

PHILOLOGY

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Semiosis of toponymics in the space of urban identity

It is considered the linguistic and sociocultural specificity of the semiosis of toponymy and the identification of its correlations with urban identity. All toponyms capable of creating a symbolic image accumulate historical, geographical and cultural content. Urban identity as an understanding of the uniqueness of a territory and an urban community includes urban toponymy as a necessary part. In the course of the study, it was found that identification of a person not only with the urban environment, but also with the urban space provides, in the coordinates of urban identity, the emotional and cognitive connection of the city dweller with the topos and locus, and not only with his own social environment. The city is studied as a system of cultural codes and symbolic images, fixed by both the linguistic system and cultural semiosis, which determines the individual's awareness of the uniqueness of the cultural codes and meanings of the city.

Key words: semiosis, toponymy, urbanonymic space, urban identity, cultural code.

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