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RU

Функционирование прецедентных имен собственных (сфера-источник «Политика») на примере современных англоязычных публицистических текстов

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Аннотация. Цель исследования – выявить особенности функционирования прецедентных имен собственных, а именно прецедентных антропонимов (образы политических деятелей) в рамках публицистических текстов из сферы-источника «Политика», как составной части англоязычного масс-медиа дискурса. Научная новизна исследования состоит в том, что в нем впервые на примере англоязычных публицистических текстов из сферы-источника «Политика» через прецедентные антропонимы раскрывается их потенциал, который способствует формированию функционального пространства масс-медиа текста. Впервые системно описывается механизм метафоризации (аллюзивный механизм) английских прецедентных антропонимов, в основе которого лежит именно лингвокультурная специфика, культурные представления и уровень знаний носителей языка. В результате исследования установлено, что метафорические преобразования прецедентных имен собственных могут выполнять следующие функции: актуализировать как прецедентный текст/ситуацию, так и национально детерминированное минимизированное представление, стоящее за этим именем; формировать и прояснять новый концепт в сознании читателей через уже известный концепт прецедентного имени собственного; выражать эмоционально-оценочное отношение говорящего к предмету (явлению, ситуации) через образ прецедентного имени собственного и связанные с ним ассоциации.

EN

Precedent proper names (the source domain “Politics”) functioning in contemporary English news media texts

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Abstract. The objective of the research is to identify specific features of functioning of precedent proper names, namely, precedent anthroponyms (images of political figures) in news media texts within the source domain “Politics” as a part of the English-language mass-media discourse. The scientific novelty of the research is that for the first time the potential of precedent anthroponyms from the English-language news media political texts is revealed, which contributes to the formation of the functional field of the mass-media texts. For the first time the mechanism of metaphorization (allusive mechanism) of English precedent anthroponyms is systematically described, which is based on linguocultural specifics, cultural perceptions and native speakers’ level of knowledge. As a result of the research, it is proved that metaphorical transformations of precedent proper names can perform the following functions: actualization of both the precedent text/situation and the nationally determined minimized representation that is behind this name; formation and clarification of a new concept in the readers’ consciousness through the already known concept of the precedent proper name; expression of the emotional and evaluative attitude of the speaker to the subject (phenomenon, situation) through the image of the precedent proper name and the associations connected with it.

Introduction

The relevance of the research on the functioning of precedent proper names in English-language news media texts within the political domain consists in understanding how these names are used to influence public opinion, to shape narratives and convey specific ideological messages. Such analysis can provide insights into the mechanisms of persuasion and manipulation in political discourse as well as enhance our comprehension of the role that the language plays in forming societal perceptions and attitudes towards political events and figures.

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The research of general characteristics and ethno-cultural peculiarities of onomastic tropes functioning in the mass-media discourse is conditioned by intercultural dialogue intensification, since precedent anthroponyms play a special role in reflecting the global culture picture as well as in forming mass consciousness through evaluative stereotypes of political figures. The interest in studying the connection between metaphorization as one of the precedent anthroponyms functions in the "political" domain and the dynamic development of the media in the second half of the 20th century led to the emergence of a significant number of linguistic papers devoted to the study of their functions in news media texts in general and in mass-media discourse in particular. One of the important tasks facing the media is the formation of public opinion and coverage of political events both within a certain country and beyond its borders. Thus, radio, television, press and the Internet have become platforms for active participants in the political debate. The special format of news media texts as a combination of several semiotic codes for solving a common communicative task led to the use of precedence units in the media discourse.

In order to achieve the research objective, it is necessary to solve the following tasks:

1) to analyze peculiarities of the linguistic nature of precedent proper names, namely, anthroponyms as stylistically marked elements of the text;

2) to reveal the peculiarities of functioning of precedent anthroponyms in the English-language mass-media discourse, which are the basis of stylistic actualization (metaphorization) of English-language onyms;

3) to identify and describe the mechanism of metaphorization of proper names in the English-language mass-media discourse.

The following research methods are applied in the course of the work: the Content Analysis allows identifying how often certain proper names appear in news media texts, their context, and connotations associated with them. The Discourse Analysis helps focus on the social and cultural aspects of language use and examines how precedent proper names are used rhetorically to construct particular narratives or arguments. The Corpus Linguistics is used to analyze the frequency, distribution and collocations of precedent proper names across different publications. Besides, the Descriptive-Analytical Method makes it possible to identify and describe the functions of precedent anthroponyms. The method of Linguistic and Stylistic Analysis is used, which gives an opportunity to reveal the functional and stylistic potential of precedent anthroponyms.

The material of the research is a corpus of English-language news media texts from American and British electronic publications dated 2022-2024:

- Bandow D. Does 'Little Napoleon' Macron Want to Lead Europe into War with Russia? // The American Conservative. 14.03.2024. https://www.theamericanconservative.com/does-little-napoleon-macron-want-to-lead-europe-into-war-with-russia/;
- Hume M. Don't Blame the Russians When Europe Votes Right // The European Conservative. 06.06.2024. https://europeanconservative.com/articles/commentary/dont-blame-the-russians-when-europe-votes-right/;
- Smith D., Vargas R. A. Trump rally shooting being investigated as attempt on his life as spectator killed // The Guardian. 14.07.2024. https://www.theguardian.com/us-news/article/2024/jul/13/trump-rally-gun-shots-pennsylvania;
- Why Olaf Scholz is no Angela Merkel // The Economist. 11.01.2024. https://www.economist.com/leaders/2024/01/11/why-olaf-scholz-is-no-angela-merkel;
- Wolf B. Z. Zelensky is not Churchill. He's a more unlikely hero // CNN Politics. 08.03.2022. https://edition.cnn.com/2022/03/08/politics/zelensky-ukraine-churchill-what-matters/index.html.

The studied corpus comprised 500 texts, including 4107 proper names as part of onomastic tropes: anthroponyms. When analyzing proper names, materials from English dictionaries were used: Concise Oxford English Dictionary (COED); GNU Collaborative International Dictionary of English (GNU CIDE. https://gcide.gnu.org.ua/), Longman Dictionary of English Language and Culture (LDELC. Harlow: Longman, 1992).

The theoretical background of the research includes the works by Russian and foreign scientists devoted to the study of proper names in different perspectives: lexico-stylistic, functional-stylistic, pragmatic, structural-typological, cognitive. The active use of precedent names (Дмитриева, 2021; Красных, 2021; Нахимова, Николаева, 2023; Слышкин, 2000; Ворожцова, 2007; Зырянова, 2021; Vasko, Korolyova, Tolcheieva, 2022) and precedent phenomena (Чудинов, Сегал, 2023; Гудков, 2008; Караулов, 2010; Васильев, 2021) is a peculiarity of modern mass media communication and an important aspect of the study.

When considering precedent phenomena, we follow V. V. Krasnykh, D. B. Gudkov and other representatives of the 'Text and Communication' school. In many studies devoted to proper names and precedent names, one can find the following concepts: the metaphorical meaning of a precedent name, onomastic metaphors, the metaphorical use of a precedent name, etc. (Гудков, 2008; Нахимова, Николаева, 2023; Ратникова, 2003). V. P. Moskvin refers proper names to metaphor-symbols (Москвин, 1997, p. 27), E. S. Petrova also speaks about the metaphor of anthroponyms (Петрова, 2006, p. 173). Ya. N. Zasursky, M. N. Kozhina, O. A. Korda and others characterize the media discourse and functioning of precedent names in their works (Засурский, 2008; Кожина, Дускаева, Салимовский, 2008; Корда, 2013).

There are also numerous foreign scientists and scholars who have contributed significantly to the study of precedent proper names in English-language news media texts. Their diverse perspectives and methodologies have enriched our understanding of how language, history and politics intersect in shaping public narratives and influencing societal perceptions. Van Dijk's work focuses extensively on the role of languages in reproducing and challenging power relations, particularly in the political media discourse. His theories on Critical Discourse Analysis are highly influential in understanding how precedent names are used to manipulate public opinion (Dijk, 2015). Fairclough's approach

to discourse analysis emphasizes the interplay between the language, ideology, and power. He explores how linguistic choices, including the use of precedents, reflect and reinforce dominant ideologies in political texts (Fairclough, 1995). In his works on conceptual metaphors, Lakoff describes how the language shapes thinking processes and political reasoning. His ideas about framing and metaphor are central to understanding how precedents are used in political discourse (Lakoff, Johnson, 2003). Chilton's research focuses on the intersection of the language and politics, specifically focusing on how the language constructs and maintains political realities. His work includes analyses of how precedents and other linguistic devices are used strategically in political communication (Chilton, 2004).

Practical value is determined by the possibility to apply the results obtained in academic courses of functional stylistics, lexicology and translation theory. The materials of the study can be used when designing courses on specific features of the media language, the theory of metaphor, text interpretation as well as during English tutorials at universities.

Discussion and results

There is no doubt that "proper names are able to act as precedent phenomena and subsequently generate intertextual meanings in their folded form" (Vasko, Korolyova, Tolcheieva, 2022, p. 134). For example, in political texts of propaganda character in order to form both positive and negative images of modern political leaders, comparisons with famous historical figures are likely to be used to raise their significance or in order to criticize and speak ironically. Often the names of historical figures that have wide public recognition are mentioned. There should also be noted another aspect – cultural correlation between source domains and target domains. "When it comes to the Russian president, English-speaking journalists prefer to choose precedent proper names associated with Soviet/Russian politics (Stalin, Brezhnev), but when describing the French president, precedent names dating back to French history are preferred (Napoleon, Charles de Gaulle). Thus, we can say that the choice of precedent names depends not only on the demand for a certain number of typical attributes associated with the image of a particular political figure in the source domain, but also on the nationality of the conceptualized politician" (Будаев, Щербинина, 2020, p. 28).

As the first example (1), the article under the headline "***Does 'Little Napoleon' Macron Want to Lead Europe into War with Russia?***" will be considered (Bandow, 2024). It should be mentioned that Napoleon Bonaparte, whose name has become a precedent, stands out among historical figures due to its metaphorical occurrence in the English-language mass media, so his name is noticeably dominating in English-language news media texts. This may be interpreted by the fact that Napoleon is widely known not only as a commander, but also as a statesman, a man of bright destiny, a man who rose from obscurity to the heights of glory and then to disgrace and imprisonment. The high frequency of precedent anthroponyms is especially increasing against the background of the current tense relations and military actions in Ukraine, as well as the potential involvement of France in this conflict. The interrogative form of the headline awakens readers' interest in the subject and encourages them to think about the discussed issue from the very beginning. The headline is imbued with irony and even sarcasm as we can conclude from the author's use of the epithet expressed by the adjective "little" and the quotation marks 'Little Napoleon' to refer to this precedent anthroponym as a cultural sign that is only indirectly related to the bearer of this name but at the same time indicating its unconventional use in the context of the article. The journalist Doug Bandow creates a metaphorical image, presenting French President Emmanuel Macron as a figure claiming to be Napoleon in his desire to turn Europe into a hegemonic power – *Weltmacht*, showing the ambitions of the French president through the prism of historical experience. "*Perhaps the French President Emmanuel Macron* ***imagines*** *himself* ***Napoleon reincarnated*** *in his determination to make the continent a* ***Weltmacht***". This approach makes it possible to cover Macron's plans critically and conveys the author's pejorative evaluation. Our attention was also attracted by the fact that the journalist used the borrowing from the German language "Weltmacht" (world power) to emphasize the scope of ambitions and possible failure by analogy with the historical precedent. It suggests that Macron's plan to turn the continent into a world power, just like the German one, will fail.

The similar pejorative evaluation of a leader using the precedent anthroponym **Napoleon** is also observed in the following example (2), where the author Reinhard Lauterbach in his article calls Ukrainian leader Volodymyr Zelensky "a little Napoleon – 2022" due to some parallels: the leader's ambition, vitality and determination only on a much smaller scale. He also notes that both of these leaders prefer "victory over compromise": "***In Germany, Zelensky was called 'little Napoleon – 2022' because of his uncompromising nature***" (Bandow, 2024).

It is obvious that today Western politicians and journalists refer to the World War II analogies, comparing V. Zelensky with W. Churchill, D. Biden with F. D. Roosevelt, etc. This implies that the authors of publications actively manipulate with differential attributes of precedent anthroponyms associated with statesmen of the past epochs which act as standards of comparison when conceptualizing contemporary politicians as part of a group of precedent phenomena referring to the same source-text (or to texts by the same author).

The next example (3) shows how President Zelensky's behavior and position on the world political arena is compared with one of the famous British politicians and leaders W. Churchill, whose appearance, habits, character traits and personal qualities are the standard for comparison: "***Zelensky is not Churchill. He's a more unlikely hero***" (Wolf, 2022). The catchy negative syntactic structure of the headline supported by the subsequent narrative sentence motivates the addressee to read the article. In our opinion, this example can be categorized as an individual-author metaphor, in which precedent anthroponyms are used as part of a negative structure. In this case the mechanism of metaphorization is complicated by the fact that the metaphor is scattered in the text of the article and the metaphorically modified proper name Zelensky itself is complexified by the definition of "a more unlikely hero". Thus, the anthroponym Zelensky/

Churchill has a common denotative – politicians / heads of state and a common connotative – involvement of their countries in war. The article begins with an ironic excursus into the past career of the acting president of Ukraine – a comedian actor: "***The former comedian started things off with what seemed to be a dark joke about the workweek***".

By means of reflections and comparisons, the author formulates his thoughts in a separate subtitle: ***The Churchill comparison***. Further on the author of the article goes on discussing the fact that Zelensky, in his opinion, not only copies and sees himself as Churchill but also tries to reproduce his success using modern technology (a smartphone) and a military T-shirt trying to inspire his country just as Churchill used radio airwaves to unite the British during World War II. The author believes that Zelensky himself triggered such analogies when he echoed Churchill's historic speech made during a crucial period in British history. In his speech, Zelensky drew a parallel between the Ukrainian resistance and Britain's struggle under Churchill's leadership:

(4) "*Zelensky deserves awe and praise,* ***and the comparisons to Winston Churchill*** *are coming from the left, the right and the media. The thinking is that* ***Zelensky has traded Churchill's wireless radio and bowler hat for his own smartphone and a green T-shirt. Zelensky invited the comparison*** *on Tuesday when he riffed on* ***Churchill's most famous speech****, delivered at Britain's darkest hour and broadcast to inspire the country. As he addressed the UK House of Commons via video,* ***Zelensky compared Ukraine's struggle now to Britain's back then****. England under Churchill wouldn't bend to the fascism*".

(5) Let us analyze an abstract from the article titled "***Trump rally shooting being investigated as attempt on his life as spectator killed***" (Smith, Vargas, 2024). Our attention was attracted by the comparison used by Trump's adviser on political and strategic issues Stephen Kevin Bannon. Commenting on the situation around D. Trump, he drew parallels between contemporary political realities and historical events. S. Bannon claims that D. Trump is portrayed as a Julius Caesar-like figure, which could provoke potential criminals to take action against him similar to the way Brutus killed Caesar: "*Bannon argued that Trump had been portrayed as* ***a new Julius Caesar*** *everywhere from a New York theatre production to an essay by leading scholar Robert Kagan, paving the way for a would-be assassin to feel justified in* ***emulating Brutus***". To understand the meaning of the metaphor "a new Julius Caesar, emulating Brutus" it is necessary to know the history and have background knowledge about the assassination happened at the Senate (March 15, 44 BC) when the conspirators by the secret signal took out daggers and attacked the dictator. Marcus Junius Brutus was among the assassins. In this regard, his name is mentioned purposely.

Additionally, the tragedy "Julius Caesar" by W. Shakespeare can be referred to. S. Bannon compares the grudge of modern politicians to that of Brutus, and also refers to the assassination with A. Lincoln, emphasizing that at that time he was also depicted as a threat to the freedoms of southerners: "*He said president Abraham Lincoln received similar treatment after the civil war before his assassination at the hands of John Wilkes Booth. 'Remember John Wilkes Booth,' Bannon said. 'In the southern press, and in particular the Richmond papers,* ***Caesar-ism***, ***Lincoln is Caesar****, Lincoln is taking your liberties. You fought this war but, even in losing the war, he's going to take all your liberties and enslave you'*". The author hints that such narratives can create a dangerous atmosphere in which people may justify violence against political leaders. The term "autocratism, autocracy" is given in the dictionary as "A system of government in which unrestricted power is exercised by a single person, to whom, as Caesar or emperor, it has been committed by the popular will" (GNU CIDE). Another round of autocratism in America is conveyed by the term "Caesar-ism", which contains a proper name but it is actually a metonymy. This case of metonymic transformation is prefixal-suffixal: the suffix -ism is attached to the anthroponym Caesar. Thus, his words emphasize the dangerous nature of the rhetoric and images used in political discourse and their potential risks for security.

(6) The newspaper "The European Conservative" published the article dedicated to the nearest elections to the European Parliament under the headline "***Don't Blame the Russians When Europe Votes Right***". The subtitle of this article is particularly intriguing: "*From blaming the 'far right' for political violence to blowing up the '****Russiagate****' scandal, the EU elites are looking for scapegoats ahead of the elections*".

Our attention was drawn to a neologism that is formed by combining the proper name "Russia" and the noun "gate" = Russiagate, used to refer to the investigation of Russian possible interference in the 2016 US election. The same model is used here as in the word "Watergate". The term "Watergate" has since become synonymous with various clandestine and illicit activities. The addition of "gate" to a term has since been used to denote public scandals particularly in politics. Thus, the term "Russiagate" is closely related to a precedent situation and in the above subtitle the author is probably reminding the reader of the idea of a scandal or investigation related to some serious political incident or action that may affect the elite before European elections.

When analyzing the text of the article in the next example (7), we encountered a stylistic device that is the basis of an individual-author metaphor. The author of the article Mick Hume (a British journalist and writer whose works are devoted to the issues of freedom of speech and freedom of the press) criticizes the actions of the center-left politicians headed by the President of the European Commission Ursula von der Leyen, calling their policy "Ursula in the Looking Glass". It is the allusion which, as is known, is a reference to a mythological, historical, or literary fact, or character. In this example, the metaphorized anthroponym has a literary basis and is subjected to allusive reinterpretation: "*This political inversion of reality is typical of what we have come to expect in a European Union dominated by the center-left under European Commission President Ursula von der Leyen. We might call it the politics of '****Ursula Through the Looking Glass****'*" (Hume, 2024).

Because of her questionable policy Ursula von der Leyen has been compared to the character of the famous tale by an English mathematician and writer Lewis Carroll's "*Alice Through the Looking-Glass*". The character of the book walks through a looking glass and finds herself in a world where everything is mirrored in comparison to her familiar

world. In both cases it is the situation of overturning the usual order of things and influencing the world through a change of perspective.

Mick Hume argues that elites in Brussels are trying to overturn the truth to their own advantage by accusing center-right and right-wing parties of being opponents of European democracy and susceptible to outside influence and disinformation particularly from Russia. The author considers Ursula von der Leyen's actions as an attempt to limit the freedom of speech and democratic rights of right-wing politicians and voters. The journalist emphasizes that under the pretext of fighting disinformation and hate speech, the European Commission has superpowers to control and regulate online content, which, in his opinion, leads to the restriction of the rights for freedom of speech and information for certain political groups and voters.

The author uses the toponym 'Brussels' metaphorically, with reference to the phrase (8) "Big Brother is watching you" from George Orwell's novel "1984". In Orwell's book "Big Brother" symbolizes a totalitarian state that controls every aspect of citizens' lives by spying and shadowing them constantly: "*Under the pretext of combating 'hate speech' and 'disinformation,' it can suppress the views of populist and right-wing parties that don't conform with Brussels' worldview, policing what voters are allowed to say, see, or hear online. As we argued in Democracy Watch last year, it means that '**Big Brussels is Watching You**'*" (Hume, 2024). Thus, the phrase "Big Brussels is watching you" is referred to the European Union and may suggest the idea of viewing the EU as an organization that controls and watches its members similar to Big Brother in Orwell's novel. The phrase can be used to express concerns about the possible infringement of personal freedoms and privacy in the context of European Union activities or policies, giving a pejorative evaluation of what is happening. In general, the phrase "Big Brussels is watching you" evokes the association with the term "Big Brother" to emphasize the idea of controlling and spying people by the authorities. Thus, in Europe we are witnessing a political inversion of reality that is typical of what we have come to expect from the European Union, which is dominated by right-wing parties led by the President of the European Commission, Ursula von der Leyen.

It should be noted that negative headlines as well as interrogative and exclamation headlines are expressive and play a significant role in having a pragmatic impact on the audience. Such headlines carry the meaning of instruction and are particularly popular with readers as they tend to present the material clearly and concisely but at the same time interestingly due to structuring and coherence. Let us consider an article from the reputable English-language journal "The Economist" under the heading "***Why Olaf Scholz is no Angela Merkel***" (2024) that carries a powerful expressive message (9): "*An old story, pointed if apocryphal, had the late Henry Kissinger complaining, '**Who do I call if I want to call Europe**?' In fact, for long periods of time (admittedly after Kissinger had left government), there was a good answer. During most of the 1980s and 1990s it was Helmut Kohl, the German chancellor, and from 2005 till the end of 2021, it was Angela Merkel. So large, rich and generally weighty is Germany that nothing important happens in Europe unless its chancellor wants it to, and what the chancellor wants, she or he usually gets. Until now*".

The beginning of this article is allusive because it begins with a quote from Henry Kissinger: "Who do I call if I want to call Europe?". Henry Kissinger was the U.S. Secretary of State from 1973 to 1977. This quote reflects Kissinger's approach to diplomacy and his role in shaping U.S. foreign policy during the Cold War era. It emphasizes the idea that Kissinger saw himself as a key figure in international relations, often serving as a mediator for communication with other countries or regions. In fact, for a long time (albeit well after Kissinger had resigned) he got a good answer. For most of the 1980s and 1990s it was Helmut Kohl, Chancellor of Germany, and from 2005 until the end of 2021 it was Angela Merkel. The paper's narrative is that Germany is so large, rich and powerful that nothing important will occur in Europe unless the chancellor wants it, and what the chancellor wants they usually get, but unfortunately, it's not Olaf Scholz. Parallels and analogies are drawn: "*While the European economy stagnates, the hard right climbs in the opinion polls almost everywhere and Vladimir Putin's rockets rain down on Ukraine, a candidate member of the European Union, Mr. Scholz is all but invisible*" (Why Olaf Scholz..., 2024).

In the next abstract of the article the chrematonym "Google" is used ironically, it's a search system with the help of which you can find out who the German prime minister is: "*A Google search reveals that the leader of Germany is a man called Olaf Scholz, but so colorless and unimpressive a figure does he cut that you would be forgiven for not knowing it*" (Why Olaf Scholz..., 2024).

Pejorative evaluation is enhanced by the use of such adjectives as: "colorless and unimpressive": "*Most of his time has to be spent propping up his rickety three-way coalition*" (Why Olaf Scholz..., 2024). This distracted impotence has consequences far beyond Germany. The EU has been left leaderless because of Mr. Scholz's absence.

Among the whole set of proper names, we can single out a number of those that belong to the core of the linguistic means of storing cultural information and defining the scale of values of the English-speaking linguoculture. Such names include precedent anthroponyms which have emotional and cognitive value, the reference to which is constantly renewed, i.e. names known to the majority of representatives of the cultural community. The peculiarities of precedent anthroponyms functioning in news media texts are closely connected with their semantic structure where a special place is occupied by connotations and associations that tend to accumulate and replace the main meaning of the precedent proper name.

Conclusion

The carried-out research has enabled us to draw several important conclusions. Precedent proper names, namely, precedent anthroponyms (images of political figures) possess specific features when functioning in news media texts within the source domain "Politics" as a part of the English-language mass-media discourse.

As stylistically marked elements of the text, precedent anthroponyms have associative potential that contributes to the creation of the context's evaluative character as well as increases the visualization of the whole material which plays an important role in attracting readers' attention. Anthroponymy in a modern newspaper is a powerful mechanism for creating a positive or negative political portrait. Journalists often use precedent anthroponyms to achieve specific rhetorical effects such as comparison, analogy, irony or criticism which are stylistic devices. Comparing a contemporary politician to a historical figure can highlight both positive and negative traits, thereby influencing readers' perceptions. For instance, when used humorously or sarcastically the author can criticize someone by comparing them unfavorably to a famous person.

We assume that the ability of a politician or a famous historical figure's name to acquire axiological and background connotations and evoke certain associations in recipients allows performing evaluative, regulatory and influential functions as they intellectualize the narrative and form new meanings, introducing the events of the daily life in a peculiar way into the general historical, political, cultural context. Precedent anthroponyms have a text-forming function, they participate in modeling the entire text space. All these functions are the basis for the stylistic actualization (metaphorization) of English precedent anthroponyms.

The mechanism of metaphorization of precedent anthroponyms in the English-language mass media discourse is based on their connotative features in order to form trope such as metaphor. The use of precedent anthroponyms serves as a powerful tool for enhancing communication and engaging audiences through cultural references. However, its effectiveness depends on careful consideration of factors such as frequency, purpose, cultural relevance and potential difficulties. When used elaborately, these references can significantly influence readers' perceptions and understanding of contemporary issues.

The development of precedent semantics in proper names is a complex process, which includes the following further research perspectives:

– the deeper research of the precedent names' peculiarities, their differential features, which are axiologically and nationally-culturally marked, i.e. the body of knowledge containing evaluation and information that can be known to the representatives of only one ethnolinguistic and cultural community;

– the development of cognitive potential of the precedent anthroponym in discursive practice when studying the mechanisms of tropeization of precedent anthroponyms of various thematic groups, significant in the field of world culture;

– identification of the conditions under which a typical proper name (anthroponym) in the process of functioning begins to acquire additional meanings in specific linguopragmatic situations, considering national and cultural peculiarities which allows arguing that the proper name stands on the way to precedence.

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