

Summary of the doctoral dissertation

The dissertation entitled *Primarily Internet proper names in the mediaonomastic perspective* was written under the supervision of dr hab. Beata Grochala-Woźniak and consists of three main parts: introductory, theoretical and analytical.

The first part concerns the most important formal arrangements introducing the idea and concept of the work, the aim of which is to examine the naming processes in media onomastics, specifically in its online version. The subject of the study are proper names for which the Internet is the primary environment – the names of thematic blogs and channels on the YouTube platform devoted to such topics as travel, culinary and parenting were analysed. A review of the existing methodologies, methods, approaches and research theories made it possible to choose the one that allowed to answer the research questions and hypotheses: what distinguishes the analysed names, how they present themselves against the background of media onomastics, what are the main onymic tendencies and gave the opportunity to achieve the set goal. For the analysis of *nomina propria* occurring in the media space, traditional linguistic descriptions are insufficient. For this reason, an interdisciplinary approach was used, combining the achievements of various fields, adequate to the specific subject of research – Internet proper names. The basic research approach in which the dissertation was written is medioonomastics. A single method was not used to answer the research questions, because in contemporary research on language (especially the language of the Internet), it seems impossible. So content analysis and (critical) discourse analysis were used. At the end of the first part, the state of research was also reviewed, taking into account both historical studies and the latest items in the field of onomastics and mediallynguistics.

The second part, theoretical, is primarily a discussion of key concepts for the discussed topic – onomastics, chrematonymy, ideonymy, medioonomastics and medionyms. Theoretical considerations allowed for the appropriate classification of the studied material into an appropriate narrower onymic category. In this place of work, the topic of communication in the media, both mass and post-mass, was also discussed.

The third part, the most extensive, is a record of analysis conducted on the collected research material (1104 onymic items). A dual perspective was used to describe the excerpted examples: semantic, which seems particularly important in relation to Internet names, and structural,

which brings interesting conclusions in relation to medionyms. Statistical research was limited to the most important elements that proved helpful in formulating final conclusions. The percentage of name types in the surveyed categories was taken into account, which made it possible to assess which naming tendencies are the most popular, as well as information on the length of the excerpted onyms. Importantly, the proposed catalogue of categories according to which Internet names can be analysed is not mutually exclusive. It happens that one name appears in several places, which only proves how complex the issue of internet names is. During the conducted research, 5 main categories common to the names of blogs and channels on the YouTube platform were distinguished. Belong to them:

- names indicating the author;
- names implying the subject;
- names containing a foreign language component;
- names containing a verbal element;
- names using language games.

The analysis conducted in this way, taking into account a double perspective, the specificity of the Internet medium and various contexts, brought interesting conclusions. First of all, the two different Internet genres are very similar in terms of onymic practices, which in the vast majority are the result of well-thought-out (auto)promotional activities. Therefore, placing an anthroponym in the name structure is one of the most frequently used onymic schemes. The second, equally popular naming trend is the use of labeling lexis, which allows you to identify the content of a blog or channel already at the name level.

The identity of naming practices does not preclude differences. The most discrepancies concern linguistically foreign components. Bloggers use foreign languages, including languages other than English, much more often than YouTubers. Channel names on the YouTube platform not only contain non-Polish elements less often, but also the use of other languages is lower. Blogs and channels also differ in their language-game practices. Intertextual references, rhymes, breaking word-formation rules as well as dephraseologization and decomposition are common tendencies, while the use of unusual lexis characterizes blog names, and ambiguity – the names of channels on the YouTube platform.

Moreover, in many discussions about the language of the internet/in the internet, its uniqueness and novelty are raised. In the light of the conducted research, it turns out that Internet naming,

even in its pursuit of originality, remains template – Internet users willingly use proven and reproduced schemes. This does not mean, however, that Internet names do not have features distinguishing them from the entire set of *nomina propria*. The most characteristic is the formation of names using the verbal element. This is a property of broadly understood chrematonymy, and is particularly common in Internet names. Regardless of the genre and the topic discussed, declarative statements dominate, while interrogative sentences are the least numerous category.

The main goal of the dissertation was to comprehensively and reliably describe naming practices and mechanisms related to two representative Internet genres. The goal has been achieved, but the subject matter requires constant updating of research due to the dynamic nature of the Internet itself.