

AMERICAN NAME SOCIETY



2019 Meeting Handbook

Sheraton New York Times Square

New York City

January 3-6, 2019

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/>

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Literary Names: Susan Behrens, Marymount Manhattan College (USA)

American Name Society

Annual Meeting 2019



New York, Times Square, 1900

Image Courtesy of literaryfictions.com

Thursday, January 3, 2019

Executive Committee Meeting

Room: Union Square

Time: 3:00-6:00 p.m.

Friday, January 4, 2019

8:15-8:30 Conference Opening Address in UNION SQUARE

Dorothy Dodge Robbins (Louisiana Tech University)

UNION SQUARE	SUTTON PLACE
8:30-10:00 Names in Literature Part I CHAIR: Susan Behrens (Marymount Manhattan College)	8:30-10:00 Symbolic Naming Strategies CHAIR: Dorothy Dodge Robbins (Louisiana Tech University)
8:30-9:00 <i>Susan Behrens</i> (Marymount Manhattan College) Literary Onomastics: an introduction.	8:30-9:00 <i>Nicholas Waters</i> (Independent Scholar) Wakarimassen: It's English— but not as we know it.
	9:00-9:30 <i>Rebecca Lurie Starr</i> (National University of Singapore), <i>Stephanie S. Shih</i> (University of Southern California), <i>Alan C. L. Yu</i> (University of Chicago). Sound symbolic effects in Mandarin and Cantonese Pokémon names.
9:30-10:00 Stephen da Silva (Independent Scholar) 'What a strange name for a dog': Hugh Walpole's appropriation and revision of <i>Hamlet</i> .	
10:00-10:15 Break	
10:15-11:45 Names in Literature Part II CHAIR: Susan Behrens (Marymount Manhattan College)	10:15-11:45 Cross-Cultural Toponymy CHAIR: Laurel Sutton (Catchword Branding)
10:15-10:45 <i>James Butler</i> (Lancaster University) The intent, content, and context narratives of literary namescapes: mapping textual chronotopes of spatial inference.	
10:45-11:15 <i>Grant Smith</i> (Eastern Washington University) Naming as art in Shakespeare's <i>Tempest</i> .	10:45-11:15 <i>Ivan Roksandic</i> (University of Winnipeg, Canada) Indigenous Toponomastics in the Western Caribbean.
11:15-11:45 <i>Dorothy Dodge Robbins</i> (Louisiana Tech University) Naming the creature in <i>Frankenstein in Baghdad</i> .	11:15-11:45 <i>Rizwan Ahmad</i> (Qatar University) Renaming during the Hindu nationalist rule: marginalization of Dalits and minorities.
12:00-1:00 Names of the Year Selection in UNION SQUARE CHAIR: <i>Cleveland Evans</i> (Bellevue University)	
1:00-2:00 Lunch Break	

Friday, January 4, 2019

2:00-3:00 Keynote Address I in UNION SQUARE

CHAIR: Dorothy Dodge Robbins (Louisiana Tech University)

Dr. Andrew C. Higgins (SUNY New Platz)

From Ulalume to Hiawatha: the aesthetics of naming in Poe and Longfellow.

3:00-3:15 Break

UNION SQUARE	SUTTON PLACE
3:15-4:45 Names and Tourism CHAIR: Luisa Caiazzo (University of Basilicata)	3:15-4:45 Systems of Onomastic Inquiry CHAIR: Lisa Spira (Ethnic Technologies)
3:15-3:45 <i>Luisa Caiazzo</i> (University of Basilicata) Tourist sites identity: nicknamed and unnamable places.	3:15-3:45 <i>Lisa Spira</i> (Ethnic Technologies) Access India: parsing Indian names by culture.
3:45-4:15 <i>Lindsey Chen</i> (National Taiwan Normal University) Marketing hospitality: an analysis of English names of Taipei hotels	3:45-4:15 <i>Karen Pennesi</i> (University of Western Ontario), <i>Nadja Schlote</i> (Yorkville University) Newsworthy: names as discursive figures in online discourse.
	4:15-4:45 <i>Brian D. Joseph, Christopher G. Brown, Marie-Catherine de Marneffe, Micha Elsner, Alexander H. Erdmann, Petra Ajaka, Matias D. Grioni, Andrew Kessler, Hannah Young, James C. Wolfe, Colleen Kron, William Little, Benjamin Allen</i> (The Ohio State University) What's in a name? Issues in Named Entity Recognition.

4:45-5:00 Break

5:00-6:00 ADS/ANS Words of the Year/Names of the Year Vote

SUGAR HILL

Saturday, January 5, 2019

UNION SQUARE	SUTTON PLACE
8:00-9:30 Names, Naming, Gender, Sex, and Sexual Orientation Part I CHAIR: Laurel Sutton (Catchword Branding)	8:00-9:30 Naming Trends CHAIR: Yi-An Chen (Indiana University Bloomington)
8:00-8:30 <i>Sharon N. Obasi, Richard MocarSKI, Natalie Holt, Debra A. Hope, Nathan Woodruff</i> (University of Nebraska-Kearney) I call myself: assessing gender identity and renaming strategies among Transgender or Gender Nonconforming (TGNC) Adults.	8:00-8:30 <i>Andoveloniaina Rasolofo</i> (Purchase College) A linguistic perspective on Malagasy proper names and identity.
8:30-9:00 <i>Brian W. King</i> (University of Hong Kong) Medicalized naming practices and the pathologization of intersex bodies.	8:30-9:00 <i>Jong-Mi Kim</i> (Kangwon National University) Phonological trends of naming simplification and globalization.
9:00-9:30 <i>Al Crowley</i> (University of South Carolina) Trans enough? Nonbinary YouTubers and the transgender label.	
9:30-9:45 Break	
9:45-11:15 Names, Naming, Gender, Sex, and Sexual Orientation Part II CHAIR: Laurel Sutton (Catchword Branding)	9:45-11:15 Naming as Marketing CHAIR: Amy Franz (Ethnic Technology)
	9:45-10:15 <i>Alessia Cherici</i> (Indiana University), <i>Natsuko Tsujimura</i> (Indiana University) Genderization, beautification, or dudeification? Different approaches to beer naming.
10:15-10:45 <i>Carly Dickerson</i> (The Ohio State University) Naming Albania's Sworn Virgins.	10:15-10:45 <i>Lisa Abney</i> (Northwestern State University) Naming practices in alcohol and drug recovery centers, adult daycares, and private hospitals.
10:45-11:15 <i>Chloe Brotherton</i> (UC Davis) The construction of asexual and non-binary identities on Tumblr through naming practices.	
11:15-11:30 Break	

Saturday, January 5, 2019

UNION SQUARE	SUTTON PLACE
11:30-1:00 Onomastic Curiosities CHAIR: Dorothy Dodge Robbins (Louisiana Tech University)	11:30-1:00 Names, Gender, and Culture CHAIR: Cleveland Evans (Bellevue University)
	11:30-12:00 <i>Cleveland Evans</i> (Bellevue University) Empire State Babies: the top 100 given names in New York, 1960-2017.
12:00-12:30 <i>Catherine Davies</i> (The University of Alabama) Epithetic nicknames as insults directed at Trump by online citizen-satirists.	12:00-12:30 <i>Yi-An Chen</i> (Indiana University Bloomington) Social expectations, gender roles, and gendered names in Taiwan.
12:30-1:00 <i>Joseph Pentangelo</i> (CUNY) Grizzel Greedigut: a name 'no mortall could invent.'	12:30-1:00 <i>Masahiko Mutsukawa</i> (Nanzan University, Japan) Japanese disyllabic and bimoraic given names.
1:00-2:00 Lunch Break	
2:00-3:00 Keynote Address II in UNION SQUARE CHAIR: Laurel Sutton (Catchword Branding) <i>Aaron Hall</i> (Siegal+Gale) Inconvenient Truths in Brand Naming.	
3:00-3:15 Break	
3:15-4:45 Toponymy and Cultural Identity CHAIR: Luisa Caiazzo (University of Basilicata)	3:15-4:45 Naming and Renaming CHAIR: Dorothy Dodge Robbins (Louisiana Tech University)
	3:15-3:45 <i>Enkhjargal Purev</i> (National University of Mongolia), <i>Purevsuren Bazarjav</i> (National University of Mongolia) Color words as geographic names in the Mongolian language.
3:45-4:15 <i>Olena Fomenko</i> (Taras Shevchenko National University of Kyiv, Ukraine) Ukraine or the Ukraine? The power of naming and national identity.	3:45-4:15 <i>Wenchuan Huang</i> (National Dong Hwa University, Taiwan) Renaming the past in Postcolonial Taiwan: Translation of streetscapes in the cities of Taiwan.
4:45-5:00 Break	
5:00-6:00 Annual Business Meeting and Awards Presentation in UNION SQUARE (open to all conference attendees)	

Saturday, January 5, 2019

Join us for the ANS Banquet at

Carragher's Pub and Restaurant

7:00-9:30 p.m.

228 West 39th Street

(5 minute walk from the Sheraton)

www.carraghersnyc.com

(646) 370-1545

Sunday, January 6, 2019

8:00-9:00 a.m.: Executive Committee Meeting in UNION SQUARE

(open to ANS Executive Council members)

Keynote Address I

Friday, January 4, 2019

Afternoon

2:00-3:00

“From Ulalume to Hiawatha: The Aesthetics of Naming in Poe and Longfellow”



Dr. Andrew C. Higgins

SUNY, New Paltz

Speaker Biography

Andrew C. Higgins is Associate Professor and Chair of English at SUNY New Paltz, and President of the Henry Wadsworth Longfellow Society. In addition to his work on Longfellow, he has written on Walt Whitman, Sara Piatt, Nathaniel Hawthorne, Louisa May Alcott, and Civil War memoirs. His scholarship has appeared in *The Walt Whitman Quarterly Review*, *Resources for American Literary Study*, *Religion and the Arts*, *The Evolutionary Review*, *The Mississippi Quarterly*, and other journals. His research focuses on Longfellow’s poetry in particular, but more broadly examines the ways that the aesthetic functions of poetry in the Nineteenth Century met particular cultural needs. He recently finished a project on the poet Alfred B. Street, a lesser known Romantic poet from New York who wrote extensively about the natural world and whose work challenges many of our assumptions about the relationship between environmentalism and the Romantic literary culture.

Abstract

While proper names play a central role in prose narratives, they are comparatively low in poetry, especially after the rise of Romanticism. Yet many of the best loved poets of the Romantic and post-Romantic period often use proper names in their poetry. This talk will explore this phenomenon, attempting to understand how naming shapes the aesthetic experiences elicited by poems. I will focus especially on naming in the works of Edgar Allan Poe and Henry Wadsworth Longfellow, two poets who employ proper names more often than other poets. In both cases, naming plays a central role in the world-building effect that is key to the popularity of these poets. In the case of Poe, naming fosters an alternate reality for the readers, an imaginative space within which readers can retreat. Longfellow’s naming practices have shaped our physical political geography, as names from *Evangeline* and *The Song of Hiawatha* became widespread place names and cultural touchstones in the United States and Canada.

Keynote Address II

Saturday, January 5, 2019

Afternoon

2:00-3:00

“Inconvenient Truths in Brand Naming”



Mr. Aaron Hall

Siegel+Gale

Speaker Biography

Aaron Hall is Group Director of Naming at Siegel+Gale in San Francisco, a full-service branding agency founded in 1969. He has been solving creative and strategic naming challenges in Silicon Valley for 17 years. Before joining Siegel+Gale, Aaron ran the verbal department at Salt Branding. Before that, Aaron worked at the naming firms Catchword and Master-McNeil where he helped create names for every type of industry. Born and raised a Californian, Aaron calls the Golden State and San Francisco home. He earned a bachelor's degree in Psychology from Harvard University.

Abstract

In this talk, Aaron will discuss some surprising realizations he has learned during 17 years of creating company and product names. He will (1) look at how we place unfounded faith in objectivity when creating and selecting brand names, (2) do away with the common belief in relying on logic and reason to sell in creative work, and (3) explain how he often gets paid to tell his clients they do not need a new brand name at all. Finally, he will wrap up the talk by dispelling some common naming myths.

Abstracts and Biographies of Conference Presenters

Lisa Abney (Northwestern State University of Louisiana)

Naming practices in alcohol and drug recovery centers, adult daycares, and private hospitals

Since the 1980s, the proliferation of drug and alcohol treatment centers, adult day care centers, long term and acute care (ltac) and private hospitals has increased dramatically in the U. S. Examining their names reveals the following patterns: addiction recovery centers and psychiatric hospitals employ nature terms or positive, abstract terms in their names. Adult daycare centers incorporate lexical items that invoke trust; and ltacs and other private hospitals use names that evoke hope, prestige, religious belief, or other positive emotions. These names seldom reflect the difficult work of these facilities and function as euphemisms to better appeal to potential clients and their families.

Biography: Dr. **Lisa Abney** is a Professor of English at Northwestern State University. She is the Primary Investigator of the Linguistic Survey of North Louisiana, and has published more than fifty articles related to language, folk traditions, and literature of the American South in addition to four co-edited volumes.

Rizwan Ahmad (Qatar University)

Renaming during the Hindu nationalist rule: Marginalization of Dalits and minorities

The BJP, the ruling right-wing Hindu nationalist party, has renamed many streets, cities, and railway stations in Delhi and other parts of India containing Muslim/Urdu names. This paper shows that the renaming of Gurgaon and Aurangzeb Road and the demands for other renaming are symbolic acts that attempt to assert the domination of a version of history espoused by the Hindu nationalists. These acts of renaming lead to symbolic erasure, exclusion, and marginalization of Muslims and low caste Dalit Hindus.

Biography: **Rizwan Ahmad** (PhD, University of Michigan, Ann Arbor) is associate professor of sociolinguistics in the Department of English Literature & Linguistics at Qatar University. He has published widely on the sociolinguistics of Urdu, Hindi, and Arabic.

Chloe Brotherton (UC Davis)

The construction of asexual and non-binary identities on Tumblr through naming practices

This paper argues that Tumblr users coin new sexual identity names to construct and legitimate their own identities and positionality with the queer community. This study analyzes a corpus of personal Tumblr blogs, specifically investigating individual blogs' glossaries. One linguistic strategy of queer world-making is to coin new sexual and gender identity names, such as quoisexual, which are frequently on queer-themed blogs but rarely outside Tumblr. It explores two major research questions: 1) how are new identity names created and circulated through Tumblr, and 2) what does this naming process indicate about queer users' conceptions of their identities?

Biography: **Chloe Brotherton** is a PhD student at UC Davis in the Department of Linguistics. She received a BA in Language, Culture, and Society and Feminist Studies from UC Santa Barbara. Her research focuses on sociocultural linguistics, specifically the intersection of language, gender, and sexuality. Her previous works have investigated the politics of reclaiming gendered insult terms such as bitch and nasty woman. Her current research focuses on sexual identity category naming on social media.

Susan Behrens (Marymount Manhattan College)

Literary Onomastics: an introduction

Literary Onomastics is a branch of linguistics that asks the following questions: How do texts under analysis make use of onomastics to establish and convey character and/or plot, and how does linguistic analysis bear on the reading of these texts? Those who study naming patterns see naming themes in texts wide and far. Fiction writers such as Colson Whitehead (*Apex Hides the Hurt*) and Chris Cleave (*Little Bee*) produce works that, why not overtly about naming, utilize the significance of the ways people, places, and objects are labeled, and the ways those labels shift over the course of a book, to drive their stories. Our panels on Literary Names will explore new avenues of research, examining insights that onomastic analysis brings both to our reading of literature and the understanding of naming

as a linguistic and social component of ourselves. The panel begins with a brief overview of the ways *Name's* book review column represents the Onomastics of contemporary fiction.

Biography: **Susan Behrens** is Professor of Communication Science and Disorders at Marymount Manhattan College. She holds a Ph.D. in Linguistics from Brown University and has conducted research on the processing of language and its neural connections. In 2010 she published *Grammar: A Pocket Guide*. She serves as Facebook Special Interest Group Coordinator for Literary Names.

James Butler (Lancaster University)

The intent, content, and context narratives of literary namespaces: mapping textual chronotopes of spatial inference

In discussing the evolution of an innovative digital methodology, the paper will explore rationales, debates, and cross-disciplinary analytic variation in interpreting the referential qualities that directly impact place-name use and/or development across texts. This session will explore the challenges involved in adapting key critical literary and linguistic theories (such as internal reference to unnamed spaces, metaphoric inference, and degrees of fictionality in the literariscapes) to consistent and codifiable standards. This work highlights the importance of differentiating between the functional roles of literary names, an aspect for which conventional automated Named Entity Recognition systems cannot be trained, nor has the majority of literary onomastic work hitherto engaged with to any notable degree.

Biography: **James Butler** is a Research Associate at Lancaster University, working to design an XML schema for tracking spatial detail and interactions that feature in literary texts. His background is in psycholinguistics, focused around the cognitive components of toponymy, with doctoral work that examined the semantics of place-name generics, particularly as applied within literary texts. He is also interested in exploring how names feature in the development of personal mental maps.

Luisa Caiazzo (University of Basilicata)

Tourist sites identity: nicknamed and unnamable places

Recently, naming and identification have become a magnet for contemporary pilgrims to sites that are seen as unique and 'authentic' because of their traditions. Related to this concept of tourism—to which we affix the label of cultural tourism—is the storytelling process whereby specific sites come to be associated with nicknames that epitomize historical events or with names that cannot even be mentioned according to popular beliefs. In this paper, I explore the role that names may play in the tourism industry, focusing on how being nicknamed or unnamable contributes to selling places as tourist sites by pointing to a past that legitimizes their present value in terms of cultural continuity.

Biography: **Luisa Caiazzo** holds a PhD from the University of Napoli Federico II and is a Research Fellow at the University of Basilicata. Her research interests include corpus linguistics, institutional discourse, discourse analysis, translation studies, and naming practices. Among her publications is a 2013 book on the language of British and Indian university websites.

Lindsey Chen (Taiwan National University)

Marketing Hospitality: an Analysis of English Names of Taipei Hotels

This study examines the naming patterns of 312 hotels in Taipei. An analysis of English names of Taipei hotels shows that budget and middle-ranked hotels (2-/ 3-stars) are more likely to adopt unconventional forms. These include play on words, abbreviation, concatenation, alphanumeric combination, intentional misspelling, and "netspeak." In contrast, names of high-end hotels (4-/ 5-stars) are more likely to belong to the name of a well-known international hotel chain or to incorporate foreign terms. Hotel names help potential patrons get an idea of what level of services they might receive and, in some instances, personalize the traveling experience.

Biography: **Lindsey Chen** is Associate Professor of General Linguistics at the National Taiwan Normal University. She has written about various kinds of proper names, including restaurant names, pet names, and skyscraper names. Currently, she's looking at names of handcrafted soaps.

Yi-An Chen (Indiana University Bloomington)

Social expectations, gender roles, and gendered names in Taiwan

In Taiwanese society, one's given name can often reveal social expectations towards gender roles. Examining the national survey of personal names published by the Ministry of the Interior, Taiwan, I found that Taiwanese male and female given names from 1900 to the 1930s denote contrastive meanings that are used to reinforce and perpetuate gender stereotypes and patriarchy. Based on the analysis of recent news discourse and Internet discourse about gender roles and gendered names, there is a general consensus that discriminatory social customs and practices were imposed on women in Taiwan in the past century, thus influencing parents' naming decisions when it came to their daughters.

Biography: **Yi-An Jason Chen** is a graduate student in Linguistics at Indiana University Bloomington. His research interests include personal names, cross-cultural communication, and computer-mediated communication.

Alessia Cherici (Indiana University)

Natsuko Tsujimura (Indiana University)

Genderization, beautification, or dudeification? Different approaches to beer naming

In this paper, we compare names of craft beers produced by selected Italian, Japanese, and Californian microbreweries, and discuss what are the salient naming strategies for each culture. Information about the product is the most frequently included component of brand names in all three languages—an observation confirming Nuessel (2018). However, the three languages also demonstrate interesting differences: Italian names suggest beers are genderized/sexualized with sexual connotation (genderization); Japanese names use terms related to Nature, invoking aesthetic experiences (beautification); and English beer names bear a playful tone and elicit a sense of camaraderie (dudeification).

Biography: **Alessia Cherici**, after earning her BA and MA in Chinese Language at Ca' Foscari University, Venice, Italy, taught in China for 8 years. She is currently pursuing her Ph.D in Chinese Linguistics at Indiana University, Bloomington. Her research interests are comparative linguistics, morpho-syntax and SLA.

Biography: **Natsuko Tsujimura** is a professor in the Department of East Asian Languages and Cultures and Adjunct Professor in the Department of Linguistics at Indiana University, Bloomington. Her publications focus on a wide range of issues in Japanese Linguistics as they are relevant to theories in phonology, syntax, semantics, and sociolinguistics.

Al Crowley (University of South Carolina)

Trans Enough? Nonbinary YouTubers and the Transgender Label

The label “transgender” has come to be defined as an umbrella term that encompasses all people who do not identify with the gender they were assigned at birth. However, both inside and outside the queer community there are perceptions of who counts as “trans enough” to claim this word. In this paper, I look at nonbinary videobloggers on YouTube and their relationship to different labels, specifically “transgender.” While not all nonbinary individuals claim this label, the claiming of “transgender” by some nonbinary videobloggers challenges those who wish to gatekeep identities, and encourages an expansive understanding of the category.

Biography: **Al Crowley** is a PhD student in Linguistics at the University of South Carolina. Their research interests are within sociolinguistics and discourse analysis, specifically looking at the relationship of language and gender within the transgender and nonbinary communities. They are also interested in the use of online communities as a location for language innovation and identity formation.

Carly Dickerson (The Ohio State University)

Naming Albania's Sworn Virgins

Albania's “sworn virgins” are women who have vowed to live as men for the rest of their lives. The decision to become a man is based on a tradition that allows for a woman to become a man if her family lacks a suitable male heir, among other reasons. I examine the various considerations that sworn virgins make when choosing a name.

Most sworn virgins maintain their female birth names; however, there are exceptions to this practice that I discuss in this paper, including nicknames and the role of grammatical gender in the realization of one's name.

Biography: **Carly Dickerson** is a PhD student in linguistics at the Ohio State University. Her main areas of study are Albanian sociolinguistics and language, sex, and gender. Her previous work has looked at the interaction of grammatical gender and gender identity in the speech of Albania's sworn virgins. She is working on a project that investigates the role of language and gender ideologies in the social perception of a dialectal variants in Albanian.

Cleveland Evans (Bellevue State)

Empire State Babies: The top 100 given names in New York, 1960-2017

The top names given to infants in New York state between 1960 and 2017 will be compared with national lists to see how similar or different New York's naming patterns are from average American tastes. New York often picks up on new fashions more slowly, such as the newly popular male "J-" names of the 1970s and 1980s (Joshua, Jeremy, Justin, etc.). New York was particularly slow to adopt Madison as a girl's name in the 1990s. Ethnic differences account for the greater use of Hispanic names such as Jose and Maria, and Orthodox Jewish favorites like Esther.

Biography: **Cleveland Evans** is Professor of Psychology at Bellevue University in Nebraska. Active in the American Name Society for over three decades, he chairs the Name of the Year committee. He writes a column on names for the Omaha World Herald and frequently shares his onomastic knowledge through media interviews.

Stephen da Silva (Independent Scholar)

'What a strange name for a dog': Hugh Walpole's Appropriation and Revision of Hamlet

One of the characters in Hugh Walpole's novel *Jeremy* comments that Hamlet is "a strange name for [the protagonist's] dog." However the name fits Walpole's audacious revision of the canon to articulate a much queerer story than the Bard's celebrated tragedy. First, Jeremy displaces Hamlet, and the celebrated tragic hero becomes a faithful dog, a canine Horatio. Second, a father and uncle play salient but very different roles from the roles they play in the precursor text. As in the play, the protagonist's father is aligned with a guilt-inducing, haunting superego, but the novel persistently undermines his authority while valorizing the vitality of Jeremy's eccentric and seductive bachelor uncle.

Biography: **Stephen da Silva** earned his Ph.D. in English at Rice University. He has published scholarly (refereed) essays on Forster, Isherwood, Henry James, Ghosh, Tharoor, and the experience of being a Ph.D. teaching in high school. His article on Tharoor's appropriation and revision of Wilde's onomastic politics, "The Importance of Being Onomastically Wild(e)" was published in the *European Onomastic Journal*.

Catherine Davies (The University of Alabama)

Epithetic nicknames as insults directed at Trump by online citizen-satirists

During the 2016 campaign Donald Trump established a pattern of insulting epithetic nicknames (e.g., Crooked Hillary, Lyin' Ted). This presentation analyzes a corpus of 748 comments on an article on the progressive website Daily Kos that was about a private insult directed at Donald Trump by his former professor. The commenters present 155 insulting epithetic nicknames that they have formulated and claim to use privately (e.g., IQ45, Doturd, His Assholiness). This presentation will analyze the 155 instances in terms of apparent rhetorical focus, the intertextuality required to interpret the nickname, and the linguistic resources deployed in the creative process.

Biography: **Catherine Davies** is Professor Linguistics in the Department of English at the University of Alabama. Her degrees are from Pomona College (1967), Stanford University (1968), and the University of California at Berkeley (1986). She is co-editor of *New Perspectives on Language Variety in the South: Historical and Contemporary Approaches* (2015).

Dorothy Dodge Robbins (Louisiana Tech University)

Naming the Creature in Frankenstein in Baghdad

Ahmad Saadawi's *Frankenstein in Baghdad* (2013) contains connections to Mary Shelley's *Frankenstein; or, The Modern Prometheus* (1818). Among their similarities is an onomastic dilemma: what to call the creature who, in each work, appears as an assemblage of body parts derived from deceased beings. In Saadawi's version of Shelley's tale of experimentation gone awry, the creature inspires and receives many names. In addition to assessing the aptness of these assorted names, a further naming enigma requires exploration. Saadawi alludes to the onomastic confusion existing in certain responses to Shelley's novel, as the creator's name *Frankenstein* is mistakenly assigned to his creation.

Biography: **Dorothy Dodge Robbins** (PhD, University of Nebraska-Lincoln) is Charlotte Lewis Endowed Professor of English at Louisiana Tech University, where she coordinates the graduate English program. Dorothy teaches courses in British Literature and Technical Writing. A literary onomastician, her work has appeared in *Names*, among other journals. She serves as Vice President/President Elect of the ANS.

Olena Fomenko (Taras Shevchenko National University of Kyiv)

Ukraine or the Ukraine? The power of naming and national identity

Place names and national identity are closely connected. Toponyms reflect the history and cultural heritage of the place and support emotional ties between the territory and community. Toponyms indicate power relations, namely, by representing onomastic choices of name givers. This paper explores the various ways names of geopolitical and administrative entities (countries, regions and cities) reflect and reinforce national identity. Furthermore, it addresses the issues of place naming practices from an endonym / exonym perspective and the effect of power relations on naming processes. Finally, the paper argues that renaming is an effective strategy for nation building and reclaiming national identity.

Biography: **Olena Fomenko** is Associate professor in Germanic Philology at Taras Shevchenko National University of Kyiv. Her research expertise is in Discourse Analysis, Onomastics, Gender Linguistics and Intercultural Communication. Olena is particularly interested in verbal and visual representations of national identity, namely in its construction across discourses and genres.

Aaron Hall (Siegel+Gale)

Inconvenient Truths in Brand Naming

In this talk, Aaron will discuss some surprising realizations he has learned during 17 years of creating company and product names. He will (1) look at how we place unfounded faith in objectivity when creating and selecting brand names, (2) do away with the common belief in relying on logic and reason to sell in creative work, and (3) explain how he often gets paid to tell his clients they do not need a new brand name at all. Finally, he will wrap up the talk by dispelling some common naming myths.

Biography: **Aaron Hall** is Group Director of Naming at Siegel+Gale in San Francisco, a full-service branding agency founded in 1969. He has been solving creative and strategic naming challenges in Silicon Valley for 17 years. Before joining Siegel+Gale, Aaron ran the verbal department at Salt Branding. Before that, Aaron worked at the naming firms Catchword and Master-McNeil.

Andrew C. Higgins (SUNY New Paltz)

From Ulalume to Hiawatha: the aesthetics of naming in Poe and Longfellow

Study of onomastics in Romantic and post-Romantic poetry examining the aesthetic effects. This paper begins by surveying naming practices in Romantic and post-Romantic poetry in general, but focuses especially on naming in the works of Edgar Allan Poe and Henry Wadsworth Longfellow, two poets who are very popular and who employ proper names much more often than other poets. This talk argues that naming in Poe and Longfellow plays a key role in the world-building effect that makes their work so popular.

Biography: **Andrew C. Higgins** is Associate Professor and Chair of English at SUNY New Paltz, and President of the Henry Wadsworth Longfellow Society. His scholarship has appeared in *The Walt Whitman Quarterly Review*, *Resources for American Literary Study*, *Religion and the Arts*, *The Evolutionary Review*, *The Mississippi Quarterly*.

Wenchuan Huang (National Dong Hwa University, Taiwan)

Renaming the past in Postcolonial Taiwan: Translation of Streetscape in the cities of Taiwan

After the surrender of Japan in 1945, the CNP obtained control of Taiwan. The CNP government undertook the "De-Japanization" policy to eradicate the symbol of Japanese authority by renaming the streets to promote Chinese consciousness. After the lifting of martial law, the local governments gained the power to rename the streets in 1987. From then on, one by one, the streets located in the cities of Taiwan were renamed to transform the streetscapes in Taiwan. This paper will explore the semiotic and political operation of commemorative street names in order to focus on a political analysis of naming practices and the cultural production of place by examining the street names in the cities of Taiwan.

Biography: **Wenchuan Huang** is a Professor in the department of Taiwan and Regional Studies at National Dong Hwa University, Taiwan. She received her PHD in Geography from National Taiwan Normal University. Her research interests include regional geography and place names. She currently studies on the cultural politics of street-naming in the cities of Taiwan, and also comparing the different between Taipei and Shanghai.

Brian D. Joseph (The Ohio University)

Christopher G. Brown (The Ohio University)

Marie-Catherine de Marneffe (The Ohio University)

Micha Elsner (The Ohio University)

Alexander H. Erdmann (The Ohio University)

Petra Ajaka (The Ohio University)

Matias D. Grioni (The Ohio University)

Andrew Kessler (The Ohio University)

Hannah Young (The Ohio University)

James C. Wolfe (The Ohio University)

Colleen Kron (The Ohio University)

William Little (The Ohio University)

Benjamin Allen (The Ohio University)

What's in a name? Issues in Named Entity Recognition

Supported by NEH, an Ohio State University team is cataloguing the names of peoples mentioned in classical sources for the Herodotos Project, an ethnohistory project compiling all known information about these ancient peoples. To automatically identify names of peoples and places, we are developing Named-Entity Recognition systems for Latin and Greek, a machine learning technique requiring training on text annotated manually by humans for named entities of interest. Distinguishing personal names from group and place names raises issues of wider relevance for onomastic research involving the basic question of what a name is. We address these issues in this presentation.

Biography: Brian Joseph is a specialist in historical linguistics and the linguistic analysis of the Greek language. He is Distinguished University Professor of Linguistics at The Ohio State University. He is currently Vice-President/President-Elect of the Linguistic Society of America. He started the Herodotos Project in 2010.

Jong-mi Kim (Kangwon National University)

Phonological trends of naming simplification and globalization

We explore phonological trends of baby naming that reflect the linguistic differences and the language power in international communication. We analyzed the top twenty popular baby names registered in the years 2017 and 2008 in modern and traditional regions of Korea (Seoul and Gyeongnam). The results showed that names in 2017 in Seoul used (1) more common sounds, (2) simpler orthography, and (3) more gender-neutral names than those in 2008 in Gyeongnam. The results suggest the relevance to the phonemic inventory of common vowels and consonants in Japanese linguistics and the use of the Roman alphabet in English orthography.

Biography: **Jong-mi Kim** is a professor of phonology at the department of English Language and Literature at the Kangwon National University, Republic of Korea. She received her Ph.D. degree in Linguistics at the University of Southern California. Her research interests are phonetic, phonological, and morphological aspects of naming and non-native speech.

Brian King (University of Hong Kong)

Medicalized naming practices and the pathologization of intersex bodies

This study focuses on the naming of body types as part of medical diagnosis, in this case the bodies of intersex people. These embodiments tend to be named and classified by the medical community as various syndromes, plasias, and disorders even though most of those somatic and hormonal ‘differences from the norm’ pose no medical problems *per se* for people who ‘have’ them. This study comprises a metapragmatic analysis of focus group discussions in which intersex research collaborators talk about body naming practices. Ideologies emerge that frame medical naming practices as disingenuous and disconnected from lived realities of intersex people.

Biography: Dr. **Brian King** is a critical sociolinguist who researches the discursive performance of identities and embodiments at the intersection of ethnicity, gender and sexuality. His work also examines sexuality education, second language socialization, computer-mediated communication, and the social construction of space/place. Focusing primarily on language at the level of semiotics, his work is located within discourse analysis. He draws on a number of traditions, including interactional sociolinguistics, corpus linguistics, and linguistic anthropology.

Masahiko Mutsukawa (Nanzan University, Japan)

Japanese disyllabic and bimoraic given names

This study focuses on Japanese disyllabic and bimoraic given names. Previous studies reveal: (i) Japanese given names show one type of semantic gender difference and five types of phonological gender differences, (ii) the phonological gender differences do not equally determine the gender but they can be hierarchically ordered based on their contribution in determining the gender, and (iii) disyllabic and bimoraic given names are weakly feminine. This study introduces the results of a questionnaire and discusses the femininity of Japanese disyllabic and bimoraic given names.

Biography: **Masahiko Mutsukawa** (Ph.D. in linguistics) is a professor and associate director of foreign language education center at Nanzan University (Nagoya, Japan). His research interests include but not limited to Japanese given names (how the gender of given names is determined), fish names, and occupational names.

Sharon Obasi (University of Nebraska-Kearney)

Richard MocarSKI (University of Nebraska-Kearney)

Natalie Holt (University of Nebraska-Kearney)

Debra A. Hope (University of Nebraska-Kearney)

Nathan Woodruff (University of Nebraska-Kearney)

I call myself: assessing gender identity and renaming strategies among Transgender or Gender Nonconforming (GYNC) Adults

Oftentimes, the name selected for a newborn is linked to the sex assigned to the child. Assigned sex, however, may differ from gender identity. Renaming of self can be instrumental in expressing an authentic gender identity. An examination of renaming strategies among transgender or gender nonconforming (TGNC) adults identified three emergent themes: (1) name chosen to honor family or heritage; (2) name chosen as a variant of birth name; and, (3) name chosen for practical reasons. This exploratory study offers insight into the connection between gender identity and renaming strategies in an adult TGNC population.

Biography: **Sharon N. Obasi**, Ph.D. is Assistant Professor of Family Studies at the University of Nebraska at Kearney. Her research interests include (1) naming strategies (e.g., namesaking), familial relationships and social identity, (2) gender identity and renaming strategies, (3) families and social policy and (4) the scholarship of teaching and learning

Karen Pennesi (University of Western Ontario)

Nadja Schlote (Yorkville University)

Newsworthy: Names as discursive figures in online discourse

We present a combined content-analysis and discourse analysis of 194 news articles, videos, blog posts, and radio shows on the topic of personal names, which were posted online in English from 2013-2018. Our analysis identifies common newsworthy themes in media items related to names, including personal reflections on name choices, conflict and inequality, and entertainment and curiosity. We argue that names work as polyvalent discursive figures which allow producers and consumers of media items to take diverse stances on political and social issues, such as parenting, racism, and governance.

Biography: **Karen Pennesi** is an Associate Professor of Anthropology at the University of Western Ontario. Her research explores how personal names work as symbols of identity, influencing self-perception and the unequal treatment of others.

Joseph Pentangelo (CUNY)

Grizzel Greedigut: a name 'no mortall could invent'

Matthew Hopkins, England's most notorious witch-hunter, greatly exaggerated the intensity of his encounter with accused witch Elizabeth Clarke. In Hopkins' account, Clarke mentioned a familiar named *Grizzel Greedigut*. In fact, Hopkins appropriated the name from the dubious confession of another woman, Joan Wallis. Today, we accept *Grizzel Greedigut* as bizarre, but it was not as absurd at the time. *Grizzle* often described grey animals, and *Grissel* was a widespread abbreviation of *Grisilde*. *Greedigut* meant 'glutton,' and was the name English colonials used for an anglerfish. Without knowing more about historical onomastics, we fall for Hopkins' aggrandizement of his encounter's strangeness.

Biography: **Joseph Pentangelo** is a PhD candidate in Linguistics and a student of Medieval Studies at the Graduate Center, CUNY, New York. His research interests include language documentation, historical linguistics, witchcraft, and folklore.

Enkhjargal Purev (National University Mongolia)

Purevsuren Bazarjav (National University Mongolia)

Color words as geographic names in Mongolian Language

The empirical study of semantic features carried on the place name constituents of Mongolian Geographical Names reveals that the high frequency of the color terms in the toponymies could be a peculiarity of the naming traditions in the Mongolian language. Other color terms, specifically the terms designating horse colors, are widely used in the Mongolian language. It could be assumed that the livestock-based color domain might be explained according to the nation's cognitive activity and life experience in the framework of the conceptual metaphor.

Biography: **Enkhjargal Purev** is Associate Professor in Applied Linguistics and Japanese Language at the NUM. She received her PhD in Linguistics in 2015. Her research explores the semantic aspects of names in Mongolian Language. She is secretary of the Mongolian Place Name Society and secretary of the Mongolian Association of Japanese Teachers.

Andoveloniaina Rasolofa (Purchase College)

A linguistic perspective on Malagasy proper names and identity

Proper names are considered as either labels that have no signification (Mill, 1882; Anderson, 2004) or as part of a system and cannot be devoid of meaning (Levi-Strauss, 1962). This paper argues that Malagasy proper names have meanings that cannot be dissociated from personal, cultural, and social contexts (Rymes, 2000; Rahman 2013; Teague, 2013). My analysis focuses on the morpho-syntactic, semantic, and pragmatic properties of Malagasy proper names to provide evidences of the connection between proper names, meanings, and identity. This agrees with Bloch's (2006) claim that proper names should not be considered as simply signs and symbols.

Biography: **Andoveloniaina Rasolofo** is a linguist working on Austronesian languages with particular focus on Malagasy. Her research on Descriptive Linguistics explores the form and function of the language by applying theoretical approaches to her analyses of oral and written data from Malagasy. She concentrates her analyses on morphosyntax, syntax-semantics interface, and discourse-pragmatics.

Ivan Roksandic (University of Winnipeg, Canada)

Indigenous Toponomastics in the Western Caribbean

Toponymy of the Caribbean mostly reflects the region's turbulent colonial history; however, a substantial portion of it consists of indigenous, pre-Columbian place names. The present study examines the structure of Taíno (Island Arawak) toponyms from the Western Antilles that form the bulk of toponymy in this region by applying a comparative analysis with place names of North Arawakan languages still spoken in the adjacent continental regions. Given that Arawakan languages are essentially agglutinative, predominantly suffixing, and that nominal compounding is not productive in them, this study attempts to identify some grammatical morphemes and roots used in formation of Taíno toponyms.

Biography: Ivan Roksandic is a linguist with background in archaeology, epigraphy, and history of script. His current research deals with indigenous languages of South America. He explores the patterns of successive migrations onto the Caribbean islands and linguistic heritage of different pre-Colombian ethnic groups as expressed in the regional toponymy.

Grant Smith (Eastern Washington University)

Naming as art in Shakespeare's Tempest

The purpose of this paper will be twofold: 1) to argue the potentiality of *symbolic* meaning in all names and 2) to show how Shakespeare's names had *symbolic* meanings that were generally accessible, if not obvious, to the audiences of his time. My specific example of *symbolic* meaning is Shakespeare's *Tempest* (hereafter *Tmp*); it is one in a series of analyses I am doing of Shakespeare's comedies. Grammatically speaking, names are commonly discussed as fixed, *indexical* designations of individual referents. However, our use of language is fundamentally *symbolic*; an act of reference is the quintessential use of language; and the *symbolic* meanings of names can be most clearly seen in the figurative language of imaginative literature, especially here in *Tmp*.

Biography: **Grant Smith** is a past-president of ANS, a longtime member of the Washington State Committee on Geographic Names, and was a plenary speaker at last year's ICOS and ICONN4.

Lisa Spira (Ethnic Technologies)

Access India: Parsing Indian Names by Culture

After decades of identifying names based on national origin, the Ethnic Technologies product team asked: "Can we find a large country where we can breakdown name data by culture while maintaining accuracy?" In 2018, Ethnic Technologies launched Access India. This newest addition to the company's suite of multicultural marketing products introduced the most granular Indian American consumer intelligence available in the market.

Biography: **Lisa Spira** is an onomastician who turned her lifelong obsession with names into a career as Director of Research and Product Development at Ethnic Technologies, the leading provider of multicultural marketing software. Lisa holds a degree in linguistics from Syracuse University and works as a private baby name consultant.

Rebecca Lurie Starr (National University of Singapore)

Stephanie S. Shi (University of Southern California)

Alan C. L. Yu (University of Chicago)

Sound symbolic effects in Mandarin and Cantonese Pokémon names

This study investigates sound symbolic effects in the Mandarin and Cantonese names of Pokémon, and relates these effects to those previously identified for Mandarin and Cantonese personal names and Pokémon names in other languages. The impact of a recent revision in Cantonese Pokémon names to align with Mandarin names is also assessed. While certain sound symbolic effects are identified that are consistent with those in personal names, Chinese is found to exhibit relatively little sound symbolism in Pokémon names compared to other languages; we argue that this phenomenon stems from both cultural and linguistic factors.

Biography: **Rebecca Lurie Starr** is an Assistant Professor in the Department of English Language and Literature at the National University of Singapore. She researches topics in sociolinguistic variation and phonology, and has published work in *Language in Society*, *Glossa*, *American Speech*, and *Journal of Chinese Linguistics*, among others.

Biography: **Stephanie S. Shih** is an Assistant Professor of Linguistics at the University of Southern California. Her research focuses on computational approaches to phonology and its interfaces with other components of language. Her work has been published in *Linguistic Inquiry*, *Language: Phonological Analysis*, *Phonology*, and *Glossa*, among others.

Biography: **Alan C. L. Yu** is a Professor of Linguistics and the College at the University of Chicago. He researches language variation and change, focusing on individual differences. Recent publications include *Origins of sound change: Approaches to phonologization* (2013, OUP) and “Perceived masculinity predicts U.S. supreme court outcomes” (2016, PLOS ONE).

Nicholas Waters (Independent Scholar)

Wakarimasen - It's English but not as we know it

A large number of Japanese businesses and products have Western names written in *Romanji*, Latin script. One might expect this for companies exporting goods and services. However, there are many products sold only within Japan and small businesses operating locally that display purely Western names. Some names are logical and consistent with the enterprise or merchandise, others less so. Included are *Gairaigo* - loan words and *Wasei-eigo* – literally, ‘Japanese-made English.’ The presentation consists of around 100 examples of (mostly) English names from Japanese commerce. *Wakarimasen* is Japanese and means *I don't understand*.

Biography: **Nicholas Waters** is a freelance lecturer working with teachers and senior high school students in Sweden. His specialty is contemporary language usage and in onomastics has previously lectured on English village place names and the Anglicisation of Swedish family names of migrants to the USA.



FIRST CALL FOR PAPERS

2020 American Name Society Annual Conference

New Orleans, LA, Hilton New Orleans Riverside

January 2-5, 2020

The ANS is inviting abstract submission for the 2020 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 July 31, 2019.** To submit a proposal, simply complete the 2020 Author Information Sheet (AIS) found here: <http://americannamesociety.org/call-for-papers-ans-new-orleans-la-january-2-5-2020/>

Please email this completed form to Dorothy Dodge Robbins using the following address: drobbins@latech.edu. For organizational purposes, please be sure to include the phrase “ANS 2020” 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 subject to blind review. Official notifications of proposal acceptances will be sent on or before September 30, 2019. All authors whose papers have been accepted must be current members of both the ANS and the Linguistic Society of America. Please feel free to contact Dr. Dorothy Dodge Robbins or Ms. Laurel Sutton, laurelsutton@gmail.com, should you have you any questions or concerns.

We look forward to receiving your submission!

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