



## Pseudonym As An Object Of Linguacultural Description

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**Annotation.** The history of such a linguistic and general cultural phenomenon as anthroponyms goes back to ancient times. Although this phenomenon has been studied scientifically for many years, a number of problems associated with it represent unexplored scientific territory. It is known that anthroponyms are usually divided into several categories, the study of each of which requires a special approach and sometimes separate methods.

A pseudonym, in the realm of linguacultural description, is not merely a linguistic construct but a cultural artifact with its own nuances and implications. Here's how it can be viewed through a linguacultural lens:

1. "Identity Concealment": Pseudonyms often serve as a means for individuals to conceal their true identities. This can be for various reasons such as privacy, security, or artistic expression. In some cultures, assuming a pseudonym may be seen as a form of protection against social or political repercussions.

2. "Artistic Expression": Particularly in the creative fields, pseudonyms allow individuals to adopt personas that align with their artistic vision or genre. These pseudonyms become synonymous with their creative output and may carry specific connotations within the cultural context. For example, a pseudonym chosen by a writer or musician can shape audience perceptions of their work.

3. "Cultural Commentary": Pseudonyms can also be used as a form of cultural commentary or critique. By adopting a pseudonym that challenges societal norms or conventions, individuals may seek to provoke thought or spark dialogue about various issues such as gender, race, or politics.

4. "Legacy and Tradition": In some cultural contexts, pseudonyms have a rich history and tradition. Certain pseudonyms may carry prestige or historical significance, tying individuals to a lineage of artists, writers, or activists who have used similar aliases in the past.

5. "Online Persona": With the rise of the internet and social media, pseudonyms have become ubiquitous in online spaces. Users often adopt usernames or handles that differ from their real names, creating distinct online personas that may diverge from their offline identities. These digital pseudonyms can play a significant role in shaping online interactions and communities.

6. "Legal and Ethical Considerations": Pseudonyms can raise legal and ethical questions, particularly regarding issues of authenticity, accountability, and intellectual property. In some cases, individuals may face legal repercussions for using pseudonyms to deceive or defraud others.

Overall, pseudonyms are multifaceted linguistic and cultural constructs that reflect the complex interplay between individual identity, societal norms, and artistic expression. Studying pseudonyms provides valuable insights into the ways in which language and culture intersect to shape human behavior and communication.

Pseudonyms occupy a particularly important place within the framework of anthroponymy. Which are also called pseudo-anthroponyms in a number of sources.



Like any type of human proper name, pseudonyms have very long and complex history: a number of pseudo-anthroponyms used famous people, go back to the birth of European civilization - the era of antiquity.

For example, researcher T.I. Surkova writes that the pseudonym is a type of proper name that has an esoteric function realized through the precedent form of the relation denotation and name: the origins of the latter, as well as the mechanism of its association with denotation are known only to the namer. This understanding of the term, as well as its functioning, is generally characteristic of family discourse.

According to the opinion of the largest Soviet and Russian linguist Alexandra Vasilevna Superanskaya, pseudonyms are a type of proper names that correlate with the real name only to a certain extent: if an object has its own name, it also necessarily has a common noun. If he has a pseudonym, he necessarily has a real one of his own.

Absolutely, A.V. Superanskaya's observation regarding the expressiveness of pseudonyms taken to the extreme is quite insightful. When individuals choose pseudonyms, especially in creative or expressive contexts, they often seek names that are not just mundane identifiers but rather evoke a certain mood, image, or feeling. This pursuit of expressiveness can lead to pseudonyms that are bold, eccentric, or even surreal, pushing the boundaries of linguistic creativity. In essence, the expressiveness of pseudonyms lies in their ability to transcend mere labels and become vehicles for artistic expression, social commentary, and personal identity. By pushing the limits of linguistic creativity, pseudonyms can capture the imagination and leave a lasting impact on audiences.

Thanks to the above definitions of the term “pseudonym”, we derive working. In this work, by the word pseudonym we will understand a fictitious or transformed personal name, correlating with the real name, endowed with the expression necessary to achieve goals such as memorability, reflection of individual characteristics or type of activity, conspiracy, and so on. There is no doubt that in this context it is necessary to study pseudonyms in the light of linguocultural studies, since language, according to the outstanding German linguists Wilhelm von Humboldt and Leo Weisgerber, is a reflection of the folk spirit, and therefore the cultural situation in which The owner of this pseudonym is placed.

At the same time, the linguistic factors of naming with a pseudonym and its relationship with denotation includes a reflection of social and cultural attitudes of the owner, partial coincidence with the real name or surname, arise due to the transition of commonly used vocabulary in the category of proper names, precedent names and texts, use foreign language lexemes and syntaxes.

It is the correlation of linguistic and extralinguistic aspects that becomes the very basis that complicates the typology process in the light of the linguistic classification of pseudonyms. On the one hand, a number of reasons allow us to consider pseudonyms a purely linguistic phenomenon, and on the other hand, the very nature of pseudonyms takes into account a number of qualities that go beyond the actual linguistic picture of the world. That's why It is the linguocultural approach that allows us to take into account all the features of such a phenomenon as a pseudonym and take into account the mechanisms of its functioning.

It is also noteworthy that over time, not only the concept about the pseudonym, but also its very nature, as well as its perception. If earlier the use of pseudonyms was an integral part of the life of artists and writers, then in our time we have the opportunity to use pseudonyms and ordinary



people. This type of pseudonym has become entrenched in science and in the mass consciousness under the name “nickname”.

So, there is no doubt that such a phenomenon as a pseudonym is an object of study not only within linguistics, but also in within the framework of the cultural approach, since it involves an appeal to a whole series of qualities of denotation that cannot be studied only with using purely linguistic methods. These properties do not include only the general cultural level of denotation and its idiolect, but also a number of personal qualities, which, among others, include features of appearance and character, place of residence, gender identification, etc.

### Literature

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