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ASSOCIATIVE EXPERIMENT AS THE FACTOR FOR ONYM RESEARCH

АСОЦІАТИВНИЙ ЕКСПЕРИМЕНТ ЯК ОДИН ІЗ ЧИННИКІВ ДОСЛІДЖЕННЯ ВЛАСНИХ НАЗВ

АНОТАЦІЯ

У цій роботі нас цікавить зворотно-онімічний асоціативний словник. Набір даних, на якому ми базуємо наше дослідження, взято з вільного асоціативного експерименту 2021 року. Експеримент проводився в Одеському університеті імені І. І. Мечникова за участю 100 учасників. Тут ми досліджували кореляції між асоціаціями та стимулами, приділяючи особливу увагу онімічним реакціям. У цій статті ми представляємо записи, складені таким чином: від асоціацій до їх стимулів, перерахованих в алфавітному порядку. Сучасне дослідження виявило, що онімічні реакції охоплюють всю ономастичну термінологічну сферу, наші висновки охоплюють усі основні класи власних назв: антропоніми, топоніми, етноніми, теоніми, ідеоніми, зооніми, хрематоніми, хрононіми, ергоніми, фітоніми, космоніми. Ми робимо висновок, що зворотно-онімічний асоціативний словник є одним із потужних методичних інструментів ономастичних досліджень. Зворотний онімічний асоціативний словник уточнює культурні константи та традиційні меметичні одиниці, які присутні в українському суспільстві.

Ключові слова: асоціативний експеримент, антропоніми, топоніми, етноніми, теоніми, ідеоніми, зооніми, хрематоніми, хрононіми, ергоніми, фітоніми, космоніми.

INTRODUCTION

The associative experiment became a widely spread projective method of extraction of uncontrolled associations as projections of the internal content of the subconscious in order to identify obtained cognitive structures. The results of such associative experiments may be hierarchized into dictionary entries, that allow to trace universal, ethnical and individual peculiarities of the organization of the corresponding frame of the mental lexicon, reflecting definite singularities of the language picture of the world characteristic of speakers of a certain language.

Scientists have been performing associative experiments for an extended period of time, though the concept of association can be traced back to Aristotle's cohesion — or “mnemonic tokens” — of objects, based on contiguity, likeness and contrast (Aristotle), while the term **association** was introduced as early as 1690 by J. Locke (J. Locke), who wrote: “Some of our ideas have a NATURAL correspondence and connexion one with another: it is the office and excellency of our reason to trace these, and hold them together in that union and correspondence which is founded in their peculiar beings... Ideas that in themselves are not all of kin, come to be so united in some men's minds, that it is very hard to separate them; they always keep in company, and the one no sooner at any time comes into the understanding, but its associate appears with it”.

The method of associative experiment is used in various branches of linguistics: in sociolinguistics it helps to investigate stereotypes, in cognitive linguistics to research organization of the mental lexicon, in phonetics to study phonosemantic phenomena, in rhymology to analyse rhyming associations (Мовчун, 2018), the list may be continued.

A potent flow of scientific ideas that concentrated on the nature of linguistic associations was formed in the XXth century, including the prominent works of J. J. Jenkins et al. (Jenkins & Palermo, 1964), J. Deese (1965), P. Cramer (1968), A. M. B. De Groot (1988). As a result, a variety of associative dictionaries was compiled on the basis of one or several languages; including definite groups of informants, joined by location, age, gender, profession; with stimuli represented by different lexical or syntactical units (Загородня, 2021, Мартінек, 2021).

A special web service STIMULUS (<https://stimulus.tools/uk>) was started by O. F. Zagorognya in 2019. This project is aimed at “researching linguistic consciousness, linguistic and conceptual world pictures, associative

and psychological portraits” by means of various associative experiments with the further possibility of their integration and “modeling of the associative mode of language consciousness (stimulus-reaction)”. The present service allows to investigate separate language units, fragments of the conceptual and linguistic pictures of the world, associative fields, associative behavior of an individual, small cultural communities, various social groups, as well as society as a whole. This project presents the researcher with such tools as analytics of the associative field of the stimulus — its core, periphery, number of reactions, reaction brightness index; statistics of data questionnaire (distribution by age, gender, professions, employment, native language, etc); the positivity of the stimulus; emotional and evaluative impact of stimuli; as well as quantitative and qualitative analyses of the associative field of the analyzed stimulus (Загородня, 2021, 90–91).

Roughly speaking, all the associative dictionaries may be divided into two structural types, since “the associative meaning of a word may be defined in terms of (a) the distribution of responses (response hierarchy) to that word when it is used as a stimulus in free association; and (b) the associative distribution (stimulus hierarchy) or collection of stimuli to which the word occurs as a response” (Deese, 1962, 169). It should be noted, that the third direction of the experimental vector of backward association might be aimed at “recalling pre-experimentally established associations”, when the informant “searches his repertoire of language habits and selects a stimulus for the item”, which results in a highly probable assumption that many informants “may free associate rather than backward associate” (Rogers, 1968)

PURPOSE AND METHODOLOGY

Such a constant and intense scientific interest in associative experiments on the one hand, and evident predominance of the associative dictionaries of the first type, simultaneously combined with scarcity of research in stimulus hierarchy of associative distribution on the other, accounts for the relevance of the present work.

The **purpose** of the article being the compilation of a reverse onymic associative dictionary. Consequently, the **object** of the research is the associative field of the onymic stimuli, the **subject** being the associative distribution of the onymic reactions to the onymic stimuli.

Concerning the **material** of our research, we selected the results of the associative experiment held with 100 Ukrainian speakers in 2021, who were offered 30 onymic stimuli. The instruction to the informants followed that

of C. Jung, who conducted associative experiments in his psychological studies, his methodology being relevant till today: “I call a series of stimulus words to a subject who is requested to answer as quickly as possible, announcing the first word that comes into her mind” (Jung, 1907). It should be noted, that the experiment was organized in a written form, though the instruction was given to the informants orally. The practical outcome of the experiment is represented by two dictionaries — direct, from reaction to stimulus, and reverse, from stimulus to reaction, the latter is presented and analysed in this article.

The materials of the reverse dictionary are organized from the association to its stimulus. In order to accomplish this task onymic associative reactions were singled out of every dictionary entry, where these reactions were registered. After each associative reaction a number of its uses is indicated, then followed by its stimulus/stimuli. The reverse dictionary entries are presented alphabetically.

BACKGROUND AND MOTIVATIONS

A considerable amount of literature on associative fields has been published recently. These studies pay great attention to the key features of associative fields. In this paper we utilize the notion of *associative fields* that are formed by the reactions of informants during the experiment. From this perspective associative fields “allow to describe the images of language consciousness” (Жарноцайова, 2020). The embodiment and iterations of associative fields are compiled in associative dictionaries of different kinds (we have already mentioned them above). Associative dictionaries “reflect the mental lexicon of native speakers, psychosemantic features of lexemes, their suggestive potential”, allowing “detection of associative halo and evaluation characteristic”, axiological expectations of stimuli (Кутуза 2014).

The analysis of the reverse links between the stimulus and the reaction given to it “demonstrates the complexity and mutual directionality of the connections between the elements of the associative fields”, since the formation of semantic relations “takes place in communication, when the interaction between general and subjective, language and speech, common and individual world pictures is established” (Денисевич, 2012).

Some attempts have been made to design electronic reverse dictionaries, among which it is possible to mention *OneLook Reverse Dictionary* [<https://www.onelook.com/reverse-dictionary>], which is rather a thesaurus with a variety of search types including idea maps, or *Electronic Reverse Dictionary*

that is “a lexical search system that works from the clues or definitions to the concept, i.e., from the responses to the stimuli” [Reyes-Magaca et al. 2019].

S. V. Martinek published a new volume of *Ukrainian Associative Dictionary* (Мартінек, 2021), which is organized according to the principle “from reaction to stimulus”, including an indexical representation of the first part of the dictionary, organized “from stimulus to reaction”. The present volume “enables searching from reaction to stimulus. The reaction ... can be understood and interpreted only in conjunction with the stimulus that caused its appearance”.

The reverse associative dictionary “not only allows studying differences and similarities between the contents of images in a bearer of a certain culture’s consciousness but also reveals the systemic character of the linguistic picture of the world in this culture, i.e., the value (in F. Saussure’s terms) of each element in this picture” (Ufimtseva, 2012).

RESULTS

Compiling of the reverse onymic associative dictionary allows “to clarify the semantic relations of the mental onymic concept and its verbal expression” (Карпенко 2006, 9). The reverse associative dictionary facilitates “a deeper examination of the phenomenon of memeticity of proper names. An associative connection based on general cognitive practices clearly traces the connection between associative reactions and stimuli of a free onymic associative experiment” (Неклесова 2019, 100). The results of our associative experiment are presented in the following reverse dictionary entries.

А

Аве/ave — Марія/Maria

Аїд/Hades — Плутон/Pluto

Анатолій/Anatoliy — Петренко/Petrenko

Анатоліївна/Anatoliivna — Марія/Maria

Андрій/Andriy (5) — Бровко/Brovko, Маланюк/Malanyuk, Петренко/Petrenko, Шевченко/Shevchenko, Шевчук/Shevchuk

Анна/Anna (4) — Ганна/Hanna

Анна Миколаївна/Anna Mykolaivna — Ганна/Hanna

американське ім'я/American name — Джеря/Dzherya

Б

Баланюк/Balanyuk — Маланюк/Malanyuk

Бандерівці/banderovites — Галичина/Halychyna, Galicia

Барбоскіни/The Barboskins (3) — Барбос/Barbos

Барбатос/Barbatos — Барбос/Barbos
Батьківщина/Motherland (14) — Україна/Ukraine
Батьківщина-Мати/The Motherland Monument (2) — Київ/Kyiv
Бендери/bendery — Галичина/Halychyna, Galicia
Березань/Berezan' — Берестечко/Berestechko
 битва під *Берестечком/battle at Berestechko* — Берестечко/Berestechko
Біблія/Bible (7) — Мойсей/Moses (7)
 бій під *Крутами/battle of Kruty* (2) — Крути/The battle of Kruty
Бог/God (3) — Богдан/Bogdan, Мойсей/Moses (2)
 бог у слов'янському язичництві/*Slavic pagan god* — Сварог/Svarog
Богдан/Bogdan — Маланюк/Malanyuk
Богом дан/ given by God (4) — Богдан/Bogdan
Богдан Хмельницький/Bogdan Khmelniyskyi (2) — Берестечко/Berestechko
Богородиця/Mother of God (3) — Марія/Maria
Бодя/Bodya — Богдан/Bogdan
Божя Матір/Mary, Mother of Jesus (7) — Марія/Maria
Божя Мати/Mary, Mother of Jesus — Марія/Maria
Борис/Boris — Джеря/Dzherya
Бузько/Вуз'ко — Іван/Ivan
Буковель/Виковел (3) — Буковина/Vukovina
 В
Василь/Vasyl (3) — Маланюк/Malanyuk, Петренко/Petrenko
Васильович/Vasyliovych — Іван/Ivan
Віка/Vika — Шевчук/Shevchuk
Волинь/Volyn (2) — Галичина/Halychyna, Galicia, Тарас/Taras
Вуйки/Вуькос — Буковина/Vukovina
 вул. *Дерибасівська/Deribasivska street* — Дерибас/Deribas
 вулиця *Б. Хмельницького/B. Khmelniyskyi street* — Богдан/Bogdan
 Г
Гавальда/Gavalda — Ганна/Hanna
Галя/Galya — Галичина/Halychyna, Galicia
Ганна/Hanna — Дерибас/Deribas
Гвидон/Gvidon — Перун/Perun
 герб *Одеси/Odesa'a coat of arms* — Одеса/Odesa
Герман/German — Ганна/Hanna

горсад (міський сад)/*gorsad* (city garden) — в. Дерибасівська/Deribasivska street
Григорович/Hryhorovych — Тарас/Taras
Грозний (4)/ the Terrible — Іван/Ivan
Гуцули, гуцул/Hutsuls, hutsul (3) — Волинь/Volyn, Галичина/Halychyna, Galicia
 Д
 –да-*Марья/cow-wheat* — Іван/Ivan
 даний *Богом/given by God* — Богдан/Bogdan
Данило Галицький/Daniel of Galicia — Галичина/Halychyna, Galicia
Даша/Dasha — Богдан/Bogdan
де Вільвур — Марія/Maria
Дерибасівська/Deribasivska (7) — Дерибас/Deribas
Дерибасівська вулиця/Deribasivska street — Дерибас/Deribas
 десь пов'язаний з *Перу/somehow connected with Peru* — Перун/Perun
 Джеймс/*James* — Франко/Franko
Джек Горобець/Captain Jack Sparrow — Джеря/Dzherya
Джері/Jerry — Джеря/Dzherya
Джеррі/Jerry — Джеря/Dzherya
Джеррі з «Тома та Джеррі»/Jerry from Tom and Jerry — Джеря/Dzherya
 Джуз/*Zur* — Джеря/Dzherya
Діва/Virgin (6) — Марія/Maria
Діва Марія/Virgin Mary — Марія/Maria
 дівчина *Галя/Galya girl* — Галичина/Halychyna, Galicia
Дніпро/Dnieper — Україна/Ukraine
Донбас/Donbas — Дерибас/Deribas
 донька *Ярослава/daughter of Yaroslav* — Ганна/Hanna
 довіра *Богу/trust to the God* — Мойсей/Moses
Дорн/Dorn — Іван/Ivan
 Є
Євген/Yevhen (7) — Маланюк/Malanyuk
Єврей, євреї /Jewish person, Jewish people (11) — Джеря/Dzherya, Мойсей/Moses (10)
єврейське ім'я/Jewish name — Іван/Ivan
Європа/Europe — Україна/Ukraine

Єгипет/Egypt (2) — Мойсей/Moses
Єралаш/Yeralash — Петренко/Petrenko
 Ж
Жанна/Zhanna — Ганна/Hanna
Женя/Jenya — Петренко/Petrenko
 З
Заньковецька (3) — Марія/Maria
Закарпаття/Zakarpattia, Carpathian Ruthenia (3) — Буковина/Bukovina, Волинь/Volyn, Франко/Franko
Затока/Zatoka — Одеса
Захар Беркут/Zakhar Berkut — Франко/Franko
Західна Україна/Western Ukraine (9) — Буковина/Bukovina (2), Волинь/Volyn (3), Галичина/Halychyna, Galicia (4)
Зевс/Zeus — Перун/Perun
Земля/the Earth (2) — Плутон/Pluto
 зображення *Франко* (в піджаку) /image of *Franko* (in the jacket) — Франко/Franko
Золоті Ворота/The Golden Gate — Київ/Kyiv
 И
 ім'я українське/*Ukrainian name* — Анна
 І
Іван :)/Ivan ☺ — Франко/Franko
Іван/Ivan (44) — Петренко/Petrenko (2), Шевчук/Shevchuk (3), Франко/Franko (39)
Іван Франко/Ivan Franko (2) — Мойсей/Moses
Іван Франко (письменник)/Ivan Franko (writer) — Франко/Franko
Іваненко/Ivanenko — Петренко/Petrenko
Івська/ivska — Дерибас/Deribas
Ізраїль/Israel (2) — Мойсей/Moses
Інна/Inna (2) — Шевчук/Shevchuk
Ірина (біатлоністка)/Iryna (biathlete) — Петренко/Petrenko
Іспанія/Spain — Франко/Franko
 історія *України/history of Ukraine* (6) — Берестечко/Berestechko, Буковина/Bukovina, Волинь/Volyn, Галичина/Halychyna, Galicia, Крути/*The battle of Kruty* — Тарас/Taras
Ісус/Jesus — Марія/Maria
І. Х./Jesus — Марія/Maria

і *Том/and Tom* — Джеря/Dzherya
 Й
Йосип/Yosyp — Дерибас/Deribas
Йосипівна/Yosypivna — Ганна/Hanna
 К
Каменярь/Kamenyar (3) — Франко/Franko
капітан Америка/Captain America — Плутон/Pluto
Карабас/Karabas — Дерибас/Deribas
Карабас з бородою/Karabas with beard — Дерибас/Deribas
Карпати/The Carpathian Mountains (8) — Буковина/Bukovina (5), Волинь/Volyn, Галичина/Halychyna, Galicia (2)
Катерина/Kateryna (2) — Тарас/Taras, Шевченко/Shevchenko
 квас *Тарас/kvas Taras* — Тарас/Taras
 квітка «*Іван-да-Мар'я*»/cow-wheat flower — Марія/Maria
Київ/Kyiv (2) — Берестечко/Berestechko, Іван/Ivan
Кобзар/Kobzar (5) — Шевченко/Shevchenko
Котляревський/Kotlyarevskiy — Іван/Ivan
Кюрі/Curie — Марія/Maria
 Л
Леся Українка/Lesya Ukrainka — Волинь/Volyn
Луна/Лура — Іван/Ivan
Луцьк/Lutsk (4) — Волинь/Volyn
Людмила/Lyudmila — Петренко/Petrenko
Львів/Lviv (2) — Волинь/Volyn, Галичина/Halychyna, Galicia
 М
Магдалина/Magdalene (3) — Марія/Maria
Мазена/Mazera (3) — Іван/Ivan
Мазур/Mazur — Іван/Ivan
Майдан/Maidan (3) — Київ/Kyiv
 майже *Том і Джеррі/almost Tom and Jerry* — Джеря/Dzherya
Макдональдс/McDonald's — в. Дерибасівська/Deribasivska street
Макаренко/Makarenko — Богдан/Bogdan
Маланка/Malanka — Маланюк/Malanyuk
Малахов/Malakhov — Маланюк/Malanyuk
Мама/тот (10) — Одеса/Odesa
 мапа *України/Ukraine's map* — Україна/Ukraine
Мати Божя/Mother of God (5) — Марія/Maria

мати *Ісуса Христа/mother of Jesus Christ* — Марія/Maria
 мати *Христа/mother of Christ* (2) — Марія/Maria
Марья/Mar'ya — Іван/Ivan
Марія/Maria — Іван/Ivan
 «*Марія з полином*»/*Maria and the Wormwood* (2) — Марія/Maria
Маруся — Марія/Maria
Маша/Masha — Шевчук/Shevchuk
Микола/Mykola (4) — Джеря/Dzherya
Миколаївна/Mykolaivna (3) — Ганна/Hanna
 мишеня *Джері/Jerry Mouse* — Джеря/Dzherya
 мій друг *Андрій/my friend Andriy* — Шевчук/Shevchuk
 Мойсей/Moses — Мойсей/Moses
Морвокзал/Morvokzal — Одеса
Мс/McDonald's — в. Дерибасівська/Deribasivska street
Мудра/the Wise — Ганна/Hanna
 мультфільм «*Барбоскіни*»/cartoon *The Barboskins* — Барбос/Barbos
Муха/Mukha — Мухтар/Mukhtar
 Н
 на його честь — *Дерибасівська вул./Deribasivska street* in his hon-
 our — Дерибас/Deribas
 на розі *Грецької/at the corner of Gretska street* — в. Дерибасівська/
 Deribasivska street
Наталя/Natalya — Шевчук/Shevchuk
Нечуй-Левицький/Nechuy-Levytsky — Джеря/Dzherya
Нептун/Neptune (4) — Уран/Uranus
Новий Рік/New Year — в. Дерибасівська/Deribasivska street
 О
 одногрупниця *Яна/fellow student Yana* — Шевчук/Shevchuk
Одеса/Odesa (35) — в. Дерибасівська/Deribasivska street, Дерибас/
 Deribas, Україна/Ukraine
Оксана/Oksana — Маланюк/Malanyuk
Ольга/Olga (2) — Маланюк/Malanyuk, Шевчук/Shevchuk
Орел/Eagle — Франко/Franko
 П
 Пам'ятник *Де Рішельє/monument to De Richelieu* — Одеса/Odesa
 пам'ятник *12 стільців/monument to the 12th chair* — в. Дерибасівська/
 Deribasivska street

Пасаж/Odesa's Passage — в. Дерибасівська/Deribasivska street
 «*Перехресні стежки*»/ «*Fateful Crossroads*» — Франко/Franko
 персонаж зі «*Сватів*»/character from «*Svaty*» — Іван/Ivan
 персонаж *укр. літ-ри/character in Ukrainian literature* — Ганна/
 Hanna
Перу/Peru — Перун/Perun
Петя/Petya — Петренко/Petrenko
Петро/Petro (11) — Петренко/Petrenko
Петро Порошенко/Petro Poroshenko — Петренко/Petrenko
Петрович/Petrovych — Іван/Ivan
 персонаж з *Біблії/character from the Bible* — Мойсей/Moses
 пісня «*Києве мій*»/song «*Kyiv is mine*» — Київ/Kyiv
Платон/Platon — Плутон/Pluto
Плутто/Pluto(Disney character) (2) — Плутон/Pluto
Плутон/Pluto — Нептун/Neptune
 подруга *Оля/friend Olya* — Шевчук/Shevchuk
 подруга *Сіма/ friend Sima* — Петренко/Petrenko
 поет *України/poet of Ukraine* — Шевченко/Shevchenko
Полина/Polina — Петренко/Petrenko
Порошенко/Poroshenko (2) — Петренко/Petrenko
 портрет *Т. Г. Шевченка/portrait of T. H. Shevchenko* — Тарас/Taras
Посейдон/Poseidon (4) — Нептун/Neptune
Потоп/Flood — Мойсей/Moses
 «*Просто Марія*»/Simply Maria — Марія/Maria
 «*Просто Марія*» (серіал)/Simply Maria (soap opera, telenovela) —
 Марія/Maria
П. Тичина/P. Tychna — Крути/The battle of Kruty
 Р
радянський мультик/Soviet cartoon — Барбос/Barbos
 реклама (*Київстар???*)/advertisement (*Kyivstar???*)— Петренко/Pet-
 renko
Рим/Roma — Перун/Perun
римський бог/Roman god — Уран/Uranus
Різатдінова/Rizatdinova — Ганна/Hanna
Румуни/Romanians — Галичина/Halychyna, Galicia
Румунія/Romania — Буковина/Bukovina
Русалонька/Little Mermaid — Нептун/Neptune

С
Саша/Sasha (3) — Бровко/Brovko, Петренко/Petrenko, Шевчук/Shevchuk
Свята/Saint (7) — Марія/Maria
свято Івана Купала/Kupala Night, Ivana-Kupala — Іван/Ivan
 сирок «Волошкове поле»/curd snack «Voloshkove pole» — Волинь/Volyn
 серіал «Мухтар»/TV series *Mukhtar* — Мухтар/Mukhtar
Сірко/Sirko — Іван/Ivan
Сковорода/Skovoroda — Франко/Franko
слов'янин, слов'яни/slav, slavs (4) — Іван/Ivan, Сварог/Svarog (3)
слов'янська міфологія/Slavic mythology — Сварог/Svarog
слов'янський бог/Slavic god — Сварог/Svarog
собака Pluto/Pluto the dog — Плутон/Pluto
Старий Заповіт/Old Testament — Мойсей/Moses
старослов'яни/protoslavs — Сварог/Svarog
Степаненко/Stepanenko — Ганна/Hanna
Степанович/Stepanovich — Тарас/Taras
 столиця *Укр./capital of Ukr.* — Київ/Kyiv
Ступка/Stupka — Богдан/Bogdan
 схоже на *Джері/Looks like Jerry* — Джеря/Dzherya
 Т
Тарас/Taras (35) — Шевченко/Shevchenko
Тарас Тополя/Taras Topolya — Тарас/Taras
Тарас Шевченко/Taras Shevchenko — Шевченко/Shevchenko
Тарасова/Tarasova — Ганна/Hanna
 те ж що і *Шевченко/the same as Shevchenko* — Тарас/Taras
 територія *України/Ukraine's territory* — Галичина/Halychyna, Galicia
Тихонова/Тухнонова — Ганна/Hanna
Том/Tom (10) — Джеря/Dzherya
 «Том і Джеррі»/Tom and Jerry (6) — Джеря/Dzherya
Тополя/Topolya (2) — Тарас/Taras
Тора/Torah — Мойсей/Moses
Тризуб/trident — Перун/Perun
 У
Угорщина (Австро-Угорщина)/Hungary (Austro-Hungarian Empire) — Буковина/Bukovina

Україна/Ukraine (29) — Буковина/Bukovina (4), Волинь/Volyn, Галичина/Halychyna, Galicia(6), Київ/Kyiv (4), Петренко/Petrenko (4), Шевченко/Shevchenko(4)
Українець, українці/Ukrainian man, people (7) — Маланюк/Malanyuk (2), Петренко/Petrenko (3), Україна/Ukraine, Шевчук/Shevchuk
Українка/Ukrainian woman — Ганна/Hanna
 укр. мова/*Ukr. language* — Шевчук/Shevchuk
 укр. літ./*Ukrainian literature* — Маланюк/Malanyuk
 українська літ-ра/*Ukrainian literature* — Франко/Franko
 українська література/*Ukrainian literature* — Марія/Maria
 українська мова/*Ukrainian language* (5) — Шевчук/Shevchuk
 українське прізвище/*Ukrainian surname* (4) — Бровко/Brovko (2), Петренко/Petrenko (2)
 український/українська/*Ukrainian* (3) — Галичина/Halychyna, Galicia, Ганна/Hanna, Шевчук/Shevchuk
 українські традиції/*Ukrainian traditions* — Буковина/Bukovina
Улас Самчук/Ulas Samchuk (2) — Марія/Maria
 урок української літератури/*lesson of the Ukrainian literature* — Мойсей/Moses
 уявила мапу *України/I imagined the map of Ukraine* — Україна/Ukraine
 Ф
Фарбований лис/Painted fox — Франко/Franko
Федорович/Fedorovich — Іван/Ivan
Франція/France — Дерibas/Deribas
Франко/Franko — Мойсей/Moses
Француз/Frenchman — Дерibas/Deribas
 футболіст (*Шахтар*)/football player (*Shakhtar*) (2) — Шевченко/Shevchenko, — Шевчук/Shevchuk
 Х
Хосе/Jose — Дерibas/Deribas
Хмельницький/Khmelnytskyi (27) — Берестечко/Berestechko, Богдан/Bogdan
Хрещатик/Khreshchatyk (2) — Київ/Kyiv
Христина/Khrystyna — Мухтар/Mukhtar
Хуан/Juan — Іван/Ivan

Ц

Царук/Tsaruk — Ганна/Hanna

центр *Європи/centre of Europe* — Україна/Ukraine

Ч

-чай/-tea, fireweed (2) — Іван/Ivan

частина карти *України/part of the Ukraine's map* — Волинь/Volyn

Чернівці/Chernivtsi (3) — Буковина/Bukovina

Чого являєшся мені у сні/Why are you coming to my dreams? — Франко/
Franko

Ш

Ш

Шевченко/Shevchenko (48) — Крути/The battle of Kruty, Марія/Maria, Петренко/Petrenko, Тарас/Taras (43) Шевчук/Shevchuk

Шевченко (поет)/*Shevchenko* (poet) — Тарас/Taras

Шелудяк/Sheludyak — Богдан/Bogdan

Щ

щось українське/something Ukrainian — Бровко/Brovko

Ю

Юлія/Yulia — Маланюк/Malanyuk

Юля/Yulya — Шевчук/Shevchuk

Юпітер/Jupiter — Уран/Uranus

Я

я Хрещатик люблю/I like Khreschatyk — Київ/Kyiv

Яна/Yana — Петренко/Petrenko

Ярославна/Yaroslavna — Ганна/Hanna

К

KFC (3) — в. Дерибасівська/Deribasivska street

S

Slidan — Київ/Kyiv

1918 — Крути/The battle of Kruty

The onymic reactions, collected during our experiment, are represented by all the classes of proper names. **Anthroponyms** among our reactions fall into several structural subgroups. First names frequently appear as reactions to various stimuli. This type of reactions is represented by first names, both Ukrainian and foreign, such as *Ivan* (45) (once accompanied by an emoji symbol *Ivan* 😊), *Taras* (35), *Petro* (11), *Yevhen* (7), *Andryi* (5), *Anna* (4), *Mykola* (4), *Vasyl* (3), *Sasha* (3), *Inna* (2), *Yulia* (2), *James*, *Juan*, *Jose* and others. Some anthroponymic reactions are given in the diminutive forms

like *Galya* (2), *Bodya*, *Vika*, *Dasha*. It should be noted, that both names of historical personalities (*Moses*, *Platon*) and virtual characters (*Karabas* (2), *Gvidon*, *Captain America*) were suggested as associates. The number of such reactions is 163.

Patronymics of the masculine (*Vasylivych*, *Hryhorovuch*, *Petrovych*, *Stepanovych*, *Fedorovych*) as well as feminine (*Mykolaivna* (3), *Anatoliivna*, *Yosypivna*, *Yaroslavna*) genders were singled out from the list of the associates, totaling to 11 cases.

Surnames turned out to be a recurrent type of reactions, for instance, *Shevchenko* (50), *Khmelnitskyi* (27), *Mazepa* (3), *Заньковецька* (3), *Poroshenko* (2), *Topolya* (2), *Kotlyarevskiy*, *Nechuy-Levytsky*, *Skovoroda*, *Franko*, *Stupka*, *Curie*, *Balanyuk*, *German*, *Gavalda* and others. The general amount of such reactions is 112.

Once we deal with a combination of the initial with the surname: *P. Ty-chyna*, and once with the first name with the patronymic: *Anna Mykolaivna*.

An anthroponymic formula, consisting of the first name with the surname, is also represented in the reactions: *Ivan Franko* (3), *Bogdan Khmel-nitskyi* (2), *Ulas Samchuk* (2), *Taras Shevchenko*, *Petro Poroshenko*, *Taras Topolya*. The number of such reactions is 10.

The last structural subtype of anthroponymic reactions includes nicknames, the most frequent being *mom* (10) to the stimulus *Odesa*. Several historical nicknames were traced: *Magdalene* (3) to the stimulus *Maria, the Wise* to *Hanna, the Terrible* to *Ivan, Daniel of Galicia*. A pseudonym of a famous Ukrainian writer was singled out: *Lesya Ukrainka*, as well as of a popular blogger *Slidan*. It would be interesting to note that a nickname of a fictitious character *Captain Jack Sparrow* among our reactions. The number of nicknames is 19. Thus, the general amount of anthroponymic reactions is 317.

Toponyms of different scale are used as associates in our experiment widely. Among them the name of the continent where Ukraine is situated appears: *Europe* (2). Several names of countries were singled out, with predominating *Ukraine* (38) and its synonym *Motherland* (14). Besides, such countries as *Peru* (2), *Egypt* (2), *Israel* (2), *France*, *Romania*, *Spain*, *Hungary* (*Austro-Hungarian Empire*) were mentioned. Regions of Ukraine were presented as reactions: *Western Ukraine* (9), *Zakarpattia/Carpathian Ruthenia* (3), *Volyn* (2), *Donbas*, as well as the names of cities: *Odesa* (35), *Lutsk* (4), *Chernivtsi* (3), *Bukovel* (3), *Kyiv* (2), *Lviv* (2), *Berezan'*, *Zatoka* and *Roma*.

Among other names of geographical objects we singled out the river *Dnieper* and *The Carpathian Mountains* (8). The names of microtoponymic objects also appear as reactions, namely, streets — *Deribasivska* (5), *Khreschatyk* (3), *B. Khmelniyskyi, Gretska*; a square — *Maidan* (3); a park — *gorsad* (city garden); a seaport — *Morvokzal*; the 11th century fortification — *The Golden Gate*. The general number of the toponymic reactions is 154.

Associates-**ethonyms** are widely used in our experiment. Most of them are connected with Ukraine, as in the examples: *Ukrainian* traditions, *Ukrainian* literature, *Ukrainian woman*. The amount of such reactions is 30. Eight times the reactions are connected with Slavs: *slav, slavs, protoslavs, Slavic* pagan god, *Hutsuls, hutsul* (3), etc. Twice we singled out derogatory ethnonyms — ethnophobisms — that denote Ukrainian nationalists: *banderovites, bendery*. Twelve reactions refer to Jews: *Jewish* name, *Jewish person*. Five miscellaneous reactions are formed by associations with other ethnalities: *American, Frenchman, Roman, Romanians, Soviet*. The total amount of the ethnonymic reactions is 57.

Theonyms that were given as reactions comprise the general mentioning of *God* — 9 times, the name of God in Christian religion *Jesus* — 2 times, *Virgin Mary* in different variations — 33 times, names of ancient Greek and Roman gods *Zeus, Hades, Poseidon, Neptune, Pluto, Jupiter* — 12 times. It should be taken into consideration, that the latter three also function as **cosmonyms**. A definitely **cosmonymic** reaction *Earth* appears twice. Also the name of the demon listed in *Ars Goetia* appears among reactions — *Barbatos*. Thus, the general amount of theonymic reactions is 57.

Ideonymic reactions embrace religious texts and their parts: *Bible* (8), *Old Testament, Ave (Maria), Torah*, 11 reactions altogether. A number of reactions is represented by the titles of Ukrainian classics: *Kobzar* (5), *Katemyar* (3), *Катерина/Kateryna* (2), *Maria and the Wormwood* (2), «*Fateful Crossroads*», *Why are you coming to my dreams?*, *Painted fox, Eagle, Zakhar Berkut*, — total amount is 17 reactions. Several TV series appear as reactions: *Simply Maria* (2), *Mukhtar, Svaty, Great Vuykos, Yeralash* — 5 altogether. The titles of cartoons were also singled out among the reactions: *Tom and Jerry* (7), *The Barboskins* (4), *Little Mermaid* — 12 times in general. The title of a song 'Kyiv is mine' refers to this group, too. The general amount of ideonymic reactions is 36.

Reactions-**zoonyms** primarily refer to cartoon characters, most of them being a mouse and a cat from *Tom and Jerry* series: *Jerry* (2), looks like *Jerry*,

Jerry from *Tom and Jerry, Jerry Mouse*, and *Tom, Tom* (10). The second associate is connected with a bloodhound in the *Mickey Mouse* cartoon: *Pluto* the dog, *Pluto* (*Disney* character) (2). Besides, one reaction is associated with a film *Come Here, Mukhtar!* and a TV series *Return of Mukhtar: Mukha*. The total number of such reactions constitutes 20.

Chrematonymic associates include official symbols *trident* and *Odesa's* coat of arms, the map — I imagined the map of *Ukraine, Ukraine's map, part of the Ukraine's map*, the monuments — *The Motherland Monument* (2) monument to *De Richelieu*, monument to *the 12th chair*, portraits of famous Ukrainian writers — portrait of *T. H. Shevchenko*, image of *Franko* (in the jacket), and two products — *kvas Taras*, curd snack "*Voloshkove pole*". The total number of this type of reactions is 11.

Chrononyms appear as reactions in our experiment quite rarely, predominantly in association with a famous battle: battle of *Kruty* (3), *1918*. Another battle is mentioned only once: battle at *Berestechko*. A pagan Slavic holiday was singled out of the reactions — *Kupala Night*, one universal holiday *New Year*, and one biblical event *Flood*. Thus, the general amount of chrononymic reactions is 8.

Ergonymic reactions include popular chain restaurants *KFC* (3), *McDonald's* (2), *a famous shop Odesa's Passage*, a Ukrainian football team *Shakhtar* and a mobile net operator *Kyivstar*, totaling to 8 cases.

Several **phytonymic** reactions were given by the informants: *cow-wheat*, flower *cow-wheat, fireweed* (2), 4 of them altogether.

CONCLUSIONS

It is possible to conclude, that the distribution of the onymic reactions in our experiment is as follows:

- 1) Anthroponyms — 317
- 2) Toponyms — 154
- 3) Ethnonyms — 57
- 4) Theonyms — 57
- 5) Ideonyms — 36
- 6) Zoonyms — 20
- 7) Chrematonyms — 11
- 8) Chrononyms — 8
- 9) Ergonyms — 8
- 10) Phytonyms — 4
- 11) Cosmonyms — 2.

The present study is one of the first attempts to comprise a reverse onymic associative dictionary. There is clearly a need for scholars to acquire deeper knowledge of onymic associative fields and their dominant features. Future research in onymic associative fields is likely to focus on further enlarging the datasets and their detailed analysis.

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ABSTRACT

Our point of interest in this paper is reverse onymic associative dictionary. The dataset on which we base our investigation is drafted from the 2021 free associative experiment. The experiment was conducted in Odesa I. I. Mechnikov University with 100 participants. Here we investigated correlations between associations and stimuli, taking onymic reactions into particular focus. In this paper we present the entries compiled in the following way: from associations to their stimuli, listed in alphabetical order. The current study found that onymic reactions cover all the onomastic terminological sphere, our findings include all the main classes of proper names: anthroponyms, toponyms, ethnonyms, theonyms, ideonyms, zoonyms, chrematonyms, chrononyms, ergonyms, phytonyms, cosmonyms. We conclude that the reverse onymic associative dictionary is one of the potent methodological instruments for onomastic studies. The reverse onymic associative dictionary clarifies cultural constants and traditional memetic units which are present in the Ukrainian society.

Key words: *anthroponyms, toponyms, ethnonyms, theonyms, ideonyms, zoonyms, chrematonyms, chrononyms, ergonyms, phytonyms, cosmonyms.*

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