

THE PROBLEM OF THE DEGREE OF UNIQUENESS OF THE NAME OF THE SETTLEMENT IN THE LINGUO-ECOLOGICAL ASPECT

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The definition of linguo-ecology as an interdisciplinary science that studies language phenomena as part of the system, as well as through the prism of the communicative needs of native speakers, is taken as the starting point. The object of the research is the geographical names proper, nominating settlements, – oikonyms. The concept of the oikonymic space of a region is introduced, which is a set of fixed nominations of settlements located in a certain territory. The main problems that violate the criteria for the ecology of the names of settlements are characterized. A scale of oikonyms was developed and presented in accordance with the degree of their uniqueness within the region, including four degrees of uniqueness: the unique degree itself has the maximum degree; high degree - single-root morphemic close names; medium degree - complex or compound oikonyms; completely identical, doublet oikonyms are characterized by a low degree. The zones of linguo-ecological risk in the oikonymic space of the Volgograd region are indicated, which are connected with the arising contradictions between the desire for accuracy in nomination and the tendency to save speech. Defectiveness of symbolic names of settlements, which do not reflect their possible relationship with specific geographic objects, as well as the unjustified nature of certain renames, leading to a violation of the principle of historical continuity, was demonstrated.

Keywords and phrases: *lingvoecology; ecolinguistics; a culture of speech; toponymy; oikonim; oikonymic space of the region; the degree of uniqueness of the name; linguo-ecological risk zone; onim environmental criteria.*

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