

DESOVETIZATION AND DECOMMUNIZATION OF THE UKRAINIAN URBANIMICON (ON THE MATERIAL OF ZAPORIZHZHIA PLACE NAMES)

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Abstract. *The article states the need for a comprehensive study of urban names, tracing the connection between the changes in the names, and economic and social processes. By analysing the dynamics of Zaporizhzhia topographic objects naming and renaming, the following two interrelated stages in the process of naming in independent Ukraine can be traced: desovetization and decommunization. The first is due to the collapse of the Soviet social and economic system, the formation of Ukrainian statehood, new forms of ownership, types of enterprises, and gradual integration into the world economic and cultural space. The formation of a new worldview and reformatting of the views on the past led to active naming, often spontaneous. From 1991 to 2015 the legal names of large enterprises changed. The naming of the newly created establishments of trade, services, public catering developed, which indicated the development of private enterprise, the growth in the consumption of goods and services; a street renaming also started. The second period is due to the officially declared rejection of communist ideology. During the decommunization, the process of renaming developed, and the system of toponyms changed. The new names of streets, avenues and squares contributed to the “de-ideologization” of urban space, expanding the boundaries of historical memory; the naming processes characteristic of the previous period were retained.*

Keywords: *urbanonym, naming, renaming, desovetization, decommunization*

The full version of this article is available in Ukrainian.

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