

AN EFFECT OF GLOBALIZATION: LINGUISTIC LANDSCAPE OF
HÓDMEZŐVÁSÁRHELY IN PUB- AND RESTAURANT NAMES FROM 1920-2012

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ABSTRACT

Linguistic landscape is the presence of written signage in the public space that includes, for instance, street signs, warnings, shop names, building names, advertisements and informative signs. Among these signage the names of services, namely restaurants and public houses (pubs), cafes are an important constituents as they contribute largely to the linguistic landscape by being numerous and they well reflect the name-giving trends and fashions of the age in which they exist. Their contribution to the linguistic landscape is particularly outstanding as very often physically the same restaurant, café or pub exist with different name depending on the era and they are re-named to conform the actual name-giving trend and idealism of the society or political era they exist in. In the present paper I examine the change in the names of restaurants, pubs and cafés from the beginning of the 20th century till the present times.

Keywords: linguistic landscape, restaurants, name-giving, diachronic examination, foreign names

INTRODUCTION

The effect of social change is present in the public signage (SCOLLON et. al, 2003), thus the linguistic landscape reflects the social and political relations, fashion in language preference of the given age. As a result, linguistic landscape is not only symbolic, but can be regarded as an important source of information (GORTER et. al, 2006). The social and historic changes in a town's life had an effect on its name-giving practice; therefore, with the help of visual and written documents it can be mapped. The linguistic landscape, as it depends on the actual social era is never static, but is constantly in change (GORTER et. al: 2006).

The term 'linguistic landscape' was introduced by LANDRY AND BOURHIS (1997) and they defined it as the term for linguistic phenomena that signs the public spaces, including street signs, the names of places, streets, buildings and institutions. Linguistic landscape includes 'public' and 'private' signs disposed by authorities (e.g. government, local authorities) or private individuals, companies in a more or less autonomous way (GORTER, 2006) . In the present paper I examine the change in the names of restaurants, pubs and cafés from the beginning of the 20th century till the present times.

By the late 20 with the spreading if the globalization, foreign languages infiltrated in the public signage in respect of shops and services. The booming in the presence of the foreign languages is a relatively modern phenomenon and an international practice. Mostly, the purpose of applying foreign languages in the signage of businesses is to provoke association with the ethno-cultural stereotype of the speakers of the country where the language is native to. The signage does not necessarily have to be meaningful, relevant to the shop's profile or understandable to the speakers of the language, only to be easily associated with

the stereotype. The most widespread foreign language in non-English speaking countries is English (PILLER, 2003).

The examination of the names of cafés, restaurants and pubs in the early 20th century have been conducted by Hungarian linguists in Budapest, for instance. HAVAS (2006) in his article examined the names of cafés in Budapest between 1920-1944 and in 2002 from a functional-semantic perspective.

MATERIALS AND METHODS

Diachronic examinations are relatively rare in the field as they require years and usable documents are not always available. There are two basic methods to carry out diachronic study: BACKHAUS (2007) recommends the 'real time' examination when the same area is mapped linguistically in different times. It would be the ideal method, however, it would be both time- and cost-consuming and therefore this method is primarily done by linguistic institutions. The other method is the 'layering' that studies the signage present at the same time, though originating (remaining) from a different age, thus deducting the processes of the society and revealing how the social processes are reflected in the linguistic landscape.

I divided the period from 1900 to the socialist regime, from the socialist regime till the 1990, when the change of the regime happened and from the 1990s till today.

In my present study I used archive postcards and photos, article series of RÁCZ (1984) detailing the names appearing in the high street of Hódmezővásárhely and a FÖLDVÁRI'S (2006) collection of the names of facilities in catering. in Hódmezővásárhely in the early 20th century.

For the present names I mapped the actual linguistic landscape of the town from the perspective of restaurants, pubs and cafés while using a smaller collection of names gathered by IMRE (2007) in Délmagyar daily paper. In case of the names, I only provided English equivalent where it was possible or necessary for the explanation.

RESULTS

Names in catering at the beginning of the 20th century (1900-1949)

In the first half of the 20th century names of restaurants and pubs included names as: *Vörös Ökör* (Red Bullock), *Arany Potykához* (To the golden carp), *Posta Csárda*, *Sercsapszék*, *Kék Csillaghoz* (To Blue Star), *Serházkeri Mulató*, *Vásári Kocsma* (Fair Pub). *Görög borozó* (Greek vinery), *Serkocsma* (Beer Pub – archaic expression for beer), *Serházkeri mulató*. Humorous names also appeared in case of pubs: *Gyerünk csak* (Let's just go), *Lebuki csárda* (Busted pub).

Café names included names referring to the belonging to the nation (even by being named after respected Hungarian figures): *Petőfi Kávéház*, *Hazám Kávéház* (My home country Café). Cafés also received elegant names: *Royal Kávéház*, *Központi Kávéház* (Central Café) or names referring to coziness: *Otthon Kávéház* (Home Café).

At this time the fashionable preposition of addressing a place to something 'to the' appeared in several names (*Arany Potykához*, *Kék Csillaghoz*), along with the archaic names such as

‘potyka’ ‘ser’ instead of ‘sör’ (the present word for beer). Foreign names were hardly present, the only one found from this time is the *Royal Kávéház*

Names in catering in the socialism regime

Names during the socialist regimes have considerably changed. Names reflecting the present idealism appeared, often in form of re-naming, in place of the presently existing names:

Fekete Sas szálloda és étterem (Black Eagle hotel and restaurant), the most prominent restaurant in town till the present time, became *Vörös Csillag (Red Star)* in 1950. It was followed by a second new name during the socialist regime, similarly conforming to the ideals, namely *Béke szálloda és étterem (Peace hotel and restaurant)* in 1951, then in 1960 the hotel received its third name in a row and became *Hotel Béke (Hotel Peace)* a name that remained until 1998. It was also preferred to give names that referred to the locality: *Tisza Gyöngye, Hódtava*. Foreign names were scarce, *Espresso Kávézó* is the only example found. Also, proper names of owners disappeared from the naming fashion.

Present names

On examining the present names in catering, it becomes apparent that there are reoccurring tendencies in the name-giving practice. In the present names of the restaurants, cafés and pubs four major tendencies can be observed: 1, names that are stable and ‘survived’ changes of social and historic times; 2, re-naming; 3, names that follow the fashionable international trend of foreign languages (PILLER, 2003). I divided the names with humour in a separate category, while names that could not follow either trends were categorized as 5, ‘other’.

To the first category belong the *Sarokház*. *Fekete Sas* hotel was re-named three times during the socialism, then finally with the latest re-naming *Béke Hotel* got back its original name in 1998 *Fekete Sas* again. With being re-named four times during its history, *Fekete Sas* is probably the more often re-named hotel, restaurant and building in the town. *Koktél* pub continued its career as *Bannhof*.

Foreign language choices included: *Mexico Söröző, Joker Pub, Don Pedro Pizzeria, Lucullus, Saloon, Black Elk, Black Café Söröző, Bannhof*. Hybrid forms also occur where not the name but the type of catering service is in foreign language: *Hordó Pub, Raktár Café, Gödör Music Pub, Mango Café*

Among the humorous names the followings can be found pubs named after cartoon heroes: *VUK, Frédi és Béni, Bier-Lak, Öszöm-Iszom, Új Kaktusz*

The ‘other’ category consisted of the following names: *Kinizsi söröző, Sport, Bagolyvár, Bandula, Halászcserda, Szőke, Piros Presszó*

CONCLUSIONS

Name giving trends of pubs, restaurants and cafés have undergone several changes since the early 20th century thus forming the linguistic landscape constantly. Re-naming and back-naming depending on the social and historical was a practice. While before 1945 the proper names of owners were a very frequent occurrence in names of pubs and restaurant (but not in cafés), this trend disappeared in the socialist regime. However, in the 2010s it became a fashionable practice again.

It can be concluded that similarly to the international tendencies of the preference of foreign language use in name-giving practice, foreign languages also appear in the names of pubs and restaurants in Hódmezővásárhely. Foreign language use was sporadic both before 1945 and in the socialist regime, but it has increased since the 1990s and following the international fashion, English language is the preferred choice in foreign name giving.

In the present state of the linguistic landscape in respect of restaurant, pub- and café names, there is not only a preference of foreign language use, but also towards the names with some humour. Humorous names occurred between 1900 and 1945 in some instances and they are also present in the 2010s. It is also a general occurrence in Hungary in many towns a general way of making pubs popular is to equip them with humorous names (*Vakegér Tudakozó, Másik Kocsma –Szeged, Sose Halunk Meg – Miskolc, next to the cemetery with the 'Resurrection' signage, Napközi –Eger, Harmadik Félidő – Kazincbarcika, Bár i-6-nék – Borsod*).

Other forms as addressing the pub to a subject are entirely absent from the present names along with names referring to the location with *Hód* or *Tisza* in their names.

As a conclusion it can be asserted that in the present name-giving tendencies in Hódmezővásárhely both the general Hungarian and the international tendencies are present.

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