

# American Name Society



## *2017 Meeting Handbook*

JW Marriott Austin  
Austin, Texas  
January 5-8, 2017

# American Name Society

Founded Detroit, Michigan, December 29, 1951  
Incorporated under the laws of the State of Illinois, 1952

The American Name Society is a professional organization devoted to the study of names and their role in society. Information concerning membership, which includes a subscription to *NAMES: A Journal of Onomastics*, may be found at the society website:  
<http://www.americannamesociety.org/membership/>

## Officers for 2016

*President:* I. M. Nick, Germanic Society for Forensic Linguistics (GERMANY)  
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Christine De Vinne, Ursuline College (USA)  
I. M. Nick, Germanic Society for Forensic Linguistics (GERMANY)  
Dorothy Dodge Robbins, Louisiana Tech University (USA)  
Saundra Wright, California State University at Chico (USA)

# **American Name Society**

## **Annual Meeting 2017**



*The photo of this famous Austin, Texas wall mural can be found at: <http://applesundermybed.com/category/Austin/>*

**Thursday, January 5, 2017**

### **Executive Committee Meeting**

Room 201

Time: 3:00 – 6:00 PM

### **Sister Societies Meet and Greet Reception**

will be held from 8:30 to 10:00 PM in the evening in the Lobby Bar of the JW Marriott.

**ALL ARE WELCOME!**

## Friday, January 6, 2017

### 8:45-9:00 Conference Opening Address in Room 201

Dorothy Dodge Robbins (Louisiana Tech University)

ROOM 201	ROOM 202
<b>9:00-10:30 Names, Naming, and Identity (Part I)</b> CHAIR: Jason Chen (University of Florida)	<b>9:00-10:30 Names, Naming, and Literature (Part I)</b> CHAIR: Dorothy Dodge Robbins (Louisiana Tech University)
9:00-9:30 <i>Daniel Duncan</i> (New York University). Understanding St. Louis' love for Hoosier. WINNER OF THE AMERICAN NAME SOCIETY EMERGING SCHOLAR AWARD	9:00-9:30 <i>Ernest Ruffleth</i> (Louisiana Tech University). Name dropping and autobiographical incorporations in early modern verse.
9:30-10:00 <i>Ananda Muhammad</i> (Iowa State University). Pakdaengang: A cultural identity of the Makassarese people.	9:30-10:00 <i>Juan Colomina-Almiñana</i> (The University of Texas at Austin). The names of Ausiàs March.
10:00-10:30 <i>Reima Al-Jarf</i> (King Saud University). The interchange of personal names in Muslim countries	10:00-10:30 <i>Olga Khotkina</i> (Novosibirsk State University). Capitalization of personal names in Old English and Middle English tradition.
<b>10:30-11:00 Break</b>	
<b>11:00-12:00 Names, Naming, and Identity (Part II)</b> CHAIR: Mirko Casagrande (University of Calabria)	<b>11:00-12:00 Names, Naming, and Literature (Part II)</b> CHAIR: Rosamond Rodman (California State University, Northridge).
11:00-11:30 <i>Lisa Abney</i> and <i>Lori LeBlanc</i> (Northwestern State University). In-group and outsider use of identifiers in LGBTQ communities.	11:00-11:30 <i>Dorothy Dodge Robbins</i> (Louisiana Tech University) "You don't say 'Mr. Shakespeare'": Forms of literary address in <i>The Aspern Papers</i> .
11:30-12:00 <i>Sharon Obasi</i> (University of Nebraska-Kearney). Namesaking and family relationships.	11:30-12:00 <i>Cole Gill</i> (Vidalia Junior High School). The naming of Poe's leading women and his obsession with Helen: An onomastic perspective.
<b>12:00-1:00 Names of the Year Selection in Room 201</b> CHAIR: <i>Cleveland Evans</i> (Bellevue University).	
<b>1:00-2:00 Lunch Break</b>	
<b>2:00-3:00 Keynote Speech I in Room 201</b> CHAIR: Dorothy Dodge Robbins (Louisiana Tech University). <i>Dr. Zenzi M. Griffin</i> (University of Texas at Austin). Cognitive processes in name retrieval.	
<b>3:00-3:30 Break</b>	

## Friday, January 6, 2017

ROOM 201	ROOM 202
<b>3:30-5:00 Naming, Branding, and Business</b> CHAIR: Luisa Caiazzo (University of Basilicata)	<b>3:30-5:00 Names, Naming, and Literature (Part III)</b> CHAIR: Brad Wilcox (Brigham Young University).
3:30-4:00 <i>Jana Altmanova</i> (University L'Orientale - Naples) and <i>Gabrielle LeTallec-Lloret</i> (Paris University). Derivative brand names and lexical creativity: morphological approach in French, English, and Italian.	3:30-4:00 <i>Vanessa Lopez, Eva Nwokah, and Weldon Hardee</i> (Our Lady of the Lake University). Semantic, semiotic, and sound-symbol meanings in the verbal play of Dav Pilkey's humorous character naming.
4:00-4:30 <i>Mirko Casagrande</i> (University of Calabria). Branding Brexit: A corpus-based critical discourse analysis.	4:00-4:30 <i>Amber Jurgensen</i> (Louisiana Tech University). Gollum and Sméagol: Dual names, duel personalities.
4:30-5:00 <i>Patricia Lichtenstein; Samuel Spevack; and Stephanie Shih</i> (University of California, Merced). Flout or follow? Word order rules in business name binomials.	4:30-5:00 <i>Brad Wilcox, Sharon Black, Bruce Brown, Wendy Baker-Smemoe, and Whitney Laycock</i> (Brigham Young University). The connection between Tolkien's character names and the languages on which they were based.
<b>5:00-6:15 Words of the Year Vote with the American Dialect Society in the JW Marriott Grand Ballroom Salons 1 &amp; 2</b>	

## Saturday, January 7, 2017

ROOM 201	ROOM 202
<b>9:00-10:30 Texas, Names, and Naming (Part I)</b> CHAIR: Edward Callary (Northern Illinois University)	<b>9:00-10:30 Onomastics Beyond Academia (Part I)</b> CHAIR: Laurel Sutton (Catchword Branding)
9:00-9:30 <i>Gene Rhea Tucker</i> (Temple College) From Tejas to Texas: Mexicans, Anglos, and the battle of place names, to 1845.	9:00-9:30 <i>Jennifer Moss</i> (BabyNames.com) How the internet shapes baby names.
9:30-10:00 <i>Scott Baird</i> (Trinity University) Bexar County Texas water resources: A multilingual process of naming...and renaming.	9:30-10:00 <i>Kemp Williams</i> (IBM Corporation) Computational onomastics in threat and fraud detection.
10:00-10:30 <i>R.C. Rodman</i> (California State University, Northridge) Creating Corpus Christi.	10:00-10:30 <i>Lisa Spira</i> (Ethnic Technologies) Onomastic data skills.
<b>10:30-10:45 Break</b>	
<b>10:45-12:15 Texas, Names, and Naming (Part II)</b> CHAIR: Edward Callary (Northern Illinois University).	<b>10:45-12:15 Onomastics Beyond Academia (Part II)</b> CHAIR: Laurel Sutton (Catchword Branding)
10:45-11:15 <i>Maryann Parada</i> (California State University Bakersfield).  The politics of pronunciation: Personal and place names in Texas media.	10:45-11:15 <i>Laurel Sutton</i> (Catchword Branding). Creating brand names for fun and profit.
11:15-11:45 <i>Cleve Evans</i> (Bellevue University). Billy, Jose, and T9C: How different are given names in Texas?	11:15-11:45 <i>Pamela Redmond Satran</i> (Nameberry.com). Nameberry: Revolutionizing how and what parents name their babies.
11:45-12:15 <i>Edward Callary</i> (Northern Illinois University). Texas, Tarpley, Names, Naming: a scientific summation and a personal dedication	11:45-12:15 <i>Deborah Walker</i> (Linguistic Consultant). Product naming reviews: Evaluating names for global readiness.
<b>12:15-1:30 Lunch Break</b>	

# Saturday, January 7, 2017

ROOM 201	ROOM 202
<b>1:30 -2:30 Changing Names and Naming Change</b> CHAIR: Dorothy Dodge Robbins (Louisiana Tech University)	<b>1:30-2:30 Onomastics Beyond Academia (Part III)</b> CHAIR: Laurel Sutton (Catchword Branding)
1:30.2:00 <i>Natsuko Tsujimura (Indiana University)</i> . Changes in the nature of Japanese recipe names.	Question and Answer Session for the Panel “Onomastics Beyond Academia”
2:00-2:30 <i>Yaw Sekyi-Baidoo (University of Education, Ghana)</i> . On re-Onymization or reproprialisation	
<b>2:30-2:45 Break</b>	
<b>2:45-4:15 Names, Naming, and Identity (Part III)</b> CHAIR: Cleveland Evans (Bellevue University)	<b>2:45-4:15 Names and Identity (Part IV)</b> CHAIR: Kemp Williams (IBM Corporation)
2:45-3:15 <i>Saundra Wright</i> (California State University, Chico). The use of names in multilingual tutoring contexts.	2:45-3:15 <i>Sidiki Bamba</i> (Université Félix Houphouët-Boigny, <i>Côte-d'Ivoire</i> ) and <i>Michel Nguessan (Governors State University)</i> . An analysis of non-native place names in Western Côte-d'Ivoire.
3:15-3:45 <i>Katarzyna Aleksiejuk</i> (University of Edinburgh). User names and the meaning of names: Evidence from conversation analysis.	3:15-3:45 <i>Luisa Caiazzo</i> (University of Basilicata). Indian university names: a colonial legacy?
3:45- 4:15 <i>Yi-An Chen</i> (University of Florida). Name choices and preferences by Japanese international students in the U.S.	3:45- 4:15 <i>Natalia Knoblock</i> (Saginaw Valley State University) Misha or Mihailik: A sociolinguisticv view on the ukrainization of Russian proper names in contemporary Ukraine
<b>4:15-5:00 Break</b>	
<b>5:00-6:00 ANS Annual Business Meeting and Awards Presentation</b>	
<b>7:30-10:00 ANS Conference Dinner</b>	
<div>Uncle Julio's</div> <div>301 Brazos Street, Suite 150, Austin, Texas 78701</div> <div>Phone: 512-423-4116</div> <div>(<a href="https://www.unclejulios.com/locations/austin">https://www.unclejulios.com/locations/austin</a>)</div>	

## Sunday, January 8, 2017

ROOM 201	ROOM 202
<b>9:30-10:00 Fine Naming: Culinary Onomastics</b> CHAIR: Michael McGoff (Binghamton University).	<b>9:00-10:00 Names, Naming, and Space I</b> CHAIR: Luisa Caiazzo (University of Basilicata).
	9:00-9:30 <i>Peter E. Raper</i> (University of the Free State). Multilingualism manifested in Southern African toponyms.
9:30-10:00 <i>Robert J. Fouser</i> (Ohio State University). Naming cafés and bars in Seoul: Examples from three neighborhoods in the historic city center.	9:30-10:00 <i>Zafeer Hussain Kiani</i> (University of AJ & K, Pakistan). Frequency of occurrence of speech sounds in Urdu names.
<b>10:00-10:15 BREAK</b>	
<b>10:15-12:15 Naming the Personal and the Proverbial</b> CHAIR: Mirko Casagrande (University of Calabria).	<b>10:15-11:45 Names, Naming, and Space II</b> CHAIR: Dorothy Dodge Robbins (Louisiana Tech University).
10:15-10:45 <i>Herbert Barry III</i> (University of Pittsburgh). Extremely collectivistic first names chosen in 17 <sup>th</sup> century New England.	10:15-10:45 <i>Adianys Collazo Allen</i> (Swiss Society of Hispanic Studies). Linguistic approach to Havana city street names: cases of homonymy.
10:45-11:15 <i>Yaw Sekyi-Baidoo</i> (University of Education, Winneba, Ghana). Akan proverbial and insinulative toponyms.	10:45-11:15 <i>Veronika Robustova</i> (Lomonosov Moscow State University). Space objects naming strategies.
<b>11:15-12:30 BREAK</b>	
<b>12:30-1:30 ANS Executive Council Meeting (OPEN ONLY TO MEMBERS OF THE ANS-EC)</b>	



**Keynote Speech**  
**Friday, January 8**  
Afternoon  
2:00-3:00

“Cognitive Processes in Name Retrieval:  
Why you Accidentally Call your Nearest & Dearest by the Wrong Names”



**Dr. Zenzi M. Griffin**  
**Department of Psychology, University of Texas at Austin**

**Speaker Biography**

Dr. Griffin is a Professor of Psychology at The University of Texas at Austin. She earned a B.A. in Psychology from Michigan State University in 1993 and a Ph.D. in Cognitive Psychology from the University of Illinois at Urbana-Champaign in 1998 with a minor in Linguistics. She spent three years as an assistant professor of Psychology at Stanford University before moving to Georgia Tech in the summer of 2001, where she was promoted to associate professor in 2005. Dr. Griffin studies the psychological processes that result in speech. She has been particularly concerned with how people select and order words and phrases and the way that they manage (and mismanage) the timing of word retrieval and the articulation of speech. Current projects also address the learning and retrieval of personal names and how bilingual language use affects processes in spoken language production.

**Abstract**

People talk a lot so you would think that generating a word would be a simple thing. It's not. There's a lot that can go wrong on the path from mind to mouth. Among nouns, personal names are especially difficult to learn and retrieve. In this talk, I'll review psycholinguistic research on the properties of names and how we use them in many societies that contribute to this difficulty. In particular, I'll talk about factors that lead us to call the people (and animals) we know best in the world by the wrong names.

# Presentation by the 2017 Recipient of the ANS Emerging Scholar Award (ESA)

**Friday, January 8**  
**Morning 9:00-9:30am (Room 201)**



## **“Understanding St. Louis’ Love for *Hoosier*”**

### **Speaker Biography**

**Daniel Duncan** (New York University) is a graduate student in the Department of Linguistics at New York University. His work primarily focuses on language variation and change within suburbs in the United States, using the St. Louis, MO, metropolitan area as a case study.

### **Presentation Abstract**

*Understanding St. Louis’ love for Hoosier*

The name *Hoosier* (‘Indiana resident’) instead means ‘poor, rural, white trash’ in St. Louis (STL), Missouri (Murray 1987). This paper engages in discourse analysis of several texts to explore why its use persists despite less-localized alternatives (*redneck*, etc.) and why it would become enregistered (Agha 2003) as a feature of the local dialect. Findings show *Hoosier* is used to police behavior. Unlike similar slurs, its use requires knowledge of STL’s social geography. *Hoosier* allows speakers to demonstrate localness while positioning themselves and STL as cosmopolitan compared to the derided target. As such, the slur asserts positive values for St. Louisans.

### **The Emerging Scholar Award**

This special distinction is given to a young scholar whose work was judged by a panel of onomastic researchers to be of superior academic quality. Winners of the ESA are given a cash prize as well as a personal mentor who will assist the recipient in preparing a manuscript for possible publication in the ANS journal, *NAMES*. This year’s selection committee was comprised of the following esteemed scholars: Dr. Mirko Casagrande (University of Calabria, ITALY), Dr. Luisa Caiazzo (University of Basilicata, ITALY), and the ESA Committee Chair, Dr. Jan Tent (Macquarie University, AUSTRALIA).

# The 2016 Winners of the ANS Best Article of the Year Award

Dr. Gerrit Bloothoof and David Onland  
Utrecht University



## The Recipients

**Dr. Gerrit Bloothoof** is a researcher at the Utrecht Institute of Linguistics at the University of Utrecht. In addition to onomastics, areas of specialization include language technology and historical record linkage. His work at the Institute centers around an e-corpus of popular Dutch first names. Through the corpus, names researchers can explore the geographic spread of personal names in the Netherlands from 1880 to today.

**David Onland** is currently a research assistant at the University of Utrecht. His areas of interest are computer science, digital humanities, and the statistical analysis of historical datasets.

## The Best Article Award

Each year, a special committee of the American Name Society's Executive Council reviews all of the articles published in the Society's journal, *NAMES*, to select the best scholarly contribution. This year's 2016 Committee was comprised of the following esteemed scholars: Dr. Kemp Williams (IBM Corporation, UNITED STATES); Dr. Dorothy Dodge Robbins (Louisiana Tech University, UNITED STATES); and the Chair of the Committee, Dr. Michael McGoff (Binghamton University, SUNY, UNITED STATES). After much careful deliberation, the 2016 Committee selected the article "Multiple First Names in the Netherlands (1760-2014)" written by Gerrit Bloothoof (University of Utrecht) and David Onland (University of Utrecht). The article can be found in the March 2016 publication of *NAMES* 64.1: 3-18.

# Abstracts & Biographies of Conference Presenters

**Lisa Abney** (Northwestern State University)

**Lori LeBlanc** (Northwestern State University)

## *In-group and outsider use of identifiers in LGBTQ communities*

With Title IX protection expansion, universities have increased education for faculty, staff, and students about equity/discrimination/violence issues. The lexicon connected to identification within the Lesbian, Gay, Bisexual, Transgender, and Questioning (LGBTQ) community is integral to professional development. The terms *Dead name*, *Bigender*, *Cisgender*, *Demisexual*, *Gender Non-Conforming*, and *Fluidity* require discussion to expand outsider understanding. The lexicon includes words which originated as endonyms but have now been brought forward for use as exonyms. This presentation will share data from various LGBTQ communities about their views of the terms and how they feel outsider use may alter in-group users' lexicons.

## Biographies:

LISA ABNEY is a Professor of English at Northwestern State University (NSU). She's the Primary Investigator for the Linguistic Survey of North Louisiana. She's the former Provost and VP of Academic Affairs at NSU. Her research includes sociolinguistics, narrative, and discourse analysis focusing on the linguistic construction and display of identity.

LORI LEBLANC currently serves at the Deputy Title IX Coordinator at Northwestern State University. She holds an MA in English with a concentration in Linguistics and has conducted fieldwork with the Linguistic Survey of North Louisiana. LeBlanc has long been interested in the ways in which language connects to self-identity.

**Katarzyna Aleksiejuk** (University of Edinburgh)

## *Username and the meaning of names: Evidence from conversation analysis*

This work aims to contribute to the debate on the meaning of names by offering evidence based on observation of actual use of names in everyday communication. Using extensive samples of online conversations gathered from a forum on the Russian internet, the study offers a body of reliable evidence to show that CMC participants operate their usernames as meaningful linguistic devices in the ongoing process of construction and co-construction of each other's identities, which contradicts earlier assumptions about their purely emblematic role. The analytical framework is based on ethnomethodology, with Conversation Analysis (CA) as a method of analysis.

## Biography:

KATARZYNA ALEKSIEJUK is a recent PhD graduate, interested in onomastics and Internet linguistics. Katarzyna's PhD thesis focused on usernames as a means of identity construction while her MA thesis from The University of Białystok addressed anthroponymy in the Polish town of Narew during the 16th century.

**Adianys Collazo Allen** (Swiss Society of Hispanic Studies)

## *Linguistic approach to Havana city street names: cases of homonymy*

Place names in Cuba have been studied in different fields. More specifically, the street names in Havana have received mainly the treatment of historians. The linguistic perspective on these names is systematic from the beginning of the 21st century on. Recently, I started a project on the linguistic approach to the street names of this city. The homonymy, this paper's core, is a feature of Havana street names: different ways, passages, avenues, and streets in general are commonly denominated in the same way. For instance, some municipalities, although geographically distant, are very close as far as their street names, because they duplicate each other's homonyms.

## Biography:

ADIANYS COLLAZO ALLEN is a PhD student in the Doctorate Program Ibero Romance Linguistics at the University of Basel, Switzerland and has a Master of Applied Linguistics. Allen is originally from Cuba. Allen's research areas are Place Naming, Linguistic Geography, and Spanish Phonetics.

## **Reima Al-Jarf (King Saud University)**

### *The interchange of personal names in Muslim countries*

This study investigates the interchange of personal names in Muslim countries. Arabic names such as "Mohammed, Ali, Fatimah" were borrowed by Muslim communities. Some first names are feminine in one community but masculine in another. Historical and cultural interchange are explicit in the origin of surnames. Surnames in the same community have different origins and borrow suffixes used in surnames from each other. Bosnian, Turkish, Azerbaijani, and Kazakh surnames consist of an Arabic name and a native suffix meaning "son of". Surnames containing the Arabic suffixes –ani and –i added to names of localities are also common.

### Biography:

REIMA AL-JARF has taught ESL and translation for 26 years. She is the author of 200 books, book chapters, and journal articles. She has given 320 conference presentations in 68 countries. She reviews articles for numerous international journals. Her areas of interest are language teaching, applied linguistics, and translation studies.

## **Jana Altmanova (University L'Orientale - Naples)**

## **Gabrielle LeTallec-Lloret (Paris University 13)**

### *Derivative brand names and lexical creativity: morphological approach in French, English, and Italian*

The most flourishing neo-logical activity of derivative brand names is related to the current language, i.e. to the speaking subject, especially in contexts which foster this kind of implant, for instance, blogs or online forums which reproduce the oral utterance. Starting from a corpus in three languages, French, English and Italian, we proceed to a classification of derivative brand names based on their morphology, as well as based on certain pragmatic parameters, namely in their context of use and the communicative goals of the utterance. Moreover, the analysis points out some other semantic and phonetic features, more or less obvious, dealing with cognitive and effective determinants of acceptability.

### Biographies:

JANA ALTMANOVA is lecturer at the University of Naples "L'Orientale". Her research focuses mainly on the semantics of the proper name, including the brand name (current project with G. Le Tallec-Lloret), and on issues of denomination, especially in arts and crafts terminology.

GABRIELLE LETALLEC-LLORET is full professor at the Paris University 13. She is the Director of the laboratory Lexiques Dictionnaires Informatique of the National Center for Scientific Research (CNRS). She is a specialist of romance languages morphosyntax. She is currently working on contemporary French (neologisms, truncation) and on brand name lexicalization.

## **Yaw Sekyi-Baidoo (University of Education, Winneba, Ghana)**

### *Akan proverbial and insinuating toponyms*

This paper discusses Akan proverbial or aphoristic and insinuating toponyms, which it distinguishes from names of instantiation or commemoration. Proverbial or aphoristic and insinuating names are seen to express the deeper ideas of the perceptions and understanding about nature and workings of life. The paper groups the nature of relations as reflected in the toponyms into approbation, disapprobation, and acquiescent, and examines the incidents which occasioned such philosophies and insinuations and the incidents and reactions consequent to the construction of these names. It discusses also the three-tier movement from experience through proverb/insinuation to toponym.

### *On re-onymization or reappropriation*

This paper discusses the phenomenon of re-onymisation or re-appropriation, which it defines as the practice of assigning a proper name outside of its regular class of reference, and distinguishes it from other manifestations of proper naming. The understanding is that beyond re-assigning names, re-onymisation seeks deeply to redefine the lexical content of a name, which underlies several issues around re-onymisation. To expatiate on the nature and workings of re-onymisation, it distinguishes simple and acute, temporal and permanent, and additive or annexative re-onymisation. It also discusses the motivation and processes of re-onymisation, de-atrophication, and such issues of ownership, legality and acceptance.

### Biography:

YAW SEKYI-BAIDOO has graduate degrees in Literature and Linguistics and has researched extensively into Akan Onomastics. He has been teaching since 1996 at the University of Education, Winneba, Ghana, where he currently serves as Professor of English and Dean of the Centre for International Programmes.

### **Scott Baird** (Trinity University)

#### *Bexar County Texas water resources: A multilingual process of naming...and renaming*

The importance of naming the almost fifty water resources in Bexar county began in the 17th century. A huge, multi-state, underground aquifer supplies all of the water to the county's various springs, acequias, creeks, rivers, ponds, and public swimming pools. Both the San Antonio Public Library and the Daughters of the Republic archives in the Alamo library contain a multitude of maps that reveal the emerging influence of the Lipan Indians, the Spanish, the German, and (finally) the English languages used by changing dominant cultures to name their new resources and to rename old ones. Of contemporary onomastic importance, this history reveals a procedure still in use today.

### Biography:

SCOTT BAIRD has a PhD in Applied Linguistics (University of Texas in Austin) and has taught eight years in Japan and thirty-four years in San Antonio. He has presented papers and published, internationally, articles and books on bilingual education and on the measurement of language proficiency. His work is available online at [www.scottbairdphd.com](http://www.scottbairdphd.com)

### **Sidiki Bamba** (Université Félix Houphouët-Boigny, Côte-d'Ivoire)

### **Michel Nguessan** (Governors State University)

#### *An analysis of non-native place names in Western Côte-d'Ivoire*

This paper is a study of the historical, social, cultural and communicative significance of non-native place names in western Côte-d'Ivoire. After independence, non-native peoples moved into western Côte-d'Ivoire and created several ethnic rural farming villages with names in their original languages. Such names are more and more perceived today by the native peoples as a form of territorial and cultural alienation and invasion.

### Biographies:

SIDIKI BAMBA is a faculty member at the Centre d'Études et de Recherches en Communication (CERCOM) at the Université Félix Houphouët-Boigny, Abidjan-Cocody, Côte-d'Ivoire. He has academic background and research interests in languages, literature, onomastics, and information and communication studies. He graduated from universities in Côte-d'Ivoire and France.

MICHEL NGUESSAN is Associate Professor of Library and Information Science at Governors State University in Illinois. He has academic background and research interest in languages and linguistics/onomastics, software engineering and computer science, and library and information science. He graduated from universities in Côte-d'Ivoire, the USA and Canada.

### **Herbert Barry III** (University of Pittsburgh)

#### *Extremely collectivistic first names chosen in 17th century New England*

First names listed in four volumes by James Savage (1967) demonstrated extremely collectivistic names in 17th century colonial New England. A high proportion of families contained both a son and a daughter given the first name of the same-sex parent. Parental namesakes were more frequent for boys than girls, contrary to more frequent collectivistic behavior by women than men. Possible reasons include shared religious convictions and the need for social cohesion in North America, inhabited by many native tribes. The names became more diverse and more frequently unusual in the 18th century and afterward.

### Biography:

**HERBERT BARRY III** is multidisciplinary, a psychologist interested in history, a Professor Emeritus in a School of Pharmacy.

## **Edward Callary** (Northern Illinois University)

### *Texas, Tarpley, Names, Naming: a scientific summation and a personal dedication*

In recognition of the 2017 ANS conference venue, Drs. Edward Callary and I.M. Nick organized a special panel devoted to Texas names and naming. During this panel, specially invited experts in anthroponymy and toponymy will be presenting some of their latest research about the Lone Star State. After these presentations, Professor Callary will contextualize the overall findings presenting during the panel and will provide background information on the life and scholarship of the inspiration for this special panel: Dr. Fred Tarpley, one of the nation's foremost scholars on Texas place names.

### Biography:

EDWARD CALLARY is a names junkie since birth if not before, author of 4 books on names, most recently *Place Names of Wisconsin*, Fall 2016, U of Wisconsin press. Past president ANS, editor of *NAMES* for 10 years. Formerly of Illinois, now a native of Texas. Disciple of Fred Tarpley.

## **Luisa Caiazzo** (University of Naples 'L'Orientale')

### *Indian university names: a colonial legacy?*

The foundation of India's present system of higher education was laid by the British colonial regime in the mid-nineteenth century. However, while the British legacy in relation to both organizational and linguistic issues has been extensively studied, whether such a legacy has also affected Indian naming practices is still an under-investigated area. Addressing this research topic, two corpora consisting of British and Indian university names have been compiled and analysed with a focus on naming patterns and their frequencies. The preliminary results suggest that British university names tend to foreground geographic markers, whereas Indian university names follow more diversified patterns.

### Biography:

LUISA CAIAZZO is a research fellow at the University of Napoli 'L'Orientale'. Her research interests include corpus linguistics, institutional discourse, discourse analysis, translation studies, and naming practices in postcolonial settings. Among her publications is a book on the language of British and Indian university websites (2013).

## **Mirko Casagrande** (University of Calabria)

### *Branding Brexit: A corpus-based critical discourse analysis*

On June 23, 2016, the United Kingdom held a referendum to decide to remain in the EU or leave it. "Leavers" won with 51.9% of votes. The decision to opt out has been named "Brexit", a blending of 'British' and 'exit' which can be considered as a trade name. This paper focuses on the analysis of a corpus of British newspaper articles collected online a month before and a month after June 23. Combining Corpus Linguistics and Critical Discourse Analysis, the paper aims to assess to what extent the discursive representations of Brexit differ before and after the vote.

### Biography:

MIRKO CASAGRANDE, PhD, is Associate Professor of English Linguistics at the University of Calabria. His areas of interest include Postcolonial Englishes, Translation Studies, and Onomastics. He is a member at large of the Executive Council of the American Name Society.

## **Yi-An Chen** (University of Florida)

### *Name choices and preferences by Japanese international students in the U.S.*

This case study aims to investigate the reasons Japanese international students use ethnic or English names when socializing with peers and professors at an American college. The data were collected from in-depth interviews with three Japanese international students and from their reflective journals. Instead of adopting English names in a new sociocultural setting, the three students truncated the syllables of their ethnic names for ease of communication with their English-speaking professors and peers. It appears likely that a few sociolinguistic variables (e.g., religion, race, and nationality) may motivate some local and overseas Japanese students to adopt English names.

### Biography:

YI-AN CHEN is a graduate student in Linguistics at the University of Florida. His current research focuses on language attitudes, accent perceptions, personal names, and East Asian cultures.

### **Juan Colomina-Almiñana** (The University of Texas at Austin)

#### *The names of Ausiàs March*

This paper aims to clarify which of the following forms actually was the name of the Catalan poet Ausias March: Ausías, Ausiàs, or Àusias. Previous authors have only paid attention to internal linguistic and structural elements of the name itself. This paper shows that, besides those, one must also attend to external, social elements of the time and culture surrounding the poet in order to give an informative answer to the issue.

### Biography:

JUAN COLOMINA-ALMIÑANA is Assistant Professor of Language & Cognition in the Department of Mexican American and Latina/o Studies of The University of Texas at Austin. His research interests are related to the philosophy of language, mainly natural kind terms and proper names, and their semantics.

### **Dorothy Dodge Robbins** (Louisiana Tech University)

#### *"You don't say 'Mr. Shakespeare'": Forms of literary address in *The Aspern Papers**

In *The Aspern Papers* (1888), a psychological tug-of-war ensues between an American "publishing scoundrel" and an elderly expatriate over love letters penned by poet Jeffrey Aspern. Henry James is renowned for creating metaphorically rich character names, but few scholars have examined the author's choices of terms of address and endearment that attach to or substitute for such names. Merely hearing "Mr." precede "Aspern," the critic finds "internal evidence" for the letters' concealed presence within the palazzo. For the critic, "Mr." connotes familiarity: "You don't say 'Mr. Shakespeare'." Analysed are the various terms and endearments voiced by characters in reference to Jeffrey Aspern.

### Biography:

DOROTHY DODGE ROBBINS serves as the ANS vice president. She is the Charlotte Lewis Endowed Professor of English, the Coordinator of Graduate Studies in English, and the caretaker of the Shakespeare Garden at Louisiana Tech University, where she instructs courses in British literature and technical communication. Dorothy's research focus is literary onomastics.

### **Daniel Duncan** (New York University) **EMERGING SCHOLAR AWARD WINNER**

#### *Understanding St. Louis' love for Hoosier*

The name *Hoosier* ('Indiana resident') instead means 'poor, rural, white trash' in St. Louis (STL), Missouri (Murray 1987). This paper engages in discourse analysis of several texts to explore why its use persists despite less-localized alternatives (*redneck*, etc.) and why it would become enregistered (Agha 2003) as a feature of the local dialect. Findings show *Hoosier* is used to police behavior. Unlike similar slurs, its use requires knowledge of STL's social geography. *Hoosier* allows speakers to demonstrate localness while positioning themselves and STL as cosmopolitan compared to the derided target. As such, the slur asserts positive values for St. Louisans.

### Biography:

DANIEL DUNCAN is a graduate student in the Department of Linguistics at New York University. His work primarily focuses on language variation and change within suburbs in the United States, using the St. Louis, MO, metropolitan area as a case study.



## **Cleve Evans (Bellevue University)**

### *Billy, Jose, and T9C: How different are given names in Texas?*

The lists of the top 100 names given to infants in Texas between 1960 and 2015 will be analyzed and compared with national lists and those from other states (especially California, Florida, and New York) to analyze if there are naming patterns unique to Texas. Special attention will be given to the use of pet forms for boys (Billy, Johnny, Bobby, etc.) as official first names and the influence of Hispanic culture on Texas naming. The presentation will conclude with a short discussion of “T9C”, a very rare girl’s name which seems to have been created in Texas in the late 19th century and since has spread to other Southern states.

### Biography:

CLEVE EVANS is a Psychology Professor at Bellevue University. He received a B.A. from Duke University (1973) and a Ph.D. in Personality Psychology from the University of Michigan (1985). He’s a former ANS president and conducts the annual Names of the Year vote. Since 2008, he’s written a column on names for the *Omaha World-Herald*.

## **Robert J. Fouser (Ohio State University)**

### *Naming cafés and bars in Seoul: Examples from three neighborhoods in the historic city center*

This paper analyses the naming practices of cafes and bars in “gentrifying” areas of Seoul, South Korea, since the mid-2000s. “Gentrification” in Korea refers mainly to the commercialization of older residential neighborhoods in the central cities, rather than changes in the race and socioeconomic status of the residents. A more appropriate term to describe the phenomenon is “commerce-centered gentrification.” The paper focuses on three areas in the historic center of Seoul. In all three areas, cafes and bars chose names to position themselves within the emerging neighborhood brand rather than stand out as unique creations of the owners.

### Biography:

ROBERT J. FOUSER is senior lecturer of Korean language and literature at Ohio State University. He holds a B.A. in Japanese, an M.A. in linguistics, both from the University of Michigan, and a Ph.D. in applied linguistics from Trinity College Dublin. He is the author of several books in Korean.

## **Cole Gill (Vidalia Junior High School)**

### *The naming of Poe’s leading women and his obsession with Helen: An onomastic perspective*

The names of the characters employed by Edgar Allan Poe reveal his adherence to his own philosophy of composition. The names operate not only to signify the natures of their characters’ identities, but also to make a connection with his notion of the most poetical of topics: the death of a beautiful woman. This study will examine how Poe used naming to achieve this goal, how many of his female characters are recastings of the same character, and how these characters’ names are variations of the name Helen.

### Biography:

COLE GILL holds an M.A. in American Literature (2010) from Louisiana Tech University and an M.A.T. in English (2013) from the University of Louisiana at Monroe. He is a middle school English Language Arts teacher in Concordia Parish, Louisiana. He is particularly interested in the works of Edgar Allan Poe, Neil Gaiman, and Etgar Keret.

## **Zenzi M. Griffin** (University of Texas at Austin)

### *Cognitive processes in name retrieval: Why you accidentally call your nearest & dearest by the wrong names*

People talk a lot so you would think that generating a word would be a simple thing. It's not. There's a lot that can go wrong on the path from mind to mouth. Among nouns, personal names are especially difficult to learn and retrieve. In this talk, I'll review psycholinguistic research on the properties of names and how we use them in many societies that contribute to this difficulty. In particular, I'll talk about factors that lead us to call the people (and animals) we know best in the world by the wrong names.

### Biography:

ZENZI M. GRIFFIN is a Professor of Psychology at The University of Texas at Austin. She earned a B.A. in Psychology from Michigan State University in 1993 and a Ph.D. in Cognitive Psychology from the University of Illinois at Urbana-Champaign in 1998 with a minor in Linguistics. She is the 2017 ANS Guest Speaker.

## **Amber Jurgensen** (Louisiana Tech University)

### *Gollum and Sméagol: Dual names, dual personalities*

Throughout J.R.R. Tolkien's major works, names are both earned and given. These appellations are sources of power and respect in many cases, and oftentimes characters act according to the personalities encompassed by their titles. One conflicted creature is affected by the uses of both his given name, "Sméagol," and the name which he receives after a prolonged period of time under the influence of the Ring, "Gollum." His personality is influenced by respect or lack thereof in reference to both these names, and these alterations come with obvious physical and mental changes.

### Biography:

AMBER JURGENSEN is a graduate student at Louisiana Tech University, pursuing an M.A. in English. She graduated summa cum laude from Louisiana Tech University with a B.A. in English and History. Amber's research interests include British literature and the Victorian novel.

## **Olga Khotskina** (Novosibirsk State University)

### *Capitalization of personal names in Old English and Middle English tradition*

The personal name of the hero from the epic "Beowulf" who was killed in his sleep by the monster Grendel is not capitalized in the written monument. The author of the paper investigates this irregularity, providing an overview of capitalization introduction and evolution in ancient and medieval European traditions. Moreover, an attempt is undertaken to detect similar cases in other written sources from Old English and Middle English periods.

### Biography:

OLGA KHOTSKINA defended her Ph.D. thesis in 2014 and was granted a degree in Philology with specialization in Germanic languages by the Russian Academy of Sciences. Her fields of research are the history of the English language, the semiotics of IndoEuropean culture, and medieval personal names studies.

## **Zafeer Hussain Kiani** (University of AJ & K, Pakistan)

### *Frequency of occurrence of speech sounds in Urdu names*

This paper aims to analyze the frequency of occurrence of speech sounds in Urdu names. For this purpose, the lists of enrolled students were obtained from various departments within the University of Azad Jammu and Kashmir. These lists included the first, middle, and surnames of the students. These names were then transcribed using IPA and the frequency of occurrence of all the speech sounds was calculated. The results show that plosives, liquids, and some of the fricatives are frequently used consonants in Urdu (Pakistani) names.

### Biography:

ZAFEER HUSSAIN KIANI is a Ph.D. scholar in Linguistics at the University of Azad Jammu and Kashmir. He is also a Lecturer in English at Government Post Graduate College, Muzaffarabad. He recently completed a seven-week Pre-Doc fellowship at San Jose State University, California.

### **Natalia Knoblock (Saginaw Valley State University)**

*Misha or Mihailik: A sociolinguistic view on the ukrainization of Russian proper names in contemporary Ukraine*

The presentation's focus is on linguistic identity and ideology through the analysis of the attitudes of Russian-speaking Ukrainians toward Ukrainization of traditionally Russian proper names (personal names and toponyms). The results of an online survey suggest that the policy may have contributed to the alienation of the Russian-speaking population of Ukraine from current developments. The right to preserve the Russian proper names seems to be important, and the need to use Ukrainian variants of those names causes resentment. These results could be used by both the academic community and the policymakers to ensure social stability.

### Bibliography

NATALIA KNOBLOCK is an assistant professor of English at Saginaw Valley State University. Her research interests include studies in teaching English as a second language and political and sociolinguistics.

**Patricia Lichtenstein (University of California, Merced)**

**Samuel Spevack (University of California, Merced)**

**Stephanie Shih (University of California, Merced)**

*Flout or follow? Word order rules in business name binomials*

In comparison to personal names, business names tend to be more diverse in terms of constituent structure, often incorporating binomial constructions that may or may not consist of proper names themselves. In this study, we investigate whether the ordering of binomials in business names reflects the features identified in previous work, with a focus on the following: syllable count, metrical stress, animacy, concreteness, word frequency, and binomial frequency. We report here on an initial analysis of data from the Yelp Dataset that provides information on the attributes and ratings for 77,000 businesses from North America and Western Europe.

### Biographies:

PATRICIA LICHTENSTEIN is a Ph.D. candidate in Cognitive & Information Sciences at the University of California, Merced. Her research concentrates on linguistic creativity and the cultural and cognitive processes mediating creativity in and through language use. She studies creative phenomena from a dynamical systems perspective using computational and experimental techniques.

SAMUEL SPEVACK is a Ph.D. student in Cognitive & Information Sciences at the University of California, Merced. His research specializes in the interaction of language, culture, and cognition.

STEPHANIE SHIH is an Assistant Professor in Cognitive & Information Sciences at University of California, Merced. Her research centers on how sound patterns interface with the larger cognitive system, as informed by computational, corpus-based approaches to the study of natural language.

**Vanessa Lopez** (Our Lady of the Lake University)

**Eva Nwokah** (Our Lady of the Lake University)

**Paul Hardee** (Our Lady of the Lake University)

*Semantic, semiotic, and sound-symbol meanings in the verbal play of Dav Pilkey's humorous character naming*

Names of characters in children's humorous literature have multidimensional roles. Their importance is to capture the reader's attention often with comedic effect, to assist with visualization of the character's appearance and personality, and to match with the language, setting, and theme. Such names are socioculturally specific and often have layers of meaning both literal and by implication. Pilkey's Captain Underpants twelve volume series is used to illustrate how semantic, semiotic, and sound-symbol meanings in the verbal play of naming can enhance humor, absurdity, scatology, carnivalesque, and satire in children's literature.

Biographies:

VANESSA LOPEZ is a graduate student in communication disorders. She has a background in linguistics and is conducting her research on children's narratives, language, and literacy skills. She has assisted with ongoing research projects in childhood language in the OLLU Child Language Lab.

EVA NWOKAH is Professor of communication disorders. Her research interests are primarily in logology (word and language play) and humor. She holds the Woolfolk Endowed Chair in child language and is President of The Association for the Study of Play (TASP).

WELDON PAUL HARDEE is Assistant Professor of communication disorders. His research interests are in language and literacy, especially children's narratives and discourse. He has extensive experience in the schools, teaches courses in language and discourse, and directs a preschool story-telling summer program.

**Jennifer Moss** (BabyNames.com)

*How the internet shapes baby names*

I started BabyNames.com twenty years ago, and as a database architect and data analyst, I have been able to analyze users' favorite names lists, create surveys, and publish the results. It's the first era where we can get data on names and naming in almost real time. The Internet, itself, has also had a huge impact on baby naming. Since parents now see popularity lists as they happen, they are avoiding the names that hit the top ten, accelerating the popular name turnover. I will talk about the influence of the media and Internet on baby naming and naming trends.

Biography:

JENNIFER MOSS is a graduate of Northwestern University, an author, and founder of BabyNames.com, which has over two million visitors a month. She's a popular media consultant and has appeared on CNN, MSNBC, and FoxNews. Founder of the L.A. Female Business Owners, she's a member of Women in Technology and Women in Business.

**Ananda Muhammad** (Iowa State University)

*Pakdaengang: A cultural identity of the Makassarese people*

Pakdaengang is a naming system of the Makassarese people, one of the four main ethnic groups in South Sulawesi, a province in Indonesia. This study aims to: 1) provide a definition of pakdaengang; 2) describe types of pakdaengang based on their origins or why they were given; and 3) explain how the pakdaengang itself is acquired and how this process was different in the past compared to the present time. Data for this study are drawn from my own experiences and knowledge as a Makassarese as well as several pakdaengang studies and personal narratives of Makassarese people found online.

Biography:

ANANDA MUHAMMAD is a Fulbright student in the M.A. in TESL/Applied Linguistics program at Iowa State University. She holds a great interest in introducing her cultural heritage as a Makassarese to the international community.

## **Sharon Obasi (University of Nebraska-Kennedy)**

### *Namesaking and family relationships*

Namesaking, or naming a child after a specific relative, has been observed cross-culturally. From an adaptive perspective, namesaking may be considered a unique form of parental investment; a way to advertise the connection between the child and specific kinfolk. This paper examines namesaking and familial relationships in South-Central, Nebraska. Observations indicate a higher incidence of namesaking among first-born children, especially boys. Observations also suggest a generational effect with respect to the quality of the relationship between namesaked children and their relatives. Collectively, these observations suggest that namesaking may be a way of preserving familial connections within south-central Nebraska.

### Biography:

SHARON OBASI is Assistant Professor of Family Studies at the University of Nebraska – Kearney. Her research areas of interest include parental investment, namesaking, familial relationships, and families and social policy.

## **Maryann Parada (California State University Bakersfield)**

### *The politics of pronunciation: Personal and place names in Texas media*

This study explores the factors involved in pronunciation choices and practices in Texas mainstream media. With a focus on Spanish-origin names, it considers the personal ideologies, program training, and network policies that often contribute to media figures' pronunciation of their own names as well as those referenced in their reports. Viewers'/listeners' reception of such practices will also be discussed as well as campaigns to return to native pronunciations. A comparative analysis of the pronunciation patterns of Latino and non-Latino mainstream reporters in two major Texas cities was conducted. Results are considered in relation to documented patterns in public or alternative news media.

### Biography:

MARYANN PARADA is Assistant Professor of Hispanic Linguistics at California State University Bakersfield. Her interests include the sociolinguistics of minority Spanish, language attitudes and ideologies, names and identity, and heritage language pedagogy. She has recently authored publications in the journals *Language, Identity & Education* and *Names*.

## **Peter E. Raper (University of the Free State)**

### *Multilingualism manifested in Southern African toponyms*

Multilingualism in Southern African toponyms is reflected *inter alia* in the wide variety of languages from which the place-names derive. The oldest names are from the Bushman hunter-gatherers, dating back thousands of years, followed by names from Khoikhoi, Bantu, European, and Asian languages. Linguistic interaction between these peoples has yielded a complex corpus of toponyms. The processes of adaptation, hybridization, reinterpretation and translation, and the imposition of orthographic rules applicable, have resulted in the virtual obliteration of the original Bushman place-names. The present paper attempts to demonstrate the phonological and semantic correlation between current names and their ancient counterparts.

### Biography:

PETER E. RAPER is a Research Fellow of the University of the Free State and member of the IGU/ICA Commission on Toponymy, was Chairman of the UN Group of Experts on Geographical Names (1991-2002), Chairman of the National Place Names Committee of South Africa (1996-1999) and President of the Names Society of Southern Africa (1989-2006).

## **Pamela Redmond Satran (Nameberry.com)**

### *Revolutionizing how and what parents name their babies*

Everyone with a child is charged with choosing a name, but by what criteria can parents best make this important decision? For many, the era when children's names were largely dictated by family and religious protocols is over. Parents now often select names on the basis of style, taste, and personal impulse. What kind of information do parents need to make intelligent name selections for their children? What factors outside academia are important to help people make smart name choices? I will discuss the boom in the nation's appetite for onomastic information, along with my techniques for addressing that appetite.

### Biography:

PAMELA REDMOND SATRAN has published 10 best-sellers with her co-author Linda Rosenkrantz (e.g. *Beyond Jennifer & Jason*, *The Baby Name Bible*, and *Cool Names for Babies*). She's the cofounder of Nameberry.com which attracts 5 million monthly visitors. She's regularly interviewed on names by The New York Times, The Today Show, CNN, and NPR.

## **Veronika Robustova (Lomonosov Moscow State University)**

### *Space objects naming strategies*

The article is aimed at the analysis of space objects naming strategies and a close look is given to the names of the objects on the planet Venus. There are more than 7,300 names on 37 space objects in the space system today. More than 1,970 names appear on the map of Venus, 392 of which were thoroughly investigated. The planet's onomastic landscape is represented by the names of characters of more than 200 nationalities and ethnic groups. Main strategies of space objects naming are analyzed, the level of socio-cultural influence on the naming process is emphasized, and linguistic peculiarities of space names are presented.

### Biography:

VERONIKA ROBUSTOVA, Ph.D., is associate professor at Lomonosov Moscow State University in the Faculty of Foreign Languages and Area Studies, and Chair of Linguistics, Translation and Cross-Cultural Communication. She is the author of 58 publications on onomastics. Her onomastic interests include name concept development, strategies in proper names, and name allusions in communication.

## **R.C. Rodman (California State University, Northridge)**

### *Creating Corpus Christi*

This paper explores how Corpus Christi, Texas came by its name. Although it is often assumed to be a transfer name deriving from its proximity to the bay so named in the sixteenth century, until the 1840s there was no such inland place as Corpus Christi. By examining the nineteenth century events leading up to its adoption, it becomes clear that choosing the name Corpus Christi exemplifies a broadly shared scripturalizing practice of deploying classical and biblical referents to aid in a narrative of national formation, and to contend with the racial anxieties concomitant to that construction.

### Biography:

R.C. RODMAN teaches in the Religious Studies Department at California State University.

## **Ernest Ruffeth (Louisiana Tech University)**

### *Name dropping and autobiographical incorporations in early modern verse*

This presentation will focus on poems from the modern period where poets incorporate their names into their poetry. Allusion to the self accompanies an increasing introspection, highlighting the poet's role in the creative process. Such changes pierce the barrier created by a narrator's persona, depending upon the identifiability of the name within the poetry. This discussion will also consider whether these poems subvert earlier conventions that prescribed a debasement of the poet in order to emphasize the perfections of the lover.

### Biography:

ERNEST RUFLETH holds the Mabel and Doug Maguire Endowed Professorship of English at Louisiana Tech University. He is author of many poems and a chapbook entitled Poetry. Like his teaching, his academic research focuses on the epic and the erotic in early modern English literature.

## **Lisa Spira (Ethnic Technologies)**

### *Onomastic data skills*

In this talk I present a case study. Ethnic Technologies provides E-Tech, the leading software for multicultural marketing. E-Tech predicts an individual's ethnicity based on a name and address. Its algorithm draws heavily on onomastic insights. The Research and Product Development team at Ethnic Technologies continually researches and improves the E-Tech software design. To that end, team members are data analysts first, applying technical and analytical skills to onomastic data sets. As businesses increasingly rely on textual data, including onomastic data, the toolbox of the onomastician in industry continues to expand beyond a passion or aptitude for names.

### Biography:

LISA SPIRA is the Director of Research and Product Development at Ethnic Technologies. In this role, she manages the annual release of E-Tech products and develops the team responsible for these multicultural business insight tools. She holds a degree in linguistics from Syracuse University and serves as Information Officer for the American Name Society.

## **Laurel Sutton (Catchword Branding)**

### *Creating brand names for fun and profit*

Developing appropriate, available brand names for companies, products, and services is no longer a matter of writing a few witty ideas on a cocktail napkin at the bar after work. Rather, it takes weeks of intense research and creative development to come up with a large pool of viable candidates, and just as much legal and linguistic vetting to make sure the name is legally available and globally appropriate. In this talk, I will review the work that Catchword does on a daily basis and explain how my background as a linguist suited me to a career in onomastics.

### Biography:

LAUREL SUTTON is co-founder of Catchword.com that develops product and company names for businesses ranging from Fortune 100 to VC-backed Silicon Valley start-ups. She became a namer in the PhD Linguistics program at UC Berkeley. She's served as an expert witness on naming and branding issues. She co-organizes the LSA's Special Interest Group, Linguistics Beyond Academia.

## **Natsuko Tsujimura (Indiana University)**

### *Changes in the nature of Japanese recipe names*

This paper examines changes in format that Japanese recipe names have undergone since the middle of the 20th century, focusing on two generalizations. First, the degree of informativeness has been enhanced by the addition of description types that were not previously included. Second, recipe names have become more personalized and stylized, thereby achieving an eye-catching effect and shortening the distance between the author and the reader. These changes inform us that contemporary recipe names have gained a higher degree of informativeness while maintaining brevity, and that what seems to be merely a name can help deepen interpersonal communication.

### Biography:

NATSUKO TSUJIMURA is Professor of East Asian Languages and Cultures and Adjunct Professor in Linguistics. She researches widely on various linguistic phenomena pertinent to Japanese. Her major publications include An Introduction to Japanese Linguistics (2014) and articles in journals like Cognitive Linguistics, Linguistic Inquiry, and Natural Language and Linguistic Theory.

## **Gene Rhea Tucker (Temple College)**

*From Tejas to Texas: Mexicans, Anglos, and the battle of place names, to 1845*

When Mexico gained its independence from Spain in 1821, numerous place names across the country changed to become uniquely Mexican as part of a project to foster Mexican nationalism. The toponyms used by settlers in Texas, however, reflected the stresses between Mexican and Anglo inhabitants. Though some tried to prove their loyalty to Mexico, most immigrants from the United States clung tenaciously to their culture and refused to assimilate. This included their use of the English language and typically American place names.

### Biography:

GENE RHEA TUCKER earned his B.A. and M.A. in history from Tarleton State University and his Ph.D. in Transatlantic History from the University of Texas at Arlington. Originally from Killeen, Texas, Gene is an associate professor at Temple College; he has studied Texas history and Spanish naming practices in the New World.

## **Deborah Walker (Linguistic Consultant)**

*Product naming reviews: Evaluating names for global readiness*

The world's largest software company creates thousands of names every year for products, features, campaigns, and terminology. In order for their products to do well in a global market, these names need to be culturally relevant, appealing, and inoffensive. Before names are released to the public, they must go through a rigorous geopolitical, linguistic, and cultural review, which considers the company's market position and the product range. As a linguist with a background in localization, I use my knowledge of phonetics and syntax with my obsession for language and culture to research and evaluate names for the global software market.

### Biography:

DEBORAH WALKER evaluates names and branding with a global reach. Most recently with Microsoft, she has vetted all product, service, feature, and code names of the last ten years. In addition to thousands of names per year, she assessed branding, content, terminology, and complex visuals. She holds a linguistics degree from U.C. Berkeley.

## **Kemp Williams (IBM Corporation)**

*Computational onomastics in threat and fraud detection*

Opening a bank account or boarding an airplane invariably involves having one's name checked against various lists to monitor individuals suspected of fraud or considered a security threat. Software must recognize orthographic, morphological, and syntactic variation from alternative spellings of names, cross-script transliteration, data errors, and differences in multicultural naming conventions. Computational processes to meet these goals include cultural classification of names, parsing names, name variant generation, name genderization, and name matching. This talk provides an overview of the current state of computational onomastics and highlights outstanding problems still faced by software developers in this dynamic area of name research.

### Biography:

KEMP WILLIAMS is a computational linguist and advisory software engineer in IBM's Entity Analytics division in Herndon, Virginia. He was formerly a faculty member in the Linguistics Program at Florida International University. His computational research has focused on question-answering systems, named entity extraction, and automated name analysis and search.



**Brad Wilcox** (Brigham Young University).  
**Sharon Black** (Brigham Young University).  
**Bruce L. Brown** (Brigham Young University).  
**Wendy Bake-Smemoe** (Brigham Young University).  
**Witney Laycock** (Brigham Young University).

*The connection between Tolkien's character names and the languages on which they were based*

Tolkien attempted to create character names that differed by language. The purpose of this study was to examine if he was successful. This study compared 183 names from five different language groups (elf, men, dwarf, hobbit, and other) using IBM name recognition software. The analysis demonstrated that Tolkien was successful in creating dozens of unique character names, but he was unsuccessful in distinguishing them by language groups. Consciously or subconsciously, J. R. R. Tolkien used the same phonemes and syllable structures for his character names. It appears that Tolkien could not escape his own phonoprint.

Biographies:

BRAD WILCOX is an associate professor at Brigham Young University. His research interests include literacy and onomastics.

SHARON BLACK is an associate teaching professor in the David O. McKay School of Education at Brigham Young University. Her research interests include education for the gifted and talented, the teaching of writing, and onomastics.

BRUCE L. BROWN is a professor in the Department of Psychology at Brigham Young University. He has written several text books on statistics. He researches a variety of topics in his field as well as onomastics.

WENDY BAKE-SMEMOE is an associate professor in linguistics at Brigham Young University. Her research interests include linguistics and onomastics.

WITNEY LAYCOCK is pursuing her master's degree in English at Weber State University in Utah. Her research interests include literature and onomastics.

**Saundra Wright** (California State University, Chico)

*The use of names in multilingual tutoring contexts*

Establishing rapport is key to building a successful tutoring relationship when working with students in a multilingual Writing Center environment. This research suggests that a simple but highly effective strategy for building that rapport is the purposeful use of names. One hundred tutoring sessions were analyzed over the course of a semester. Findings reveal that when tutors directly referenced the tutees by name during the sessions, tutees perceived the sessions more positively: specifically, they rated the sessions as being more enjoyable and more helpful and rated the tutors as being friendlier and more competent.

Biography:

SAUNDRA WRIGHT is a Professor of Linguistics at California State University, Chico, and the Associate Chair of the Department of English. Her most recent research focuses on binomial name pairs, names in professional contexts, titles of address, and the biases associated with different address forms in English.



American Name Society  
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Salt Lake City, Utah  
4-7 January 2018

The ANS is inviting abstract submissions for the 2018 annual conference to be held in conjunction with the Linguistic Society of America. Abstracts in any area of onomastic research are welcome. **The deadline for receipt of abstracts is June 30, 2017.** To submit a proposal, simply complete the 2017 Author Information Sheet (AIS) found here: <http://www.americannamesociety.org/call-for-papers-ans-2018-salt-lake-city-ut-january-4-7-2018/>

Please email this completed form to Dr. Dorothy Dodge Robbins using the following address: [drobbins@latech.edu](mailto:drobbins@latech.edu). For organizational purposes, please be sure to include the phrase "ANS 2018" in the subject line of your email. Presenters who may need additional time to secure international payments and travel visas to the United States are urged to submit their proposal as soon as possible.

All proposals will be subjected to blind review. Official notification of proposal acceptances will be sent on or before September 30, 2017. All authors whose papers have been accepted must be current members of the ANS and need to register with both the ANS and the Linguistic Society of America. Please feel free to contact Dr. Dorothy Dodge Robbins or Dr. I. M. Nick should you have any questions or concerns.

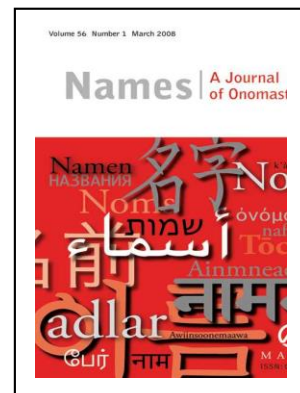
**We look forward to receiving your submission!**

# ***NAMES: A Journal of Onomastics***

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