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T.Yu. Ma
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MASTER'S THESIS
on the topic of
British house names in the English language and culture

Thesis executor
135-om group *Tang Yanwei* Tang Yanwei

Academic supervisor
assistant professor,
candidate of philological sciences *E.Yu. Bazhenova* E.Yu. Bazhenova

The head of the master's degree program
professor, doctor of philological sciences *9.06.2023*
T.Yu. Ma T.Yu. Ma

Compliance check
the head of the department *9.06.2023*
T.Yu. Ma T.Yu. Ma

The reviewer
assistant professor, candidate of pedagogical sciences *L.P. Yatsevich* L.P. Yatsevich

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Assignment

To the master's thesis of the student **Tang Yanwei**

1. The topic of the thesis: British house names in the English language and culture

(approved by the order from 23.05.2023 No 1245-yr)

2. The date of the thesis final version submission: 23rd of June 2023

3. The thesis baseline information: scientific works on toponymy, proper name, cultural world image _____

4. The contents of the thesis (the objectives necessary to achieve):

- 1) linguoculturology as an approach to language study;
- 2) linguistic features of proper names and house names;
- 3) semantic features of house names;
- 4) the image of a house in the English cultural picture of the world.

5. Appendix list (schemes, graphics, tables and other illustrative material):

6. Thesis advisors (by chapters): _____

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Academic supervisor: E.Yu. Bazhenova, assistant professor, candidate of philological sciences, assistant professor

(last name, first name, patronymic name, post, advanced degree, academic title)

The assignment is subject to execution (date): Tang Yanwei
(student's signature)

ABSTRACT

The thesis is comprised of 61 p., 3 tables, 1 illustration, 51 references and includes introduction, chapter 1, chapter 2, conclusion and appendix.

PROPER NAME, TOPONYM, HOUSE NAME, CULTURAL PICTURE OF THE WORLD

The thesis deals with house names in the English language and culture.

The relevance of the work is proved by the fact that house is the basic concept of humanity: it is widely presented in the British house names. Their careful study helps to understand the mentality of the English-speaking people and find out more about house as a fragment of the English cultural world image.

The aim of the thesis is to study British house names in order to describe the image of the house in the English culture.

The object of the study is house name in the English language.

The methods of the study are the following: continuous sampling method, quantitative estimation method, description method, context analysis method, comparative analysis method, interpretation method.

The thesis main results were presented at the scientific conference «The Youth of the XXI century» (AmSU, Blagoveshchensk) and at the conference «Language. Culture. Communication» (AmSU, Blagoveschensk). Two scientific articles were published: «Linguistic status of British house names» and «House names and the image of the British house».

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INTRODUCTION

The thesis deals with the house names as a representation of the image of house in the English language and culture.

The practice of naming houses is a long-standing tradition of the British culture. House names are often used as a way to identify one's property, and they can also reflect the history, geography, and values of the region and the people living there. Today house naming is a tribute to tradition rather than a necessity.

However, house names represent people's perception of living in a house and their image of the house. With the house names becoming more and more motivated, it is becoming possible to analyze house naming in terms of building a shared concept of house through its representation in the English language.

Semantic analysis of meaning of house names can provide information about components of its image. Hence, house names can provide valuable insights into the image of the house shared by English-speaking people.

The image of the house enters the English cultural picture of the world as its fragment. The study of the house image is one of the keys to understanding the English culture and English people.

The relevance of the work is proved by the fact that house is one of the key concepts of the English language and culture. It is manifested in house names which are given by English people to their dwellings. The study of house names helps to understand the mentality of the English-speaking people and find out more about their culture.

The object of the study is house name.

The subject matter of the study is house name in the English language and culture.

The aim of the research is to study house names in the English language and culture.

The aim is realized through a number of **objectives**:

- 1) to study what proper name is, its main functions and characteristics;

- 2) to define house name as a phenomenon of language and culture;
- 3) to collect house names, perform their semantic analysis;
- 4) to describe the image of house in the English culture;
- 5) to systematize all the information and make conclusion about house names in the English language and culture.

The methods of the study are the following: continuous sampling method, quantitative estimation method, description method, context analysis method, comparative analysis method, interpretation method.

Theoretical background of the research is comprised of the works of Russian linguists such as V. V. Vinogradov, A. V. Superanskaya, N. V. Podolskaya, V. I. Karasik, V. A. Nikonov, as well as American and European scholars: W. Langendonck, H. Palmer, F. Sharifian, L. Wright.

The material of the study is the following: 250 house names selected from two official websites: home.co.uk facilitates the search for properties in the United Kingdom; halifax.co.uk provides informative support and bank services for the buyers of property in the UK.

Academic novelty of the research consists in the analysis and systematization of linguistic data about house names which have never been an object of linguistic study. The novelty of the research also lies in the attempt to describe the image of the British house basing on semantic analysis of names given by English people to their houses.

Theoretic significance of the research consists in the fact that the conducted research makes a contribution to the theory of proper names and toponymy in particular. The analysis of house names performed in this research enriches the knowledge about English culture and the image of the house in it.

The practical value of the work is that the obtained research results make it possible to apply them in the process of teaching English, as well as during lectures and seminars on linguo-culturology and intercultural communication.

Approbation. The thesis main results were presented at the scientific conference «The Youth of the XXI century» (AmSU, Blagoveshchensk) and at the

conference «Language. Culture. Communication» (AmSU, Blagoveschensk). Two scientific articles were published: «Linguistic status of British house names» and «House names and the image of the British house».

Provisions submitted to defense: The study of house names in terms of linguistics provides a deeper and more accurate perception of the image of house in the English culture.

1 PROPER NAME AS AN ELEMENT OF LANGUAGE AND CULTURE

1.1 Linguoculturology as an approach to language study

The problem of correlating language and thinking, as well as language and culture, sets scientists the task of investigating culturally significant units. In the first case, it is necessary to establish why a number of units stand out as culturally significant elements in the mind of a native speaker, in the second – how they are assigned to language signs. These problems are solved by various disciplines, linguistic culture being one of them.

Linguoculturology was established as an independent scientific branch in the last decade of the XX century. In Russian science, the term «linguoculturology» is associated with the works of such researchers as V. N. Telia (1996), Yu. S. Stepanov (1985), N. D. Arutyunova (1999), V. V. Vorobyov (2008), V. A. Maslova (2001). However, there is still no single definition of linguoculturology.

V. A. Maslova defines linguoculturology as a branch of linguistics that arose at the junction of linguistic and cultural studies and explores the manifestations of the culture of the people, which are reflected and entrenched in the language¹.

V. V. Krasnykh considers linguoculturology a discipline that studies the manifestation, reflection and fixation of culture in language and discourse. According to the scientist, it is directly related to the study of the national image of the world and linguistic consciousness².

In the Western school such studies are carried out within the branch of cultural linguistics³, which is viewed by B. Peeters as terminological variation of linguoculturology requiring more precision⁴. Cultural linguistics deals with «cultural conceptualizations» which can be regarded as «aspects of cultural cognition and its instantiation in language»⁵.

¹ Maslova, V. A. Linguoculturology. 2004.

² Krasnykh, V. V. Ethnic psycholinguistics and linguoculturology. 2002. P. 12

³ Palmer, H. Toward a Theory of Cultural Linguistics. 1996.

⁴ Peeters, B. On Linguoculturology and cultural linguistics. 2019. P. 7.

⁵ Ibid.

From the above presented definitions, it is possible to isolate the object of study in linguoculturology. These include cultural concept, cultural attitudes, cultural space, linguistic world image, but, above all, «linguoculturology explores living communicative processes and the connection of linguistic expressions used in them with the active consciousness of the people»⁶. In other words, a number of phenomena studied by linguoculturology are not confined to linguistic units. One should rather focus on the study of ways of representing the ideas of the people and the process of their fixation in the language.

Emergence and rapid development of linguoculturology can be attributed to the turn towards the applied side of linguistic research. Language is understood as a tool of comprehension of national experience. The linguacultural approach involves the study of the specifics of the national conceptual sphere from culture to consciousness⁷.

A.V. Kostin utters a similar idea of the cumulative function of language with its potential to imprint, store and transmit the experience of the people, their worldview and attitude⁸. From this perspective, language is a universal form of primary conceptualization of the world and rationalization of human experience, an expositor and keeper of unconscious spontaneous knowledge about the world, historical memory of socially significant events in human life.

The basic unit of linguacultural study the concept with its figurative, conceptual and evaluative components, with the predominance of the latter⁹.

Yu. S. Stepanov, G. G. Slyshkin interpret concept as a constituent element («basic cell») of culture in the mental world of a person¹⁰.

Yu. S. Stepanov believes that the concept has extra-linguistic information and is a micromodel of culture¹¹, while G. G. Slyshkin interprets the linguocultural concept is grouped around a value-accentuated point of consciousness and

⁶ Gorodetskaya, L. A. Basic concepts of linguoculturology. 2011. P. 8.

⁷ Sharifian, F. Cultural conceptualizations and language. 2011.

⁸ Kostin, A. V. Linguacultural interpretation of fiction. 2015.

⁹ Karasik, V. I. Linguacultural concept as an element of of linguistic consciousness. 2003.

¹⁰ Slyshkin, G. G. Linguacultural concepts and metaconcepts. 2004.

¹¹ Stepanov, Yu. S. Costants: The Dictionary of the Russian culture

associative vectors diverge from this point¹². The cultural concept includes conceptual and value, as well as subject-figurative components. The subject-figurative content of the concept is reduced to an integral generalized trace in memory associated with some object, phenomenon, event, quality. It is from life experience that the completeness of the representation of the subject-figurative side of the concept depends, which allows us to consider it a kind of bundle of life experience that is fixed in a person's memory. The subject-figurative side of the concept is modeled as a frame in modern linguistics. A frame means a model for measuring and describing knowledge that is stored in people's memory¹³.

S. G. Vorkachev came up with three approaches to understanding of the concept:

1) lexemes are included in the number of concepts, the meanings of which constitute the content of the national linguistic consciousness and form a «naive picture of the world» of native speakers. Any lexical unit, the meaning of which bears semantic representation, falls into the number of such concepts;

2) semantic formations are referred to as concepts if they are marked by linguistic and culturally specific features and thus characterize a certain ethnic culture. The unity of such concepts forms a part of the semantic area called conceptual area;

3) by concepts one can understand only fundamental to a particular culture semantic formations. They are key to understanding national mentality of language speakers¹⁴.

V. I. Karasik came up with an elaborate method of concept study. The concept is grouped around a certain «strong» point of view (evaluation can become such a focus). From the central component of a concept associative vectors diverge. The most relevant associations for native speakers form the core of the concept, the less significant ones form the periphery. Gradual distancing from the

¹² Slyshkin, G. G. Linguacultural concepts and metaconcepts. 2004.

¹³ Karasik, V. I. Linguacultural concept as an element of of linguistic consciousness. 2003. P. 127.

¹⁴ Vorkachev, S. G. Linguoculturology, linguistic personality, concept. 2001.

concept center, associations fade away. This accounts for unclear boundaries of concepts. The linguistic or speech unit, which actualizes the central point of the concept, serves as the name of the concept¹⁵.

The concept is characterized by many «inputs», or units of language and speech, which help to actualize the concept in the consciousness of a person. Outputs to the concept can relate to different levels of the language. Lexemes, phraseological units, free phrases, sentences, and texts are used to appeal to the same concept.

V. I. Karasik considers the linguacultural concept to be a conditional mental unit aimed at a comprehensive study of language, consciousness and culture. These three concepts are interrelated: 1) consciousness is the storage area of the concept; 2) culture determines the concept being in fact a mental projection of the elements of culture; 3) language and speech are the means of concept verbalization¹⁶.

As a rule, the representation of the concept in the language is attributed to the word and the word itself receives the status of the name of the concept – a linguistic sign that conveys the content of the concept most fully and adequately. The linguistic representation of the concept is carried out at various levels of the language and with the help of a whole paradigm of means. These can be words, synonymic rows of words, free phrases, idioms, texts and sets of texts¹⁷.

In this case proper names can be viewed as a form of concept linguistic presentation since they belong to the category of connoted vocabulary and accumulate and reflect national history and culture.

1.2 Proper name as a linguistic category

Proper names have always been of special scientific interest. Undoubtedly being one of the most ambiguous objects of linguistics, proper names are studied by various humanities disciplines: philosophy, logic, literary studies, poetics, folklore studies, etc. However, linguistics, especially linguacultural studies, show

¹⁵ Karasik, V. I. Linguacultural concept as an element of of linguistic consciousness. 2003.

¹⁶ Ibid.

¹⁷ Avanesyan, J. G. Componential analysis of concepts in the Russian and English world images. 2017. P. 45.

the greatest interest in this phenomenon of language, since these units have great scientific potential, despite the apparent simplicity of both formal and semantic. Various aspects of names are investigated: the origin, history of the name, semantics, functioning, etc. The study of the functioning of names, their influencing and pragmatic potential, that is the study of the life of the name in the text, is particularly relevant.

As a special class of words, these units were identified in ancient Greece by Stoic philosophers. Later, in subsequent historical periods, scientists and philosophers referred to this complex phenomenon. The study of proper names continued in the Renaissance, and then in modern times (T. Hobbes, G. Leibniz, etc.) and during the XIX century (J. Mill, H. Joseph, etc.). Long excessive attention to the concept of the proper name resulted in the multitude of its interpretations at present¹⁸.

In the «Dictionary of linguistic terms» edited by V. N. Yartseva, the proper name is also called «onym» and is defined as «a word, phrase or sentence that serves to distinguish the object named by it from a number of similar ones, individualizing and identifying this object»¹⁹. Based on this definition, it can be concluded that proper names are necessary only as differentiating words used to clarify common names, which are generalizing words.

Another definition was introduced by O. I. Fonyakova who said that the proper name is «a universal functional and semantic category of nouns, a special type of verbal signs designed to isolate and identify single objects (animate and inanimate) expressing single concepts and general ideas about these objects in the language, speech and culture of the people»²⁰. In this definition proper names are also treated as identifying words, but in addition to it they are seeing able to act as semantic sign which includes both linguistic and cultural information.

¹⁸ Superanskaya, A. V. proper name structure: phonology, morphology. 1969. Pp. 42-43.

¹⁹ Large Encyclopedic Dictionary.Linguistics" edited by V. N. Yartseva 1990:473

²⁰ Fonyakova, O. I. Proper names in the language and artistic speech. 1974.

This idea was supported by N. I. Formanovskaya who came up with the conclusion that a proper name is «a kind of lexeme with rich content»²¹.

Absence of unified definition of the proper name can be explained by the variety of approaches to treating the most troublesome aspect of the concept of the proper name – its meaning.

At the moment, there are several approaches to solving this problem:

1) proper names do not have any lexical meaning. This point of view is expressed by G. Amman, E.M. Galkina-Fedoruk, J. Mill, L. A. Vvedenskaya, etc.;

2) proper names are not connected to the concept, but this is compensated with their having lexical meaning. This opinion is expressed in the works by A. A. reformatsky, A. V. Superanskaya, O. S. Akhmanova, etc.;

3) proper names have both the meaning and the concept. This assertion is uttered by V. A. Nikonov, L. M. Shchetinin, O. K. Zhdanov, etc.

The opposite concepts appeared due to the heterogeneity of approaches to the description of proper names. According to some scientists, proper names turn out to be labels and their functioning in speech is ignored therefore. Other scientists claim that proper names are words with excessive semantic load, including encyclopedic information.

Since the proper name is a word (a lexical unit), it is worth making clear differentiation between them. The difference between common nouns and proper names is that the latter carry not only a nominative function, but the function of an individualizing nomination. They distinguish an item from a class of similar items. By selecting an item from a certain class, the proper name implicitly points to this class. This confirms the fact that onyms also have a classifying nomination²².

A.-M. Arias and I. A. Shcherbakova review papers on the issue and provide a detailed comparison of proper names and common words, contrasting these concepts

²¹ Formanovskaya, N. I. Speech communication: a communicative pragmatic approach. 2002. P. 280

²² Ermolovich, D. I. Proper names in the margins of languages and cultures. M. 2001. P. 11.

1. Proper names and common names have different relation to the referent. For the common name, this connection is inherent, while the proper name is connected to the referent through an object. For V. V. Vinogradov, this connection is crucial for understanding of the semantic structure of a word²³.

2. Proper names lose their initial etymological meaning due to the tendency to loss of conceptuality. Initially, a proper name as a form of individual naming reflects basic features of the referent and is motivated. As time passes, motivation of proper names fades to be completely lost.

3. The connection of the proper name with the referent (object) leads to substantivization of the name. Most proper names are nouns²⁴.

Nomination, being the primary function of the proper name, is a complex problem that has been debated for many years. Proper names refer to unique entities, such as people, places, and organizations, and are essential for communication and identification. However, the process of naming is not always straightforward, and there are many factors that influence the choice of a proper name.

One of the main challenges of naming is the fact that there are often multiple names that could refer to the same entity. For example, a person might be known by their given name, their surname, a nickname, or a combination of these. Similarly, a place might have a formal name, a colloquial name, and a name in a different language. This can lead to confusion and misunderstandings, particularly in cross-cultural communication.

Another issue with naming is the fact that names can have different connotations and associations depending on the context in which they are used. For example, a person's name might be associated with a particular profession or social status, or a place name might be associated with a historical event or cultural

²³ Vinogradov, V. V. On the forms of words. M. 1975. P. 54.

²⁴ Superanskaya, A. V. General theory of proper names. M. 2009. P. 91.; Langendonck, W. V. Theory and typology of proper names. 2007. P. 17.

significance. These associations can influence how people perceive and interact with the named entity.

The concept of the proper name can be enriched and clarified with reference to its function in the text. V. D. Bondaletov outlined the following functions of proper names:

- basic functions of the proper name:

1) nominative – onyms are used to name objects in speech;

2) identifying – proper names indicate a particular object in a series of similar ones. Each proper name used in speech in a figurative sense can perform the identifying function when the connection of the onym with the referent is preserved, but fades into the background. In this case the proper name expresses the quality (feature) of the object and in the long run renders its evaluation;

3) differentiating – the proper name selects the object from a number of similar ones;

- secondary functions of the proper name: social; emotional; accumulative; deictic (indicative); addressable; expressive; aesthetic; stylistic; the function of «introduction to the series»²⁵.

In the process of functioning, proper names accumulate various associations and background knowledge. These determine a typical image developed in the national consciousness²⁶. In other words, proper names accumulate information about the object they name, and this information is referred to by speakers of the language in various communicative situations.

Besides, being a complex sign, an onym is able not only to communicate any information about the called object, but also to correlate it with linguistic and cultural concepts already existing in the minds of native speakers. This can be regarded as evidence of the need for a comprehensive study of proper names, through semantic and pragmatic analysis as well as linguistic and cultural analysis.

²⁵ Bondaletov 1983:20-21

²⁶ Vasilyeva 2009:23-25

Referents of onyms can be people, animals, institutions, companies, geographical objects and other objects. Proper names can also include the names of books, films, and other works of art. This variety of references account for extensive typology of proper names.

The international classification of proper names adopted by the International Council of Onomastic Sciences (ICOS) includes 19 types of proper names, anthroponym, astrononym, cgharactonym, chrematonym, endonym, ergonym, ethnonym, exonym, hodonym, hydronym, hypocoristic, metronym, oikononym, oronym, patronym, teknonym, theonym, toponym, zoonym²⁷.

To sum up, proper names are a unique category of words in a language, distinguished by their ability to refer to specific objects. The nomination of proper names differs from that of common nouns as proper names identify single concepts and function as semantic signs bearing linguistic and cultural information.

The theory of cultural relativism was developed by E. Sapir and B. Wharf. For both researchers, different linguistic means lead to the creation of different images of the world²⁸. World image and its construction are viewed in the next section of the thesis.

1.3 Methods of building cultural picture of the world

A person learns the world through thinking and fixes it in his consciousness with the help of language. Thus, the picture of the world is replaced, as it were, by a model of the world existing in the language, that is, a linguistic picture of the world. But it is not the world as a whole that is reflected and fixed in language, but those of its components that characterize it most fully. Consequently, it is in language that those phenomena and phenomena that are most important for a given person, for a nation, for humanity are reflected.

The picture of the world is an integral set of images of reality in the collective consciousness. The image refers to real or invented formations formed

²⁷ List of key onomastic terms // <http://icosweb.net/index.php/terminology> (12.04.2023)

²⁸ Sapir, Whorf

by human consciousness, while the concept implies a logical understanding of objects and phenomena²⁹.

The cultural picture of the world is a system of views and representations, including a set of sensory-figurative and rational-conceptual ways of perceiving the world, understanding the world and constructing subjective and objective reality. It is formed within the framework of historically original ideological attitudes, is formed in the process of practical activity of people based on traditions and their own experience.

The cultural picture is formed from the perspective of the importance of the world for the person living in it. But these values may not always become the property of consciousness and will. In the process of embodying human ideas in cultural objects, the involuntary realization of the subject himself, his abilities, experience, etc. occurs. In the course of various trials, one or another cultural object or phenomenon finds its place in public life and a place in the order of the world.

The national language picture of the world reflects the perception of reality by the linguistic consciousness of a particular ethnic language society. Thus, it can be concluded that the cultural picture of the world can be studied by studying concepts peculiar to the certain nation represented in its language.

In the process of world comprehension every person compiles their conceptual system. It reflects the common knowledge and the national mentality of the people. The means of detecting the content of a conceptual system is a language that captures specific knowledge characteristic of a given community³⁰.

Here it is important to clarify the principles, methods and tools of linguistic and cultural analysis. The principle of research is largely determined by the disciplinary status of linguoculturology – correlations with a large number of disciplines within a wide range of cultural, linguistic and anthropological studies: ethnolinguistics, linguofolcloristics, ethnopsychology, anthropological linguistics,

²⁹ Karasik, V. I. Linguacultural concept as an element of of linguistic consciousness. 2003. P. 102.

³⁰ Pavilenis, R. I. The problem of meaning. 1983.

cognitive cultural studies, conceptology, cognitive linguistics, sociolinguistics, linguistics. Basic the principle of linguoculturological research is, accordingly, the principle of interdisciplinarity, which, in turn, provides the possibility of using research methods of linguistic, cultural, sociological cycles.

The main requirement for the application of a particular method is its ability to identify cultural semantics in a particular research material.

O. V. Tomberg outlines such method of linguacultural analysis as dominant analysis³¹. It is used in combination with quantitative analysis, is in most cases a continuation of quantitative analysis and consists in the allocation of the most frequent tokens. Frequency lexemes are distinguished based on the study of dictionaries, the corpus of the national language. This research method is based on the assumption that among the most frequent lexemes there are words denoting the dominant linguistic picture of the ethnos, social group and individual. It is one of the main ways highlighting the key words of culture – linguistic and cultural concepts.

At the current level of development of linguistic science, the study of frequency lexemes can be carried out within the framework of corpus linguistics. The corpus of the national language makes it possible to conduct research of a linguocultural nature: to identify the frequency (key) words of culture, reconstruct cultural concepts, to identify their discursive features, to analyze the significance of concepts in the life of society at different historical stages³².

Cluster analysis is based on the principle of combining various characteristics of a particular fragment of the world picture into a single segment. The cluster allows you to identify and see a culture-specific attitude to a certain phenomenon or artifact. Cultural specificity is manifested at two levels: first of all, at the level of the entry of tokens into a particular cluster. Secondly, in the correlation of the constituents of the cluster with non-linguistic reality³³.

³¹ Tomberg, O. V. Methods and principles of research within the framework of the linguoculturological approach. 2016. P. 144.

³² Ibid. P. 145.

³³ Khrolenko A. T. Fundamentals of linguoculturology. 2008.

Componential analysis consists in identifying the national-cultural component of meaning, which is best applied to two- and more component signs, for example, to phraseological units. The category connecting the idiom with the space of national culture is the connotation, which V. N. Telia defines as the interpretation of denotative or figuratively motivated aspects of meaning in the categories of culture³⁴.

Proper names which present the object of the research in hand, being multi-component structures, are also subject to component analysis which can help identify meaningful components of proper names for further analysis which involves categorization.

Categorisation is a fundamental process in human cognition that allows us to organise and make sense of the world around us. In cognitive linguistics, categorisation has been a central topic of research, as it plays a crucial role in the way we understand and use language. This review will examine several papers that have contributed to our understanding of categorisation in cognitive linguistics.

One of the earliest and most influential papers on categorisation in cognitive linguistics is G. Lakoff's «Women, Fire, and Dangerous Things»³⁵. In this book, Lakoff argues that our categories are not objective or natural, but rather are shaped by our embodied experiences and cultural contexts. He proposes that categories are formed through prototypes, which are central examples that embody the most salient features of a category. For example, the prototype for the category "bird" might be a robin, which has many of the typical bird features such as feathers and the ability to fly. Lakoff also introduces the idea of radial categories, which are categories that have a central prototype and peripheral members that share some but not all of the features of the prototype.

This paper represents the idea that categories are not objective or fixed, but rather are shaped by our experiences and contexts.

³⁴ Telia, 1996. P. 214.

³⁵ Lakoff, G. Women, Fire, and Dangerous Things. What categories reveal about the mind. 1987.

To conclude, it should be mentioned that the cultural picture of the world is an integral system of ideas about the structure of the world and the place of a person in it. Cultural picture of the world is manifested in the language, which is why to learn the cultural world image and its fragments it is necessary to refer to the language of the nation. Procession of the linguistic data involves various forms of analysis, like dominant analysis, cluster analysis, componential analysis. The fundamental procession procedure lying beneath all form of analysis is categorization.

Conclusions to chapter 1

Proper name serve to distinguish the object named by it from a number of similar ones, individualizing and identifying this object. hence, proper names are a unique category of words in a language, distinguished by their ability to refer to specific objects. The nomination of proper names differs from that of common nouns as proper names identify single concepts and function as semantic signs bearing linguistic and cultural information.

Proper names can be viewed as a form of concept linguistic presentation since they belong to the category of connoted vocabulary and accumulate and reflect national history and culture.

The cultural picture of the world is an integral system of ideas about the structure of the world and the place of a person in it. Cultural picture of the world is manifested in the language, which is why to learn the cultural world image and its fragments it is necessary to refer to the language of the nation. Procession of the linguistic data involves various forms of analysis, like dominant analysis, cluster analysis, componential analysis. The fundamental procession procedure lying beneath all form of analysis is categorization.

2 HOUSE NAMES IN THE ENGLISH LANGUAGE AND CULTURE

House naming is a distinguishing feature of the British culture. Giving names to houses is an old tradition which is still alive.

In her pioneering history of British house names published in 2020 Laura Wright presents a lot of facts about the history of this tradition. House naming in Britain dates back to the Middle Ages when houses were identified by their owner's name or occupation. For example, a house owned by a blacksmith would be named «Smithy House». Over time, this practice evolved into the use of family crests or coats of arms as house names.

During the 18th and 19th centuries, the naming of houses became more elaborate and creative. Wealthy landowners often named their homes after places they had visited or admired, such as «Tuscany Villa» or «Cannes Cottage». Some houses were named after famous people or events, such as «Waterloo House» or «Nelson's Retreat».

In the 20th century, house naming became even more diverse and personal. Some people named their homes after their children or pets, while others chose names that reflected the house's architecture or location. Today, house naming remains a popular tradition in Britain, with many homeowners using creative and meaningful names to distinguish their homes from others³⁶.

British house naming habits have also been briefly described in The New Yorker magazine this way: «Naming habits have remained amazingly stable. The mead hall in “Beowulf,” the oldest known work of English literature, is called Heorot, which survives as the White Hart, a common pub name. House names from before 1200 often derived from the head of the household, like Ceolmund or Wærman, but by the fourteenth century, inspired by chivalric crests and religious imagery, they had titles like Le Griffon, La Worm, Le Dolfyn, and Le Harpe. During the Enlightenment, it became fashionable across Europe to name houses

³⁶ Wright, L. Introduction to Sunnyside: a sociolinguistic history of British house names. 2020.

after a state of mind. In 1746, Frederick the Great, of Prussia, like some latter-day retiree to the English seaside, named his favorite palace Sans Souci – No Worries – which was written in gold letters above the door»³⁷.

British properties had only names by 1765 when by the Act of the Parliament all properties had to have numbers and street names for identification. This act is still valid today. According to it every house address should be designated number followed by the name of the road of location, for example 10 Downing Street. Despite the introduction of traditional addresses, British people still give names to their houses to personalize them and use along with house numbers³⁸.

2.1 House name and its linguistic status

Linguistic status of the house name should be first of all defined within the frame of proper names classification. This issue seems to have little scientific attention as there is no direct indication what type of onym a house name is.

According to the classification presented by ICOS, house names belong to the category of toponyms which are place names «sometimes in a broad sense, sometimes used in a restricted sense of inhabited places»³⁹. In the definition of toponymy it is mentioned that it is the «taxonomic study of place-names», and among the latter habitation names are mentioned⁴⁰.

By habitation one should understand «a place where people live», like dwelling, home, house, residence⁴¹. On the basis of this observation house name can be treated as a type of toponym.

The ICOS classification attributes names of buildings to the category of oikonyms (or oeconyms)⁴². The broad classification of toponyms provided by F. A. Khayitova defines names of buildings as oikodomonyms⁴³.

³⁷ Knight, S. Names of British Houses Mean? // The New Yorker [Electronic resource]. URL: <https://www.newyorker.com/> (12.05.2023).

³⁸ Rao, N. Orchard House or The Willows... Top 50 house names in Britain as homeowners seek inspiration // Express [Electronic resource]. URL: <https://www.express.co.uk> (22.03.2023).

³⁹ List of key onomastic terms // <http://icosweb.net/index.php/terminology> (12.04.2023)

⁴⁰ Toponymy // Britannica [Electronic resource]. URL: <https://www.express.co.uk> (22.03.2023).

⁴¹ Habitation // Collins [Electronic resource]. URL: <https://www.collinsdictionary.com/dictionary/english/habitation> (12.04.2023)

House names have some distinguishing linguistic features like the use of possessive apostrophes, for example *Smith's Cottage*, *Johnson's House*. Such patterns mark belonging to a person or family.

House names are often compound words formed by a combination of two or more words, for example Hilltop Manor, Riverbend cottage. Compound names provide more descriptive information about the location or surroundings of the house.

Talking about morphemic structure of toponym, which is an umbrella term for house names, F.-A. Ursini, classifies British place names into «subordinative compounds» of both left-headed and right-headed type. «The head in these compounds is usually labelled a “spatial classifier” morpheme, since it marks the spatial content of a toponym»⁴⁴. Examples of toponyms given by the researcher are: left-headed *Aberdeen* where *aber-* stands for ‘river’, right-headed *Edinburgh* where *-burgh* stands for ‘fort’.

The problem of meaning of toponyms generally reflects scientists’ observations on the meaning of proper names in general. F.-A. Ursini points out that toponyms can have «transparent structures» which are clearer and more accessible from the semantic point of view. It is easy for speakers to interpret them if the descriptor refers to the type of the place («house» or «square», for example)⁴⁵.

Place name, being a word, has three levels of meaning. These levels were described in the works of V. A. Nikonov⁴⁶ and V. D. Belenkaya⁴⁷ on the material of the Russian toponymy:

1) etymological meaning which reveals the history of the place name in the visible structure of the word;

⁴² List of key onomastic terms // <http://icosweb.net/index.php/terminology> (12.04.2023)

⁴³ Khayitova, F. A. Principles of Toponyms (Place Names) Classifications. 2020. P. 76.

⁴⁴ Ursini, F.-A. On the structure of toponyms [Electronic resource]. URL: <https://www.researchgate.net/publication/10.05.2023>

⁴⁵ Ibid. P. 13.

⁴⁶ Nikonov, V. A. 1965

⁴⁷ Belenkaya, V. D. 1969

2) geographical meaning which is in fact reference to the geographic object designated by the toponym;

3) associative meaning which, according to the scientists, arises in the mind of the speaker on hearing (seeing) a place name.

The associative meaning of place names reflects the assumption that they are an integral part of national culture. Being a long-standing tradition of the British culture, house naming gives access to nationally shared image of the typical British house or the house owner's vision of their own property. In any case, the meaning of a house name can serve as a valuable contributor to the cultural world image of the British nation.

2.2 Structural types of British house names

House names and their contribution to the British cultural world image have become the subject of research in the paper in hand. To carry out the study, we referred to two websites dealing with real estate operations.

One of them is [home.co.uk](https://www.home.co.uk/)⁴⁸, which is a website operating in the United Kingdom and facilitating the search for UK properties. To do the research, 235 house names were selected by the continuous sampling method from the advertisements for the sale posted on the website.

The other resource of the research is Halifax Building Society website⁴⁹ which gives information about building in the UK and also provides access to bank services provided by the company to real estate buyers. The company carried out research into British house names in 2003 and came up with a list of 50 most popular house names in Britain.

The overall number of units for analysis is 285 house names, which can give a picture of house naming in development from traditional and popular house naming patterns to modern ones.

The following logical sequence of actions was chosen for the study. The units selected for analysis were analyzed and categorized by their structure. Then

⁴⁸ Home [Electronic resource]. URL: <https://www.home.co.uk/> (05.02.2023)

⁴⁹ Halifax Building Society [Electronic resource]. URL: <https://www.halifax.co.uk/> (05.02.2023)

the names of the houses were investigated by the method of componential analysis to implement semantic categorization. As a result, linguistic information about British house names was obtained. The subsequent analysis was made on the basis of the obtained data.

This thesis section is devoted to the structural types of British house names.

House names, as well as all toponyms, are formed in accordance with certain patterns – word-building models. Formation of new place names is unique for every language, which develops a set of word-building models over centuries of its existence. Place names formed by the same word-building model are of the same type in terms of structure.

To begin with, it should be mentioned that all house names can be divided into one-component, two-component and phrase-type names. The result of quantitative analysis and examples are presented in the table.

Table 1 – Structural types of British house names

№	Structural type	Scheme	Number	Examples
1	1-component		29	The Laurels, Springfield
2	2-component	N + N	90	Castle Keepers, Oakwood Farmhouse, The Tudor Manor, etc.
		A + N	80	White Cottage, The Urban Utopia, The Serene Sanctuary, etc.
3	phrase	N + N + N	25	The Rectory Garden Cottage, Seaside Retreat Bungalow, Daisy Chain Cottage, Seaview Retreat Bungalow, Lavender Fields Cottage
		A + N + N	12	The Old Post Office, The Old School House, The Old Rectory Manor, Coastal Retreat Bungalow, Coastal Haven Bungalow
		N + PN + N	4	The Woodland Watchman's House, The Lakeside Lodgekeeper's House

		PN + N + Pr + N	2	Vicar's Place at the Square, Vicar's Place at the Churchyard
		N + N + Pr + N	8	The Rectory House at the Grove, The Lodge at Woodland Glades, The Rectory House at the Meadow, The Lodge at Woodland Retreats, The Rectory House at the Hill, The Lodge at Country Park, The Lodge at Meadowbrook Estate, The Lodge at Forest Glen

N – noun, A – adjective, PN – possessive noun, Pr - preposition

Analysis of the structural types of British house names brought about the following observation. Most house names (194 units, 68% of all house names under analysis) are two-component consisting of a generic expressed by a noun and the other component. The latter occupies the front position and is expressed by a noun or an adjective.

The second largest group (48 cases, 17%) includes phrase-type names which can fall into subtypes in their turn. All house names in this group have generic noun at the end of the phrase, but the rest of completion varies. Thus, in 25 and 17 units relatively the first element is a noun or an adjective. The difference in the front element part of speech reference, however, is subtle as in both cases the front element serves a descriptor of the subsequent noun.

The group of names with possessive nouns illustrates an old tradition of naming a house by the occupation of its resident. House names of similar meaning also enter the group «noun + noun + noun»: *Castle Keep Mansion, Castle Keep Residence, Castle Keep House, Castle Keep Cottage*. These names were originally given to the dwelling of the servants who lived by a castle and were in charge of running it.

Prepositional phrases are used as house names in 8 cases. These house names have complex meaning as besides the generic naming the house type (*house, lodge*), they transmit information about the surrounding area of the house

(*woodland glades, meadow, country park*, etc.) as well as facts about the owner (or past owner) of the residence (*rector*).

The smallest group (35 cases, 12%) of house names represents one-component units which consist either of the generic (*The Cottage, The Lodge, The Bungalow*) or the name. The name can refer to the owner's name (*The Laurels, The Gables*), the original function of the house (*The Granary, The Barn, The Stables*) or some landscape element that makes the house stand out (*The Beeches, Woodlands, The Orchard, Fairview, Sunnyside*).

Another observation made in the course of analysis should be mentioned here. From morphological perspective, house names generally consist of nouns (this fact is convincingly demonstrated in Table 1. Such structural peculiarity of house names correlates with their predominant nominative function, which is commonly fulfilled by nouns.

To sum up, structural analysis of British house names revealed that they predominantly have 2-component or phrase-type patterns. This can be attributed to the function of house names. They have to give information about the house and make it stand out by emphasizing some of its peculiar features. It makes house owners seek for more elaborate forms of house naming.

2.3 Semantic types of British house names

At the next stage of research componential analysis of the house names was carried out.

Componential analysis is used «to describe the meaning of words in terms of a universal inventory of semantic components and their possible combinations»⁵⁰. Componential analysis is one of the most effective methods of studying the meaning of a word. It is usually used to describe semantic relations between words which form closed thematic groups. The group of house names or generic components within them which refer to house types could be examples of such limited groups of words. In the course of componential analysis, the meaning of

⁵⁰ Arnold, I. V. *Lexicology of the modern English language*. 1986. P. 57.

the word is decomposed into elementary components, minimal units, or semes⁵¹ [Kuznetsov, 1990, p. 233]

1. First, componential analysis was applied to generic components of house names. The generic component is the part of a house name which carries the main denotative meaning, thus being the linker with the referent of the whole proper name. Since generic components at least to some extent preserve their initial lexical meaning, they can be subject to semantic analysis.

The generic component is the house name descriptor as it clarifies the type of dwelling naming it directly: *cottage, mansion, lodge, palace*, etc. It should be mentioned that the generic component could be identified in two- and more-component house names. To carry out the analysis we selected those generics which refer to the notion «house, dwelling», which means that only generics with the semantic component «a building for people to live in»⁵² were selected.

Quantitative analysis of house names descriptors revealed their various frequency. The result of calculation is presented in the table in «The number» column. The table demonstrates generic components of house names which were encountered more than once in the list of units for analysis. The rest of words related to a type of house include such lexical units as *adobe, treehouse, chateau, villa, mansion, veranda, enclosure, citadel, cabana*.

Table 2 – House name generic components

№	Generic component	The number
1	cottage	29
2	house	16
3	manor	13
4	lodge	12
5	castle	11
6	bungalow	11
7	farmhouse	7
8	place	4
9	residence	3
10	estate	2

⁵¹ Kuznetsov, A. M. The method of componential analysis. 1990. P. 233.

⁵² Oxford Learners' Dictionaries [Electronic resource]. URL: <https://www.oxfordlearnersdictionaries.com/> (10.03.2023).

11	cabin	2
12	home	2

The highest frequency of use of the word *cottage* as the generic component of house names indicates the fact that the concept of house is first of all associated with such type of habitation as cottage. Cottage is defined by the Oxford dictionary as «a small house, especially in the country», which creates an image of a traditional British dwelling: a small cozy house in the countryside.

The next generic component of house names is *house* having the meaning of «a building for people to live in, usually for one family»⁵³. This word has the broadest meaning and qualifies a building as place to live in. The Oxford dictionary also points out such semantic component as a family habitation, thus pointing out that it is comfortable enough for some people to live together.

Manor is the generic ranked third by the number of occurrences. It is defined as «a large country house surrounded by land that belongs to it»⁵⁴. Manor is a large, expensive and high-status property which is not confined to the house only. The fact that it has high frequency means that house owning is rather expensive as the price of property can be very high.

The fourth position by the number of occurrences is taken by house name generic *lodge*. It is defined as «a small house in the country where people stay when they want to take part in some types of outdoor sport» or «a small house <...> in the land belonging to a large house»⁵⁵. High frequency of this generic indicates emergence of new forms of property as well as changed attitude to a country house which is regarded as a place to go to on holiday rather than a house to live constantly in.

The generics that follow have the same frequency of use, but verbalize absolutely different concepts of house. *Castle* is «a large strong building with thick, high walls and towers, built in the past by kings or queens, or other

⁵³ Ibid.

⁵⁴ Ibid.

⁵⁵ Ibid.

important people, to defend themselves against attack»⁵⁶. Today only the first part of its meaning is exploited indicating dwelling which is strong and solid and (or) looks like a castle.

The same number of cases of use was revealed for the generic component *bungalow*. It is qualified as «a house built all on one level, without stairs»⁵⁷. This type of a house is similar to lodge as they both name dwellings which are not very large.

Farmhouse was revealed in the house names 7 times, which proves its relative popularity. A farmhouse is described as «the main house on a farm, usually where the farmer lives»⁵⁸. This concept of a house sustains the image of habitation located in the countryside.

The generic component *place* was identified in 4 house names, which probably accounts for the cases when the type of house is either not definable or not relevant.

One more generic included in the table is *residence* denoting «a house, especially a large or impressive one»⁵⁹. This is another case of reference to grand, expensive property, which is similar to the meaning of manor or castle as all of them have the same semantic component «large».

The semantic analysis carried out in reference to generic components of house names brings to the following conclusion. The type of dwelling given a name is located in the countryside (*cottage, lodge, farmhouse* – 48 cases in total), is not big (*cottage, lodge* – 41 cases), is expensive and spacious enough (*manor, castle, residence* – 27).

2. Second, componential analysis was applied to whole units of house names with special attention to the naming parts in them.

To begin with, it should be explained what tendencies of choosing names there used to be in the history of Great Britain.

⁵⁶ Oxford Learners' Dictionaries [Electronic resource]. URL: <https://www.oxfordlearnersdictionaries.com/> (10.03.2023).

⁵⁷ Ibid.

⁵⁸ Ibid.

⁵⁹ Ibid.

In the Middle Ages houses were identified by their owner's name (*The Tudor House, The Brown residence*), or occupation (*Tinker's Cottage, Mason's House*). During the 18th and 19th centuries, house names became more creative and elaborate. Landowners named their residences after birds and animals (*Badgers Cottage, Fox Hollow*), trees (*Treetops, Oaklands, The Willows*), flowers (*Rose Cottage, Honeysuckles, Lilac Cottage*), landscapes (*Hillside, Sunnyside, Meadow View*) as well as fairytales (*Pippins, The Nutshell*) and literary places (*Wuthering Heights, Pemberley, Mansfield Park*). In the 20th century house naming became even more diverse and personal highlighting the style and location of the dwelling (*The Creative Castle, Maplewood Terrace*)⁶⁰.

Today, house naming remains a tribute to tradition, although it is being replaced with common addresses. Homeowners use house names to distinguish their dwellings from others and at the same time express their idea of dwelling.

In 2015 the Royal Mail service of the UK carried out research on the most widespread house names in the country. They used postal database of about 29.3 million UK addresses and by way of calculation compiled a list of 50 most widespread names of houses⁶¹. Their survey revealed that the most popular naming components of house names were: *Orchard, Meadow, Rose, Holly, Oak, Willow, School House, Sunnyside, Springfield, Highfield* (ranked from 1 to 10).

The list of house names provided in this research shows a clear tendency in English house naming: there is a shift from using the owner's name or toponym or historical event towards more creative and meaningful house names which focus on the characteristic features of the dwelling, thus making expressive and image-provoking. Here it should be mentioned that old patterns of house naming are also identified among the items subject to analysis: two house names in the list were formed from the owner's name (*The Gables, The Laurels, The Tudor Manor*), one was based homonymously to a toponym (*Springfield*).

⁶⁰ Wright, L. Introduction to Sunnyside: a sociolinguistic history of British house names. 2020.

⁶¹ Rao, N. Orchard House or The Willows... Top 50 house names in Britain as homeowners seek inspiration // Express [Electronic resource]. URL: <https://www.express.co.uk/> (22.03.2023)

In the process of semantic analysis in relation to the naming components of the house names selected for practical analysis, several thematic groups were identified. These thematic groups include house names directly (verbally) referring to the thematic concept or implying it. In total 15 thematic groups were identified. All house names were distributed in these groups, thus allowing to carry out calculation. Quantitative analysis of the thematic groups can give an idea of relevance and popularity of particular themes in house naming.

Table 3 – Thematic groups of house names

№	Thematic group	Number, percentage of house names		Examples
1	Natural venues, landscapes, views	45	(16%)	The Woodland Wonder, The Woodland Watchtower, The Lakeside Lodge, The Woodland Wonderment, The Lakeside Lookout, The Whimsical Waterfall, The Lakeside Lodge, The Mountain View Manor, The Waterfront Wonder, The Lodge at Woodland Glades, Woodside, Treetops, Seaview Retreat Bungalow
2	Plants, garden	40	(14%)	Rose Cottage, Yew Tree Cottage, Primrose Cottage, Rose Cottage, Cherry Terrace, The Hollies, The Firs, The Willows, Holly Cottage, Honeysuckle Cottage, Lilac Cottage, Oaklands, Rose Cottage, Cherry Terrace, The Rectory Garden, Ivy Terrace, Maple Terrace, Daisy Cottage, Castle Gardens, Buttercup Cottage, Cedar Terrace
3	House history	35	(12%)	Vicar's Haven, The Barn, The Earl's Hall, The Regency Manor, Castle Keep Mansion, The Old School House, School House, The Granary, Mill House, The Rectory House, Vicar's Rest, The Old Post Office, The Old

				Rectory Manor, The Earl's Hall, The Heritage Manor
4	Luxury, prestige	28	(10%)	The Chic Chauffeurie, The Bohemian Boutique, The Chic Chateau, The Bohemian Boudoir, The Chic Cabin, The Bohemian Bunker, The Chic Chalet, The Manor House, The Noble Hall, The Regal Manor, The Majestic Hall, The Royal Manor, The Stately Hall, The Nobleman's Hall, The Duke's Hall, The Tudor Manor
5	Countryside location	26	(9%)	Apple Farmhouse, Corner Cottage, The Orchard, Orchard House, Oak Farmhouse, Willow Farmhouse, Elm Farmhouse, Birch Farmhouse, Countryside Bungalow, Ash Farmhouse, The Country Compound
6	Solitude, serenity, happiness	25	(9%)	The Mountain Retreat, The Heavenly Hideaway, The City Scape, The Serene Suite, The Bold Abode, The Enchanted Enclosure, The Happy Hideout, The Serene Sanctuary, The Peaceful Palace, The Garden Getaway, The Tranquil Treehouse, The Zen Den, The Cozy Corner, The Serenity Shack, The Happy Homebase, The Radiant Retreat, The Blissful Bungalow, The Sunny Side Up, The Happy Place, The Chill House
7	Classical style	23	(8%)	The Vintage Veranda, The Retro Retreat, The Vintage Venue, The Retro Residence, The Country Condo, The Vintage View, The Retro Ranch, The Vintage Villa, The Rustic Roost, The Retro Retreat, The Nook, The Great Hall
8	Holiday house	20	(7%)	The Funky Flat, The Happy

				Houseboat, The Country Clubhouse, The Lively Lodge, The Coastal Cabana, The Mountain Manor, The Seaside Studio, The Coastal Cottage, The Seaside Suite, The Mountain Mansion, The Coastal Cabin, The Seaside Sanctuary, The Coastal Castle, The Beach House Bliss, The Wanderlust Way
9	Romantic air	14	(6%)	The Heavenly House, The Enchanted Estate, The Heavenly Haven, The Enchanted Escapade, The Heavenly Home, The Happy Haven, The Enchanted Estate, The Country Charm, The Sweet Spot, The Dream Weaver,
10	Creative style	13	(5%)	The Creative Coop, The Whimsical Workshop, The Artisan Atelier, The Creative Conclave, The Artisan Apartment, The Whimsical Warehouse, The Urban Loft, The Creative Castle, The Artisan Abode, The Creative Cottage, The Boho Bungalow, The High Five, The Whimsical Cottage
11	City house	7	(2.5%)	The Urban Villa, The City Center, The City Chic, The Urban Utopia, The Eclectic Escape, The Urban Oasis, The Modern Marvel, The New Manor,
12	Humour	6	(2%)	The Funky Flatiron, The Heavenly Haven, The Funky Farmhouse, The Rustic Roost, The Nest Egg, The Funky Monkey
13	Safety	3	(1%)	The City Citadel, The Bohemian Bunker, Fort Hill

1). Natural venues, landscapes. This group is the biggest with 45 house names, which accounts for 16% of all house names in the bank for analysis (285 in total). This semantic group unites house names which refer to striking views around the house. In this group there are names with the components naming landscapes (*Woodside, Woodland, Waterfront, Waterfall, Forest, Oaklands*) and picturesque views (*Mountain View, Fairview, Meadow View, The Lodge at Parkview, The Lodge at Lakeview Estate, Seaview Retreat Bungalow*). Beautiful nature, picturesque environment seem to be an important source of house naming. The most frequently used landscapes are lakes, hills, mountains, meadows. High frequency of house names belonging to this thematic group refers to the image of a country house, cottage which benefits from the beauty of nature around.

2). Plants, garden thematic group is closely related to the previous one as it also refers to the mesmerizing view around the house. In this group there are house names which appeal to the beauty of plants: trees and flowers: *Rose Cottage, Yew Tree Cottage, Primrose Cottage, Cherry Terrace, The Hollies, The Firs, The Willows, Holly Cottage, Honeysuckle Cottage, Lilac Cottage, Cherry Terrace, Ivy Terrace, Maple Terrace, Daisy Cottage, Buttercup Cottage, Cedar Terrace, Poppy Cottage, Sunflower Cottage*. Besides, some house names do not apply to a whole garden rather than a particular flower or tree (*The Rectory Garden, Castle Gardens, Garden Bungalow*). Gardening in Britain is not only a hobby or the need to grow vegetables. Gardening is an activity which is expected to be performed by a house owner. The image of a British garden includes «a lawn with flower beds and perhaps a vegetable patch» which «has become a sought-after advantage to home ownership»⁶².

3). House history is a thematic group which unites house names referring to the past of the house: its previous owners or different functions the building performed in the past. It is the third largest group with 35 names in it. One of the most frequently used past references is rector, vicar or regent who used to own the

⁶² Gardening // Britannica [Electronic resource]. URL: <https://www.express.co.uk> (22.03.2023).

place: *The Rectory Garden Cottage, Vicar's Haven, The Rectory House, Vicar's Rest*, etc. Among other house owners whose reference can be traced in modern house names are barons' servants (*Castle Keep Mansion, Castle Keep Residence, Castle Keep House, Castle Keepers*, etc.). The long history of a house can be also sustained by a name pointing at some old organizations which the building housed: *The Old School House, School House, The Granary, Mill House, The Old Post Office*, etc. or historical events which happened in the house or in the vicinity: *The Heritage Manor, The Historic Manor*.

4). Luxury, prestige is the fourth largest thematic group of British house names (28 units, 10% of all cases). It accumulates house names which present an image of an expensive and prestigious dwelling. Luxury can be verbalized in such words as «chic», «bohemian», «elegant». etc. and is sustained by the dwelling identifiers of French origin («boutique», «boudoir», «chalet», «chateau»). The latter are commonly associated with luxury sharing the common meaning of a stately residence. Status value of some residence is created by reference to noble owners (*The Noble Hall, The Regal Manor, The Majestic Hall, The Royal Manor, The Stately Hall, The Nobleman's Hall, The Duke's Hall, The Tudor Manor, The Baronial Hall*). A large number of house names falling into this group proves the fact that having expensive, luxurious or statute property is of high value.

5). Countryside location. In this thematic group there are 26 house names, which ranks the group fifth. The countryside image of a house is verbalized primarily in such generics as «farmhouse», «cottage», «bungalow» (*Apple Farmhouse, Corner Cottage, The Orchard, Orchard House, Oak Farmhouse, Willow Farmhouse, Elm Farmhouse, Birch Farmhouse, Ash Farmhouse, Countryside Bungalow, The Country Compound*, etc.). As it was stated above, the British house is most commonly referred to as «cottage», or a house located in the rural area. The fact that modern house names exploit this concept, proves its popularity and relevance for British houseowners.

6). Solitude, serenity, happiness is the sixth thematic group of house names with 25 elements in it. Such names as *The Mountain Retreat, The Heavenly*

Hideaway, The City Scape, The Serene Suite, The Bold Abode, The Serene Sanctuary, The Peaceful Palace, The Garden Getaway, The Tranquil Treehouse, The Zen Den, The Cozy Corner and others form an image of a dwelling where one can enjoy solitude and serenity, retreat from the big city bustle. The next component of the thematic group is represented by such names as *The Happy Homebase, The Radiant Retreat, The Blissful Bungalow, The Sunny Side Up, The Happy Place, The Chill House*. Analysis of their constituent elements allows to deduce «happy» as a component of the image under study.

7). Classical style of a house referred to in its name is an important characteristic as it is recorded 23 times. These house names emphasize old-fashioned country style of the houses: *The Vintage Veranda, The Retro retreat, The Vintage Venue, The Old Lodge, The Retro Ranch, The Vintage Villa*, etc. The descriptor «vintage» is most frequently used among the examples. It means «old but admired»⁶³, which again brings to the image of a cottage (a small country house).

8). Holiday house is thematic group encompassing house names attributed to houses which can be used as holiday residences. This image is verbalized in house name elements like «seaside», «coast», «beach» which are associated with sea journey or «mountain»: *The Coastal Cabana, The Mountain Manor, The Seaside Studio, The Coastal Cottage, The Seaside Suite, The Mountain Mansion, The Coastal Cabin, The Beach House Bliss, The Wanderlust Way*. Such house names render the meaning of holiday, journey and pleasant pastime. The latter is also expressed by house names like *The Funky Flat, The Happy Houseboat, The Country Clubhouse, The Lively Lodge* – all representing the change in the traditional concept of the British dwelling.

9). Romantic air in the house name is represented in such components as «heavenly», «enchanted», «charm», «dream»: *The Heavenly House, The Enchanted Estate, The Heavenly Haven, The Enchanted Escapade, The Heavenly*

⁶³ Oxford Learners' Dictionaries [Electronic resource]. URL: <https://www.oxfordlearnersdictionaries.com/> (10.03.2023).

Home, The Happy Haven, The Enchanted Estate, The Country Charm, The Sweet Spot, The Dream Weaver. These house names (14 by number) bring about the image of a traditional countryside house located in a picturesque place which generates romantic ambience of the dwelling.

10). Creative style theme is elicited in 13 house names. It is represented in such components as «creative», «artisan», «workshop», for example: *The Creative Coop, The Whimsical Workshop, The Artisan Atelier, The Creative Conclave, The Artisan Apartment, The Whimsical Warehouse, The Creative Castle, The Artisan Abode, The Creative Cottage*. Attribution to this thematic group was also made due to the image of a modern (not classical) style and design of the house: *The Urban Loft, The Boho Bungalow*. Another form of creativity in house naming is viewed in using an epithet to identify an unusual house: *The High Five, The Whimsical Cottage*.

11). City house is a thematic group opposed in its general meaning to the group of names accentuating countryside location of a dwelling. To address the audience of young people, these houses are presented as city dwellings rather than country cottages: *The Urban Villa, The City Center, The City Chic, The Urban Utopia, The Eclectic Escape, The Urban Oasis, The Modern Marvel*.

12). Humour as a basis for grouping house names into one category was identified 6 times, for example: *The Funky Flatiron, The Heavenly Haven, The Funky Farmhouse, The Rustic Roost, The Nest Egg, The Funky Monkey*. These house names create a common image of a house as a modern venue where young residents can live and enjoy themselves. For this reason, the theme of this group is close to that of «holiday house» group.

13). Safety is the theme of the smallest group of British house names (it was identified 3 times). These names include *The City Citadel, The Bohemian Bunker, Fort Hill*, etc. The components «citadel», «bunker», «fort» share the meaning of a «strong building», «shelter for safety» but account for only 1% of the image of the British house nowadays.

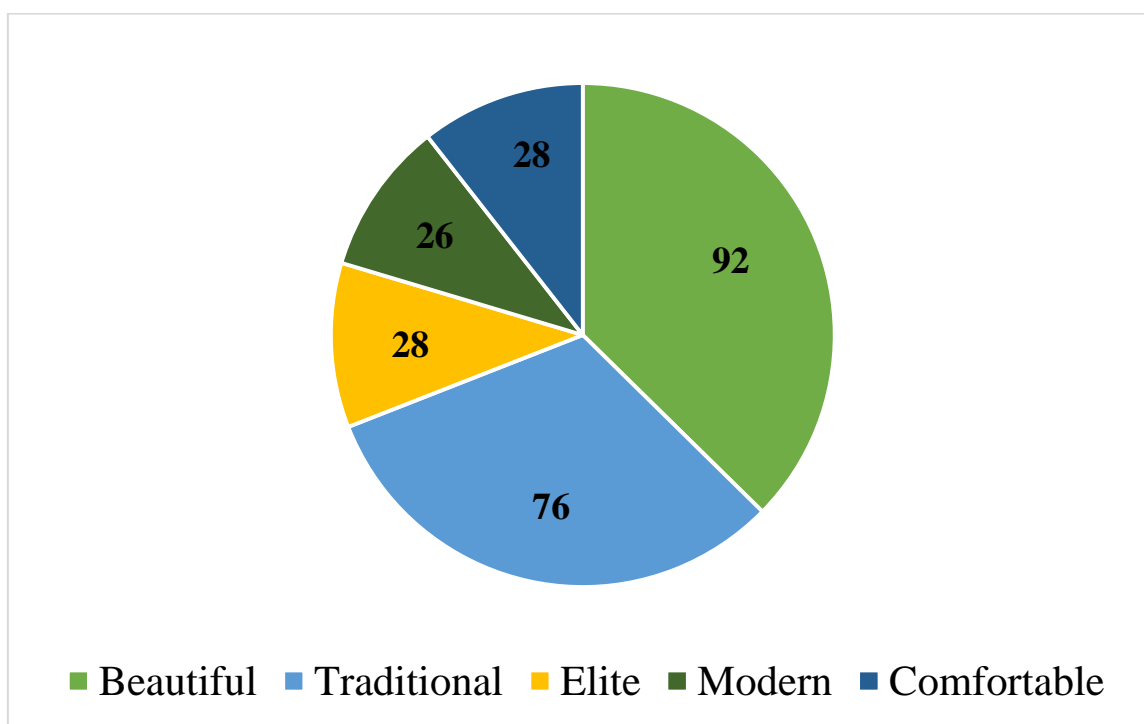
To sum up, semantic analysis of the research material made it possible to categorize British house names into groups, and thus single out types of meanings expressed by them. These generalized meanings, if further processed, can constitute meaningful elements of the concept of the British house.

2.4 British house as a fragment of the English cultural world image

The thematic groups outlined above give valuable information about the image of house in the British national picture of the world. Further semantic analysis into the issue resulted in formulation of components of the image of the British house. These components qualify the image of house in the British culture as they provide denotative meaning of this image and its evaluation.

Being associated with similar concepts, the thematic groups were combined to elicit the components of the British house image. By way of this combination five components were deduced and evaluated in terms of volume. The result of the analysis can be presented in the illustration below.

Illustration 1 – Components of the house image in the British culture



The biggest segment of the diagram represents the component *beautiful* in the image of house in the British culture. It was deduced from the correlating thematic types of house names which verbalized nature and landscape concepts,

plants and gardens, romantic ambience, thus being represented in 92 house names. Hence, the beauty of a British house is associated with picturesque views around it, landscapes which are traditionally treated beautiful in the British culture: groves, lakes, mountains, hills, meadows. Thus, beauty of a house is inseparable from the beauty of the environment the house is located in. In other words, picturesque landscape becomes the main contributor to a dwelling attraction.

Shared meaning of the thematic groups «house history», «countryside location», «classical style» contributed to the second component of the British house image: *traditional*. It is represented in 76 house names. Ranked second, this component of the image prompts that the British house is associated with the classic style of the building, its location in the countryside, where the house is imbued with the spirit of good old England. The house names often emphasize the involvement of the house in the history of the country, its link to the past generations of Britons who lived in them.

The next component of the image of the British house is sustained by the group of names «Luxury, prestige». This component can be expressed as *elite*. The house names rendering this image component (28 names totally) accentuate high cost of the residence, its exquisite luxurious design as well as belonging to people with high social position (aristocrats, members of the royal family, etc.). The fact that 10% of house names verbalize this image component may be explained the following way. Firstly, house owning is expensive, and only wealthy people can afford it. Secondly, by giving a house a name which actualizes the concept of luxury, people can try to create an image of high-class expensive property that the own and probably wish to sell.

The component *comfortable* is the result of deduction from the thematic groups «solitude, serenity, happiness» and «safety» – 28 house names in total. is the reflection of the English saying «My home is my castle» implying that house in the British culture is a place where one can be private and safe. Interestingly, physical safety is actualized in only 3 house names, while emotional comfort, harmony and happiness are actualized in 25 names. It means that serenity, relaxing

atmosphere, positive emotional atmosphere are all ascribed to the house in the English culture.

The last component of the image in hand is deduced from the house name groups «creative», «holiday house», «humour». It is *modern*, which is actualized in 26 house names. This component of the house image is the smallest, and the least stable. The house names rendering an image of a modern house seem to be designed for young residents who might refer to living in a house only in case it corresponds their expectations. A modern house is located in a city, has modern design and is intended not for family life but for joyful pastime, staying on holiday or just carefree life. This part of the house image seems to contradict and negate all the features of a traditional house.

The structure of the created image of the British house has both rational-conceptual and emotional-evaluative components. The first include the size, location of the house, its age, appearance and functionality. The emotional and evaluative components of the image of the British house include its beauty, status, privacy. Besides representing the common concept of house existing in the English culture, house names reflect personal idea of a house built in the mind of each particular English language speaker.

The system of concepts and attitudes (values) shared by members of nation can be regarded its cultural picture of the world. From this perspective, the constructed image of the British house can enter the English cultural world picture as its fragment.

The house names studied in this paper have been selected on UK websites specializing in property purchase and sale. The house names are mentioned in the sale announcements and thus become a part of an advertising text. It means that house names become a marketing tool: they build an attractive image of the house on sale as they generally reflect the image of the house English people would agree to buy. In this case, we can talk about the evaluation component of house naming. In order to create an appealing image of the house, the owner (seller) is likely to accentuate its best qualities: the ones which are positively assessed by customers.

In this case, a house name becomes a source of evaluating information about the house, and semantic analysis of house names provides information about the evaluating layer of the concept of house.

Conclusions to chapter 2

Structural analysis of British house names revealed that they predominantly have 2-component or phrase-type patterns. This can be attributed to the function of house names. They have to give information about the house and make it stand out by emphasizing some of its peculiar features. It makes house owners seek for more elaborate forms of house naming.

Semantic analysis of the research material made it possible to categorize British house names into groups, and thus single out types of meanings expressed by them. These generalized meanings, if further processed, can constitute meaningful elements of the concept of the British house.

The thematic groups of house names by way of clustering merge into characteristics of the British house. These characteristics include such qualities of a good house in Britain as «beautiful», «traditional», «elite», «comfortable», «modern». The structure of the created image of the British house has both rational-conceptual and emotional-evaluative components. The first include the size, location of the house, its age, appearance and functionality. The emotional and evaluative components of the image of the British house include its beauty, status, privacy. Besides representing the common concept of house existing in the English culture, house names reflect personal idea of a house built in the mind of each particular English language speaker.

CONCLUSION

Proper names refer to words or phrases used to identify specific individuals, places or other objects. House names are toponyms used to denote private houses. House names are a traditional phenomenon of the British culture.

Proper name serves to distinguish the object named by it from a number of similar ones, individualizing and identifying this object. hence, proper names are a unique category of words in a language, distinguished by their ability to refer to specific objects. The nomination of proper names differs from that of common nouns as proper names identify single concepts and function as semantic signs bearing linguistic and cultural information.

House names, as well as all proper names, have cultural significance and can reflect the values and beliefs of a particular society. It means that house names can be viewed as a form of concept linguistic presentation belonging to the category of connoted vocabulary and accumulating and reflecting national history and culture.

The cultural picture of the world is an integral system of ideas about the structure of the world and the place of a person in it. Cultural picture of the world is manifested in the language, which is why to learn the cultural world picture and its fragments it is necessary to refer to the language of the nation. Procession of the linguistic data involves various forms of analysis, like dominant analysis, cluster analysis, componential analysis. The fundamental procession procedure lying beneath all form of analysis is categorization.

By way of structural analysis of British house names, it is revealed that they predominantly have 2-component or phrase-type patterns. This can be attributed to the function of house names which have to give information about the house and make it stand out by emphasizing some of its peculiar features. It makes house owners seek for more elaborate forms of house naming.

Semantic analysis of the research material made it possible to categorize British house names into thematic groups, and thus single out types of meanings expressed by them.

The thematic groups of house names by way of clustering merge into characteristics of the British house. These characteristics include such qualities of a good house in Britain as «beautiful», «traditional», «elite», «comfortable», «modern». The structure of the created image of the British house has both rational-conceptual and emotional-evaluative components. The first include the size, location of the house, its age, appearance and functionality. The emotional and evaluative components of the image of the British house include its beauty, status, privacy.

Besides representing the common concept of house existing in the English culture, house names reflect personal idea of a house inbuilt in the mind of each particular English language speaker.

The house image described in the course of the research enters the English cultural picture of the world as its fragment and cannot aspire to complexity. The image created by the house names analyzed accentuates positive assessment of the British house.

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APPENDIX A

British house names list

1. Ash Farmhouse
2. Apple Farmhouse
3. Bluebell Cottage
4. Birch Farmhouse
5. Buttercup Cottage
6. Beachside Bungalow
7. Corner Cottage
8. Cherry Terrace
9. Castle Keep
10. Castle View
11. Coastal Bungalow
12. Castle Hill
13. Countryside Bungalow
14. Castle Gardens
15. Castle Court
16. Cedar Terrace
17. Castle Keepers
18. Castle Keep Cottage
19. Coastal Retreat Bungalow
20. Castle Keep House
21. Cherrywood Farmhouse
22. Castle Keep Residence
23. Coastal Haven Bungalow
24. Castle Keep Mansion
25. Daisy Cottage
26. Daisy Chain Cottage
27. Elm Farmhouse
28. Elmwood Terrace
29. Fairview
30. Greenacres
31. Garden Bungalow
32. Hillside
33. Holly Cottage
34. Honeysuckle Cottage
35. Hillcrest
36. Highfield
37. Holly Terrace
38. Ivy Cottage
39. Ivy Terrace
40. Lilac Cottage
41. Lavender Cottage

Continuation of APPENDIX A

- 42.Lavender Fields Cottage
- 43.Mill House
- 44.Meadow View
45. Maple Terrace
46. Maplewood Terrace
- 47.Orchard Cottage
- 48.Orchard House
- 49.Oaklands
- 50.Oak Farmhouse
51. Oakwood Farmhouse
- 52.Oakwood Terrace
- 53.Primrose Cottage
- 54.Pine Farmhouse
- 55.Primrose Cottage
56. Poppy Cottage
- 57.Rose Cottage
- 58.Rose Cottage
- 59.Rosewood Terrace
- 60.School House
- 61.Sunnyside
- 62.Springfield
- 63.Seaside Bungalow
- 64.Seaview Bungalow
65. Seaside Retreat Bungalow
- 66.Sunflower Cottage
- 67.Seaview Retreat Bungalow
- 68.The Nest Egg
69. The High Five
- 70.The Happy Place
- 71.The Dream Weaver
- 72.The Zen Den
- 73.The Funky Monkey
- 74.The Chill House
- 75.The Whimsical Cottage
- 76.The Cozy Corner
- 77.The Serenity Shack
- 78.The Wanderlust Way
- 79.The Bold Abode
- 80.The Radiant Retreat
- 81.The Blissful Bungalow
- 82.The Sunny Side Up
- 83.The Rustic Roost
- 84.The Sweet Spot

Continuation of APPENDIX A

85. The Tranquil Treehouse
86. The Modern Marvel
87. The Retro Retreat
88. The Boho Bungalow
89. The Eclectic Escape
90. The Lively Lodge
91. The Peaceful Palace
92. The Beach House Bliss
93. The Mountain View Manor
94. The Urban Oasis
95. The Country Charm
96. The Garden Getaway
97. The Waterfront Wonder
98. The Happy Haven
99. The Chic Chalet
100. The Creative Cottage
101. The Enchanted Estate
102. The Heavenly Hideaway
103. The Vintage Villa
104. The Coastal Castle
105. The Woodland Wonder
106. The Lakeside Lodge
107. The City Scape
108. The Funky Farmhouse
109. The Artisan Abode
110. The Whimsical Waterfall
111. The Serene Sanctuary
112. The Retro Ranch
113. The Bohemian Bunker
114. The Country Clubhouse
115. The Seaside Sanctuary
116. The Mountain Retreat
117. The Urban Utopia
118. The Happy Houseboat
119. The Chic Cabin
120. The Creative Castle
121. The Enchanted Escapade
122. The Heavenly Home
123. The Vintage View
124. The Coastal Cabin
125. The Woodland Wonderment
126. The Lakeside Lookout
127. The City Chic

Continuation of APPENDIX A

128. The Funky Flat
129. The Artisan Apartment
130. The Whimsical Warehouse
131. The Serene Suite
132. The Retro Residence
133. The Bohemian Boudoir
134. The Country Condo
135. The Seaside Suite
136. The Mountain Mansion
137. The Urban Loft
138. The Happy Hideout
139. The Chic Chateau
140. The Creative Conclave
141. The Enchanted Estate
142. The Heavenly Haven
143. The Vintage Venue
144. The Coastal Cottage
145. The Woodland Watchtower
146. The Lakeside Lodge
147. The City Center
148. The Funky Flatiron
149. The Artisan Atelier
150. The Whimsical Workshop
151. The Serene Studio
152. The Retro Retreat
153. The Bohemian Boutique
154. The Country Compound
155. The Seaside Studio
156. The Mountain Manor
157. The Urban Villa
158. The Happy Homebase
159. The Chic Chauffeurie
160. The Creative Coop
161. The Enchanted Enclosure
162. The Heavenly House
163. The Vintage Veranda
164. The Coastal Cabana
165. The Woodland Watchman's House
166. The Lakeside Lodgekeeper's House
167. The City Citadel
168. The Cottage
169. The Bungalow
170. The Laurels

Continuation of APPENDIX A

171. The Coach House
172. The Old Post Office
173. The Orchard
174. The Gables
175. Treetops
176. The Lodge
177. The Hollies
178. The Beeches
179. The Granary
180. The Old School House
181. The Firs
182. The Nook
183. The Willows
184. The Barn
185. The Stables
186. The Old Rectory
187. The White House
188. The Old School
189. The Croft
190. The Old Vicarage
191. The Haven
192. The Manor House
193. The Hallows
194. The Lodge at Parkview
195. The Rectory Garden
196. The Old Manor
197. The Great Hall
198. The Lodge at Woodland Heights
199. The Rectory House
200. The New Manor
201. The Grand Hall
202. The Lodge at Hilltop Estate
203. The Rectory Residence
204. The Heritage Manor
205. The Noble Hall
206. The Lodge at Riverside Park
207. The Rectory Retreat
208. The Regal Manor
209. The Majestic Hall
210. The Lodge at Lakeview Estate
211. The Rectory Cottage
212. The Royal Manor
213. The Stately Hall

Continuation of APPENDIX A

214. The Lodge at Forest Glen
215. The Rectory Garden Cottage
216. The Historic Manor
217. The Nobleman's Hall
218. The Lodge at Meadowbrook Estate
219. The Rectory Manor
220. The Old Rectory Manor
221. The Baronial Hall
222. The Lodge at Country Park
223. The Rectory House at the Hill
224. The Regency Manor
225. The Earl's Hall
226. The Lodge at Woodland Retreats
227. The Rectory House at the Meadow
228. The Tudor Manor
229. The Duke's Hall
230. The Lodge at Woodland Glades
231. The Rectory House at the Grove
232. Vicar's Retreat
233. Vicar's Rest
234. Vicar's Place
235. Vicar's Home
236. Vicar's House
237. Vicar's Haven
238. Vicar's Vicinity
239. Vicar's Place at the Square
240. Vicar's Place at the Village
241. Vicar's Place at the Churchyard
242. White Cottage
243. Woodlands
244. Woodside
245. Willow Cottage
246. Wayside
247. Willow Farmhouse
248. Willowwood Terrace
249. Willowwood Farmhouse
250. Yew Tree Cottage