language and cognition. It is scientifically admitted that almost all linguistic phenomena can be explained with the help of general cognitive principals.

Previous research. Cognitive linguistics is relatively new scientific approach according to the fact that the roots of it dates back to 1959 (the XXth century) which was presented by Noam Chomsky's critical review of B. F. Skinner's «Verbal Behavior» (Greenwood, 1999). On the contrary, there was a coalition of George Lakoff and Ronald Langacker, a so-called 'Lakoff-Langacker agreement', who firstly used the term 'Cognitive Linguistics' with the aim to undermine the generative grammar (Peeters, 2001).

There are three key characteristics of Cognitive Linguistics: the primacy of semantics in linguistic analysis, the encyclopedic nature of linguistic meaning and the perspectival nature of linguistic meaning. The idea that linguistic meaning has a perspectivizing function is theoretically elaborated in the philosophical, epistemological position taken by Cognitive Linguistics (Johnson, 1987; Lakoff, 2006; Geeraerts, 1993). See also: (Fleischer, 1962).

Many scholars have recently reflected upon the shortcomings of Cognitive Linguistics and have put forward many beneficial suggestions, which are in full compliance with the basic law of 'negation of negation' followed by the development of the discipline. After years of rethinking, it is considered that the Embodied Philosophy and Cognitive Linguistic mainly have the following problems, which are briefly described below for reference by scholars.

The first flaw is although G. Lakoff and Johnson have referred to a lot of philosophical contents and discussed the Embodied Philosophy which is the foundation of Cognitive Linguistics,

but the philosophical standpoints of 'materialism, humanism and sociality' are absent in their works. The second shortcoming lies in the fact that G. Lakoff and M. Johnson have never been able to rise to the height of the postmodernist philosophy of embodied humanism, because they simply opposed to N. Chomsky's concept of the ideal human based on which they have strongly criticized the minuses of the previous linguistic theories. The third drawback is that the scientists actually did not rethink Anglo-American analytic philosophy and did not clearly state the difference between Embodied Philosophy and analytical philosophy. The fourth disadvantage is that they have sometimes made mistakes of mixing the Western traditional philosophy with Postmodern Philosophy. According to the latter, the 'Embodied Philosophy' they have proposed is a challenge to the entire Western philosophy which has completely changed the traditional creed, then the Embodied Philosophy should completely belong to the category of Postmodernist Philosophy, such as 'unconsciousness thought', 'metaphorical concept' and so on all having distinct characteristics of post-modernity, but they have failed to realize this. They (Lakoff, Johnson, 1980) have mentioned the need for rational reconstruction, which is a guilty of 'embodied rationality as the only right way', misleading from time to time to reveal the Embodied Philosophy and the Cognitive Linguistisc can deal with everything and solve all the problems. This is the fifth downside. Human beings can only go along the road of «negation of negation» forever, which is a long road of continuous exploration of truth, far from the absolute truth. To strive while there is life to live. The sixth weakness is that even though there are many synonymous terms used in Cognitive Linguistics: 'framework', 'model', 'schema', 'prototype', which connotation is overlapping and boundaries are blurred, the worst is that only the term 'cognition' is highlighted in the subject name 'Cognitive Linguistics', which fails to distinguish it from the N. Chomsky's research on language cognition. The last shorting is connected with 'phenomenology of perception. It is believed that it should be based not only on the inside of the 'body', but also on the 'real world' which is outside the body. Humans ought to reflect the principled of materialism and the Embodied Philosophy,

and adapt to the embodied humanism in postmodern philosophy, but G. Lakoff and Johnson failed to realize this principle well.

In a nutshell, G. Lakoff and M. Johnson (Lakoff, Johnson, 1980) have summarized all the past philosophical theories as Objectivism and have conducted in-depth criticism. On this basis, they have put forward 'nonobjectivism', and they have pointed out that if the conceptual metaphor is true, all objectivist views on meaning and knowledge are false (Lakoff, Johnson, 1980: 273). G. Lakoff (Johnson, 1987: 158) also says that all the doctrines of objectivism about human thought and language are problematic if they are not completely wrong. This clearly shows that all the previous theories are wrong, and naturally it concludes that their theory is the only correct option which is obviously inconsistent with the pluralism emphasized by postmodernist philosophy.

Cognitive Linguistics has made great achievements over the past 20 years (Wen, 2014). «The Oxford Handbook of Cognitive Linguistics» was edited by D. Geeraerts and published by Oxford University Press in 2007, where the whole panorama of Cognitive Linguistics is exhibited. Two collections «Cognitive Linguistics: Basic Readings» (2006) edited by D. Geeraerts and «The Cognitive Linguistics Reader» (2007) edited by Evans, Bergen and Zinken have incorporated a big number of classic essays concerning Cognitive Linguistics and have a great importance to linguists.

One more significant accomplishment of the expansion of Cognitive Linguistics over the past years is that Cognitive Linguistics associations have been founded in many countries. Besides the International Cognitive Linguistics Association (ICLA), there are many other affiliates including Discourse and Language Association founded in 2005, French Cognitive Linguistic assosiation (AFLiCo) in 2005, The Scandinavian Association for Language & Cognition in 2006, the Ukrainian Association of Cognitive Linguistics and Poetics (UACLIP) in 2012, Czech Association for Language and Cognition established in 2018.

Cognitive psychology formulated a great amount of theories of concepts and categorization, stating that human's theories of the world implement conceptual knowledge and their organization is partly represented in the theories. The prototype theory is one of them. It is based on Rosch's ground breaking

research of the internal structure of categories It appeared as a result of a growing dissatisfaction of the cognitive linguistics classical-definitional theory and componental analysis (Murphy, 2002). According to Eleanor Rosch's studies, the categories in our mind are structured around prototypes (Rosch, 1988).

There are some vital features relating the protype theory: categories are represented in the mind by prototypes; category membership is determined by the degree to which items resemble the prototype; there are no clear rims; the different degrees of typicality are presented in the items of a category.

Despite the fact that the studies in the paradigm of Cognitive Linguistics share a common set of guiding principles and assumptions, they may have different perspectives or orientations. The content «Phenomenology-based Cognitive Linguistic research» is applied to this scientific work. The research from this perspective is primarily based on phenomenology, which is proposed by Husserl. One important slogan of phenomenology is «Go back to the thing itself». In other words, we should get rid of all prejudices and confront the thing itself rather than what's behind it. Cognitive Linguistic research based on phenomenology mainly consists of prototype theory, prototype semantics, lexical network theory, conceptual metaphor theory, conceptual metonymy theory, embodied realism and cognitive pragmatics, etc. It is well-known that prototype theory is the footstone of Cognitive Linguistics.

Theoretical background. Urbanonyms are considered rather well-researched area of toponyms (a proper name of a separate geographical location, such as a town, village). However, the street names are not involved in this process to the full extent. More and more scientific researches are dedicated to detailed analysis of urbanonyms nowadays.

Tarpley Fred (1996) and Willy Van Langendonck (2007) study this topic as a separate branch of onomastics. Tarpley Fred (1996: 1498) gave the following definition to the «Urbanonyms»: «these are some names selected randomly without regard to a system and others are chosen deliberately to aid in their location. Street names are sometimes bestowed to reflect the region's personality or of the namegiver. As with the patterns of language, architecture, religion, food, and other social elements, street names may be used

to delineate areas of cultural geography». Willy Van Langendonck (Van Langendonck, 2007: 270) considers the notion 'name field' as the structuralists 'application in post-war onomastics.

The street name is at the focus of the scientific interest nowadays. Moreover, the prehistoric conditions and factors of its occurrence. They are an integral part of toponymic vocabulary and that is why onomatologists pay a great attention to this issue. Ukrainian researcher Yu. O. Karpenko worked with a conceptualization of toponyms and the realization of mental models as a part of Indo-European language family (Karpenko, 1967). Iryna Mahrytska's scientific attention is focused on the impact of urbanonyms on the cultural identity of cities/towns. The scientist Laimute Balode works with the connection of names of the inner-city objects with national identity as a resource as well as semantic and sociolinguistic feature of urbanonyms (Balode, Bušs, 2007). Valeriya Yu. Neklesova's surveys deal with the reflection of the national and linguistic image of the world in the onymic landscape (Neklesova, 2010). Stefan Brink explores cultural, historical and geographical transfers of proper names (Brink, 2016). Katalin Reszegi's «Mental Aspects of Proper Names» is worth mentioning, because it is an attempt to involve the achievements made in psycholinguistics and neurolinguistics on the mental representation of proper names (Reszegi, 2018).

The aim is to compare the linguistic and cultural Ukrainian and Lithuanian features of the urbanonyms as imprints of cultural memory, their cognitive and linguistic aspects.

My scientific choice of these particular countries is based on two factors. Firstly, both languages are parts of the Slavic Baltic languages of the Indo-European language family. Secondly, two countries have the mutual historical soviet past, but the time frame of its existence is different: Ukraine [1922–1991] and Lithuania [1940–1990].

At present the number of occurrences for analysis includes Ukranian and Lithuanian urbanonyms. The total number is estimated at 80 urbanonyms (60 Ukrainian ones and 20 Lithuanian).

The following **objectives** were set to achieve the **aim** of the research:

1) to present the reasons of the street naming/renaming processes;

2) to classify the street names according to 4 criteria: the criterion of its naming based on a proper name (religious/historical figure), a historical building or event, a geographical name, a commonly used vocabulary;

3) to analyze the common and different features of Kyiv and Vilnius urbanonyms in soviet and post-soviet time frames.

Methodology. Material for the analysis of Ukrainian and Lithuanian urbanonyms were collected from electronic databases: «Vietovardžių žodynas» (Vietovardžių žodynas, 2007; see also: The list of streets in the city of Vilnius 2023), handbooks: «Київський топонімікон», «Короткий топонімічний довідник», historical documents: «Закон про декомунізацію датований 21 травня, 2015 № 317-VIII» (The law on decommunization, 2015). A mechanical search of urbanonyms was also used as well in order to obtain more reliable and accurate results.

The following methods are used during the practical part of the research: a statistical method — was implemented in order to give mathematical calculations of urbanonyms in Kyiv and Vilnius during two different periods; a descriptive method — was applied for the critical analysis of origins, motivation, functions and semantics of the selected urbanonyms; a comparative method — was used to compare the urbanonyms of two capitals: Kyiv and Vilnius as well as two historical periods in the street renaming process: soviet and post-soviet.

This research is an attempt to apply the prototype theory to the scientific work as a part of Cognitive Linguistic based on Phenomenology. Phenomenology is the analysis of structures of consciousness as experienced from the first-person point of view. The most prominent representatives of this philosophical subject are Heidegger, Husserl, Merleau-Ponty, Sartre and etc. (Stanford Encyclopedia of Philosophy, 2003). The procedure of naming or renaming the streets is a cognitive process, where language and cognition work for the same aim: the emergence of the appropriate street titles, which corresponds the history aspect, the cultural aspect, the national aspect, as well as the linguistic one.

Findings. The first group is the urbanonyms based on a proper name. The first criterion of the database analysis has got its foundation on street naming, which is based on a proper name (historical figure).

The number of street names based on a proper name (historical figure) in Kyiv in soviet period is 32, in post-soviet period — 40, so there is a slight difference. The situation in Vilnius is practically the same: 15 units in soviet period and 10 in post-soviet time frame.

The prototype theory can serve for clarification of this process. Thus, the first example of the prototype for Ukraine and Lithuania in the soviet period is the leader of Soviet Union, in particular Vladimir Lenin and Yosif Stalin: *Stalino prospektas (1945–1961)* — *Lenino prospektas (1961–1989)* — *Gedimino prospektas* in Vilnius, Lithuania.

Also, during the soviet reigning there was a tendency to name the streets in honor to the supporters of this regime: *K. Giedrio gatvė* (Kazys Giedrys was a Lithuanian revolutionary and communist political activist) — *Švento Ignoto gatvė* in Vilnius, Lithuania; *Вулиця Фрунзе* (Mikhail Frunze was a soviet revolutionary, politician) — *Вулиця Кирилівська* in Kyiv, Ukraine.

The significant amount of the soviet streets is named after the culture and scientific figures: *J. Paleckio gatvė* (he was Lithuanian journalist, author and politician) — *Totõrių gatvė* in Vilnius, Lithuania; *Вулиця Мічуріна* (Ivan Michurin was a soviet practitioner of selection) — *Вулиця Ломаківська* in Kyiv, Ukraine.

It can be distinguished one more prototype, according to which the street titles obtain their name after the historical event — World War II. This category includes a certain quantity of prototypes: a war veteran, a city/town where the biggest battles happened, a particular war terminology. *Вулиця Маршала Гречки* (he was a soviet military commander and Marshal of the Soviet Union) — *Вулиця Івана Виговського* in Kyiv, Ukraine; *Raudonosios armijos alėja', later 'Raudonosios armijos prospektas* (the army and air force of the Soviet Union) — *Savanoriu prospektas* in Vilnius, Lithuania.

The post-soviet period in Ukraine can be described by two major events: Revolution of Dignity (2015) and Russo-Ukrainian War (2022). Consequently, the street renaming process is based on nowadays heroes and the long-forgotten figures: *Вулиця Олександра Бестужева* — *Провулок Кузьми Скрябіна* (he was a Ukrainian singer, poet, writer, TV presenter, producer and actor, Hero of Ukraine who fought against the then government. However, Lithuanian street names have got more peaceful script,

therefore most new titles incorporate the names and surnames of the distinguished people who were cancelled by the Soviet authorities: *Lenino prospektas* – *Gedimino prospektas* (this historical figure was Grand Duke of Lithuania); *Lenino aikštė* – *Juozo Tumo-Vaižganto gatvė* (this person was a Lithuanian writer, press worker, literary historian, critic, public figure, pedagogue, priest).

One more prototype is the street name which is honored to a historical building or event. The street titles which are named after a historical building or event in Kyiv in soviet period enumerates 2 and in post-soviet period – 2: *Бульвар Дружби Народів* (it was opened on 7 November 1982, amidst the celebration of the 1,500th Anniversary of Kyiv, to commemorate the 60th Anniversary of the USSR and the «reunification of Ukraine with Russia in 1654») – *Бульвар Миколи Міхновського*. The example of such a street is absent in Vilnius in soviet times, but there is 1 in the independent period: *Dominikonų gatvė* (named after the Dominican monastery and the Dominican Church of the Holy Spirit).

The third group involves the street titles that are named after some geographical features. The geographical feature is the basis for 11 in Kyiv in soviet period and 11 in independent: *Вулиця Красноводська* (in honor to Krasnovodsk, the Turkmen city) – *Вулиця Хотинська* (to commemorate a Ukrainian present-day town Khotyn)*; Вулиця Московська* (this street title gained its name due to the fact that Moscow was the capital of USSR) – *Вулиця Князів Острозьких*.

The amount of these streets in Vilnius are much less: 2 streets in soviet period and 3 in the independent time frame: *Suzdalska gatvė,* then *Mortos Mindaugienės gatvė* (Suzdal is Russian town) – *Taraso Ševčenkos gatvė*; *Zakretnaya (Zakretowa) gatvė* (after the name of the area in which the Viliia River makes a wide loop) – *M. K. Čiurlionio gatvė*; *Muziejaus gatvė* – *Vokiečiū gatvė* (it is one of the oldest streets in Vilnius and its name arose from the 14th century when the German merchants and craftsman settled there).

The fourth group is the urbanonyms which have a commonly used vocabulary in them. The street names which are based on commonly used vocabulary in Kyiv in soviet period are made up of 15 units and in post-soviet time frame – 5: *Вулиця Тимірязєвська* (a proper name) – *Вулиця Садово-Ботанічна* (common name).

Vilnius has got another number of occurences: 3 units in soviet period and 5 in post-soviet time frame. *Raudonosios armijos alėja, later Raudonosios armijos prospektas* (a common name) — *Savanorių prospektas* (a common name).

Conclusions. The process of creating the new street titles is a cognitive action which engages language and cognition at the same time for the same purpose. This cognitive procedure is based on the historical, cultural, national and linguistic aspects. The research applies the prototype theory as a component of Cognitive Linguistic based on Phenomenology, the analysis of structures of consciousness as experienced from the first-person point of view.

The prototype theory was chosen to show a strong interconnection between cognitive linguistics and the research 'Urbanonyms as imprints of cultural memory'.

To sum it up, according to the category of the street names, it follows that the most frequent prototype in Kyiv and Vilnius is the street title which has got a proper name (historical figure) as its part. The second often used prototype is a common vocabulary in the street names. The implementation of a historical building or event is present in Ukrainian streets, but almost does not happen in Lithuanian. The geographical name in street titles is a widespread phenomenon in Kyiv in both time periods, but it is rare for Vilnius.

The category of urbanonyms based on a proper name includes the following prototypes: the leader of Soviet Union, the supporters of this regime, the veterans of the World War II, the culture and scientific figures in the soviet period in both countries. The post-soviet time frame involves the next prototypes: the modern heroes and the historical, old figures in Ukraine due to the Revolution of Dignity (2015) and Russo-Ukrainian War (2022). Meanwhile, the Lithuanian street titles are renamed after famous Lithuanian people who contributed to the development of the country.

Considering the prototype of the street titles which are named after a crucial event or a historical building is not as widely used as urbanonyms based on a proper name. The historical buildings are mainly shown by the religious places: churches and monasteries. The essential historical events are based on the counties' soviet background.

The prototype of the street titles that are named after some geographical features is founded on the name of cities, towns, relief

and areas. The soviet time frame in both countries had a purpose to glorify the Russian cities, that is why there are a great amount of them. Relating post-soviet period of time, the street names are significantly returned to their roots.

The last prototype of the category urbanonyms: street names are ones which have a commonly used vocabulary as part of them. Ukrainian street names in soviet period have more titles which incorporate the commonly used vocabulary (19%), than in post-soviet time frame − 6%. The Lithuanian urbanonyms has a contrary situation: 15% in soviet and 25% in post-soviet ones.

In the final analysis, there can be concluded that the street naming procedure is a cognitive process. This research is an attempt to show the interconnection between cognitive linguistics, especially the prototype theory, and the phenomenon of naming and renaming Ukrainian and Lithuanian streets in the soviet and post-soviet periods. The main limitation of the prototype theory is that categories are not always represented by prototypes, because they do not have precise boundaries and it is not clear to what extent it is possible. However, the main strength of the prototype theory relies within the idea of structuring the categories around the prototypes. This one exactly is used in this analytical synthesis.

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ЗНАЧНИЙ ВПЛИВ КОГНІТИВНОЇ ЛІНГВІСТИКИ НА УРБАНОНІМИ ЯК ВІДБИТКИ КУЛЬТУРНОЇ ПАМ'ЯТІ (НА ПРИКЛАДІ КИЄВА ТА ВІЛЬНЮСА)

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АНОТАЦІЯ
Стаття має закцентувати на описі вагомого впливу когнітивної лінгвістики на урбаноніми на прикладах міст Києва та Вільнюса. Загальна кількість проаналізованих назв вулиць

становить 60 (40 українських і 20 литовських). Проблема дослідження є актуальною з огляду на процеси найменування та перейменування вулиць як індикаторів фатальних змін у країнах, а також з огляду на те, чи можна розглядати назви вулиць як відбитки культурної пам'яті народу, як працює колективна пам'ять, чи враховується при цьому історичний досвід народу, чи є феноменологія основою процесів найменування / перейменування вулиць.

Це дослідження є спробою проаналізувати феноменологію та застосувати теорію прототипів у межах процесів найменування чи перейменування вулиць у Києві та Вільнюсі, країнах із однаковим минулим і різними шляхами виходу із СРСР. Досліджується, як працює пам'ять людей, і як національна свідомість і когнітивні процеси можуть змінити перебіг подій. Феноменологія безпосередньо стосується процесу пізнання людини, який, зі свого боку, має певні наслідки для народу та державотворення.

Дослідження видається перспективним у плані того, що назви вулиць недостатньо досліджені й не обговорюються повною мірою. Основна мета — спостерігати за тим, як класифікуються назви вулиць, і які причини їх перейменування в сучасних Литві та Україні (з урахуванням їхнього спільного історичного походження як частин колишнього СРСР). Проте феномен такого величезного розриву в часі європейського шляху між Києвом і Вільнюсом можна пояснити національною обізнаністю та інтенсивністю розвитку країни.

Ключові слова: урбаноніми, теорія прототипів, процес найменування/перейменування вулиць, феноменологія.

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