

PHILOLOGY

Elena V. Reznikova

(Southern federal university. Rostov-on-Don, Russian Federation)

Naming in Russian Cynology

The article deals with the history of naming in the sphere of Russian Cynology, the comparison with foreign naming is made, cases of successful and unsuccessful naming are analyzed, causes of incorrect names are examined, recommendations for their prevention are provided. The growing importance of naming on the light of the latest events in the cynological world is explained, as well as the influence of failures in kennel name-giving upon the perception of Russian Cynological Federation and its members by foreign cynologists and general public.

Key words: naming, cynology, bilingualism, multilingualism, literacy, esthetics.

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