Center of Onomastics

**Areas of expertise**

Domain: philology, humanities (onomastics, socio-/psycho-/ethnolinguistics, anthropological linguistics, pragmatics). Philology can be defined as the scientific knowledge of the entire activity and life of a certain people, in a given period of its existence. As a sub-field of philology, linguistics studies human language, exploring its mechanisms by means of comparative, synchronic and diachronic studies of languages.

**Team**

Prof. Dr. Hab. Oliviu Felecan, Assoc. Prof. Dr. Hab. Daiana Felecan, Dr. Alina Bughesiu, Assoc. Prof. Mihaela Munteanu-Siserman, Dr. Adelina Mihali

**Representative projects**

"Multiethnic Connections in the Anthroponymy of Maramureş, a Central European Area", IDEI, (2009)
"Unconventional Romanian Anthroponyms in European Context: Formation Patterns and Discursive Function", TE grant, (2011)

**Significant results**

**Books:**
8. D. Felecan, *Pragmatics of Unconventional Names and Naming: From Theoretical Paradigms to Discursive Practices*,
Research & development

Research and development in the field of philology is mainly achieved with the help of humanities. Sociolinguistics, psycholinguistics, ethnolinguistics, and anthropological linguistics can help improve the economic environment theoretically. Through the interdisciplinary nature of the projects undergone within the Center of Onomastics, our teamwork could be employed in other fields, such as sociology, psychology, economy, marketing, advertising etc.

Consulting

Consulting may regard the choice of an appropriate name for businesses, which should be tightly connected to the impact that such institutions perform in society, but also the correct usage of Romanian in the direct relationship with customers, or the one established (indirectly) by means of websites and advertisements. At the same time, we could offer consulting for the organization of international scientific events and for editing scientific journals.

The offer addressed to the economic environment

Research & development

Research and development in the field of philology is mainly achieved with the help of humanities. Sociolinguistics, psycholinguistics, ethnolinguistics, and anthropological linguistics can help improve the economic environment theoretically. Through the interdisciplinary nature of the projects undergone within the Center of Onomastics, our teamwork could be employed in other fields, such as sociology, psychology, economy, marketing, advertising etc.

Consulting

Consulting may regard the choice of an appropriate name for businesses, which should be tightly connected to the impact that such institutions perform in society, but also the correct usage of Romanian in the direct relationship with customers, or the one established (indirectly) by means of websites and advertisements. At the same time, we could offer consulting for the organization of international scientific events and for editing scientific journals.