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**Anthroponymy from the cognitive linguistic point of view:  
More (metaphor and) metonymy than meets the eye**

**Abstract:** As is well known, names of people may under certain circumstances turn into appellative or common nouns, i.e., they may become eponyms. In the majority of cases, we witness the development of a more generic sense in addition to the retention of the parallel proper name status, though the latter may even become backgrounded or obscured, as for example in the case of *diesel*. There is, however, also a process that goes in the opposite direction, i.e. appellative or common nouns may become proper names (onymization, more specifically anthroponymization). This often happens in the case of names denoting professions that start being used as family names (e.g. English family names such as *Smith* or *Potter*, German family names such as *Metzger* ‘butcher’, *Fischer* ‘fisher’, or *Miller* ‘miller’, or Hungarian family names such as *Szabó* ‘tailor’ or *Molnár* ‘miller’), or in the case of family names deriving animal names (*Wolf*) or adjectives denoting certain properties (*White*, *Short*, etc.). In both cases, metonymy obviously plays an important role. Metaphor is believed to be at work in examples like:

- (1) Every once in a while there comes along a player who is described as *the new Pele* or *Messi* or *the next Zidane* or *Maradona*.

In this talk we show that there are many more “hidden” metaphorical, and in particular, many more “hidden” metonymic shifts than is commonly assumed or perceived. We show on several case studies that:

- i. metonymy is present even in what we do not see as figurative use of personal names;
- ii. metonymy in personal names often operates over several tiers or levels, interacting with other metonymies (with those discussed in i. above, or with other, more typical metonymies);
- iii. metonymy involving personal names can be complex in other ways (metaleptic cases)
- iv. figurative shifts found in personal names may also involve a metaphorical stage (or stages), but this normally depends on the interaction with metonymies.