

The Power of Eponyms: Exploring Cultural and Social Factors in Their Adoption and Popularization

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Article Info	Abstract
<p>Date of Article</p> <p>Received : 2023/9/19</p> <p>Received in revised form: 2023/10/02</p> <p>Accepted: 2023/10/08</p> <p>Available online: 2023/12/30</p> <p>Keywords:</p> <p>eponyms, culture, names, famous people, memorable</p>	<p>The aim of this article is to investigate eponyms, which are not just linguistic phenomena but also cultural phenomenon since they demonstrate one's effect on society and history. Words formed from a person's name, such as "volt" from Alessandro Volta and "sandwich" from John Montagu, 4th Earl of Sandwich, are examples of eponyms. Eponyms can be used to honor prominent persons, such as scientists, innovators, or well-known figures. They also demonstrate how society prioritizes specific accomplishments or attributes, as in the situations of "Fahrenheit" and "Celsius," which are named after two pioneering scientists in the field of temperature measurement. Eponyms may also be used for branding or marketing, as in the case of the word "Jeep," which was formed from the name of a World War II military vehicle. The study has ended with some results that eponyms are widely used to honor and immortalize these individuals, fostering devotion and respect in the community. Finally, eponyms are a cultural phenomenon that illustrates the dynamic connection between individuals, language, and society.</p>

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Introduction

For hundreds of years, eponyms, or terms formed from a person's name, have been employed in the English language. Eponyms are cultural phenomena that demonstrate how individuals affected society and history. Eponyms have been used to commemorate notable persons as well as to highlight historical prejudices and biases. According to Zimmer (2013), eponyms show the dynamic interplay of individuals, language, and society.

The removal of eponyms by anti-historicism, as (Slabin, 2017c, 2019a) comments, is

analogous to destroying "contentious" material memorials and is consistent with "cancel culture." Despite issues with establishing priority of eponyms, their educational value remains significant and should be treated with respect, to paraphrase Einstein's "One thing I have learned in a long life: that all our science, measured against reality, is primitive and childlike-and yet it is the most precious thing we have".

Science education, as a challenging issue in modern education (Slabin, 2007), cannot

afford to lose eponyms. Educators utilize every chance in science curriculum to motivate pupils, and eponyms are a big assist. Slabin, in this case, described eponyms as "Roses in the Garden of Chemistry". See Fig 1 that depicts the symbolic importance of eponyms in the science.



Figure 1: Eponyms as Roses in the Garden of Chemistry

Eponyms: Definition

The term "eponym" is derived from the Greek word *epônymos/epônumos*, which was formed using the affixes *epi* and *ónoma* and means "something or somebody giving the name" (Sadowski 2013: 15). Eponymy is defined by anomastics, an area of semantics that explores the origins of institutionalized proper names, as the name of a person after whom anything, such as an invention or a location, is called, such as "biro" and "Sydney" (Crystal 2003:163).

Harris (2005:29) considers eponymy to be one of the figures of speech; he defines an eponym as the name of a well-known person who is renowned for having a specific trait, and believes that this process involves substitution: *The individual is a genius*. In this example, the individual is replaced by an Einstein since he

has characteristics with Einstein (he is brilliant, smart, and has experience, and so on). Eponyms are the names of those who first described a sickness or illness; these people are frequently doctors, scientists, or anatomists. Thomas Addison's sickness, for example, is called after the doctor who discovered it in 1855 (Filatova & Kolesnikova, 2021, 16).

An example of an eponym is the phrase "Bachmann's bundle" in the heart, named for the German anatomist Wilhelm His Jr. An eponym is a term or name formed from the name of a person, living or imaginary. (Löwe, 2018.703). In this respect, White (2012: 176) defines an eponym as a word or phrase derived from the name of a person, most often a doctor or scientist, who is credited with discovering or characterizing a certain ailment, symptom, or anatomical trait. According to Trahair:

Eponyms begin with a name, and the name is usually that of a person. Sometimes people give their own name to an item, and sometimes others do it in their honor. Most eponyms come from people who are living and lived some time ago, but others are based on a fictional character, a legendary hero, or even monster (1994: 17).

Eponyms then are substantial historical and cultural components in their semantics, motivating the user's cultural perspectives to expand (Kakzanova, 2011:25). Eponyms direct our attention to the inherent antropologism and sociality of unique realities investigated by many fields of research and science disciplines.

Eponym: Characteristics

The word eponym is drawn from linguistics and is defined as a scientific notion of the term that meets at least one of the following

characteristics: (a) it contains a proper name or a common noun;

(b) it is the consequence of non-affixal metonymic transfer from a proper name;

(c) it is an affixal derivative of a proper name.

As proper names, anthroponyms are most commonly employed in eponyms, followed by toponyms and other sorts of names (Kakzanova, 2011, 3) suggests. In reality, the three requirements listed above combine to generate three sorts of eponyms. Let us look at some examples of each of the three categories.

a- terms of type such as Russell's paradox, Monte-Carlo technique, Gaussian method, Minkowsky space, Hilbertian space, Riemann's geometry .

b- Physical quantity units such as Newton, ampere, volt, and ohm are examples of type words.

c- terminology such as Pasteurization, roentgenology, Einsteinium, Confucianism, and neo-Marxism .

Types of Eponyms

Eponyms are classified into six structural types:

a. Simple Eponyms are those in which a proper noun has been fully accepted and has become the common name of something else.

The Greek character *Atlas* carries the entire planet on his shoulders. We now refer to a book of maps by his surname, atlas.

The *watt* is a popular term for an electric power unit named after its inventor, James Watt.

b. Attributive Eponyms and compounds combine names and descriptions.

The loganberry is named after James Logan, a US lawyer.

A *Mieses opening* is a chess move named after Jacques Mieses, a grandmaster of the game.

c. Possessed Eponyms

Eponyms that are written in the possessive tense and assign ownership to their namesake.

Newton's physical laws are named after him.

The Strait of Magellan is named after the Portuguese adventurer Ferdinand Magellan.

d. Derivatives based on suffixes

Eponyms are words formed by combining a person's name with a suffix to form a new term.

Mesmerism is named after Franz Mesmer, a German physician.

Narcissism is called after the mythological figure Narcissus.

e. Clippings Eponyms are names that have been abbreviated or altered.

The term "dunce" is a combination of Johns Duns Scotus' middle and last names. He was a friar and theologian who was seen as an idiot.

A "gal" is the name of an acceleration measuring unit abbreviated from the name of the physicist Galileo Galilei.

f. Blends Eponyms are formed by combining two words to form a new one.

The term "gerrymander" comes from the names Elbridge Gerry and salamander, and it refers to an unjust method of partitioning voting districts in a city.

The phrase "Reagonomics" is a combination of the names Ronald Reagan and economics, and it relates to US President Ronald Reagan's policies

. <https://literaryterms.net/eponym/>

In this respect, Crystal (2004:155) adds the following kind of eponym based on fictional names from literature, mythology, and folklore:

1-Shylock is a character from Shakespeare's Merchant of Venice.

2- Atlas: Zeus sentenced Atlas to bear the weight of the earth on his shoulders.

3-Diana: she was the moon, hunt, and chastity goddess.

4-Ulysses: a hero of the Trojan War.

Eponyms and Word Formation

The word-formation process is the process through which new words are created, either by alteration of existing terms or through total innovation, and which then become a part of the language, see figure (1). There are several word processes, as suggested by (Yule, 2020: 52 – 65) and (Ratih& Gusdian,2018: 27) that are uncontroversial and fairly similar in the majority of languages:

Affixation: In synthetic languages, affixation is a highly prevalent and productive morphological process. In English, derivation is a type of affixation that creates new words. For example, adding the suffix -able to the word pass results in the term passable. Zapata (2007: 4)

Conversion: A change in the function of a word, such as when a noun becomes a verb (without any reduction), is sometimes referred to as conversion. Through conversion, a variety of nouns such as bottle, butter, chair, and vacation have come to be employed as verbs.

Acronym: A term constructed from the first letters of a name, such as USA (United States of America), NASA (National Aeronautics and Space Administration), is an acronym.

Abbreviation: An abbreviation is a shorter form of a written word or phrase that is used instead of the full word or phrase, such as 'e.g.

(for example); kg (kilogram); bldg. (building); and temp (temperature).

Neologism is a newly formed term that identifies a new notion. English neologisms of the 1980s included yuppie, pocket phone, and user-friendly.

Compounding can be classed in a variety of ways, including word classes and the semantic connection of its constituents. mailman (composed of free root mail and free root man).

Blends are compounds formed by combining aspects of a complicated phrase, such as brunch (breakfast + lunch), smog (smoke + fog), and motel (vehicle + hotel).

Back-formation is the act of forming a new word by deleting affixes from an old word. The end product is known as a back-formation, which is effectively a neologism. Back-formations are shorter words created from longer ones and may be thought of as a sort of clipping. For example, "resurrection" originated in Latin, while the verb "resurrect" was developed many years later by deleting the "-ion" suffix. This was possible because English frequently includes pairs of words with verbs and their corresponding nouns produced by adding "-ion" (for example, "insert/insertion," "project/projection").

Clipping is the process of reducing a word to one of its components (Marchand: 1969). Clippings are sometimes known as "shortenings". Clipping is classified into the following categories:

- Back clipping
- Fore-clipping
- Middle cutting
- complex clippin

Apophony: Any alternation inside a word that communicates grammatical information (typically inflectional) is referred to as apophony (also ablaut, (vowel) gradation, (vowel) mutation, alternation, internal modification, stem modification, stem alternation, replacive morphology, stem mutation, internal inflection, etc.).like bleed , blood, sing,sang.

Borrowing is just borrowing a term from another language. The borrowed terms are known as loan words that has been directly transferred from one language to another with little or no translation. A calque or loan translation, on the other hand, is a similar notion in which the meaning or idiom is borrowed rather than the lexical item itself. Loanwords are sometimes known as "borrowings".

Eponyms are new words formed from the name of a person or location We were employing an eponym when we talked about a hoover (or perhaps a spangler).This is a short concept for eponyms, since main concern of this study is eponyms. For more details about word formation, see Zapata (2007: 1-9) ; Ratih& Gusdian(2018: 27) and Yule (2020, 52 – 65).

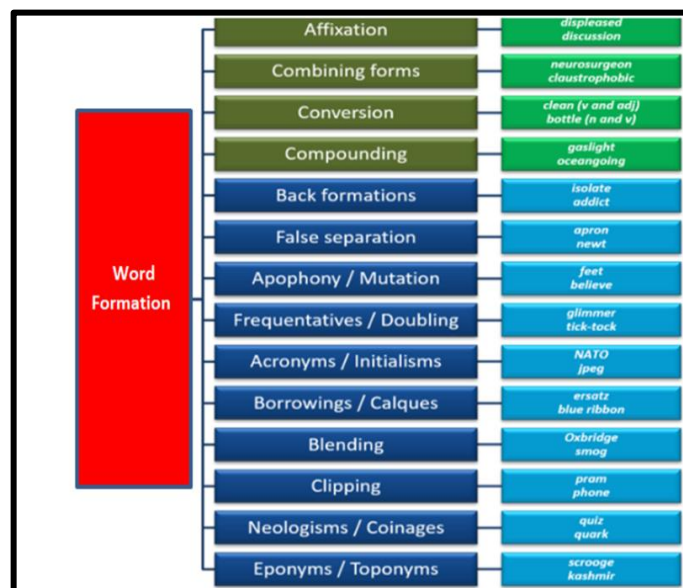


Figure 2: Word formation

Literature Review

Eponyms have attracted many fields; medicine, linguistics, literature, and history .These are just a few of the fields that have conducted extensive research on eponyms. Here are some previous researches on eponyms :

May be one of the interesting papers related to eponyms was "SHOULD EPONYMS BE KEPT? EMPHATIC YES" written by Slabin, U published in 2023. The researcher focused mainly on the importance of eponyms in a science. The researcher's results were crucial since they advocated for the preservation of eponyms in both schools and the pages of the Journal of Baltic Science Education.

R. E. Lynch and J. C. Remler's study "Eponyms in the Medical Literature" was published in The Journal of the American Medical Association in 1987. This research looked at the use of eponyms in medical literature and discovered that, while they were widely used, irregular usage and pronunciation frequently led to misconceptions and mistakes. In place of eponyms, the authors

proposed utilizing more descriptive and standardized vocabulary in medical literature.

The paper "The Naming of the Shrew: A Curious History of a Zoological Eponym" by D. M. Sikes and K. M. Braun first appeared in the Journal of Mammalogy in 2001. This study looked at the history and cultural significance of naming a species of shrew after the scientist Oldfield Thomas. The authors argue that eponyms can give vital information into a civilization's views and ideas. Furthermore, they said that the name mirrored the period's political and social aspirations. A. L. Berger and W. A. D. van der Steen's "Eponyms and the Nazi Era: Time to Remember and Time to Forget" was published in The Lancet in 2017. This study concentrated on medical words linked with Nazi scientists and practitioners. Because the writers considered that continuing to use these eponyms was inappropriate and insulting to the victims of Nazi atrocities, they advocated for their replacement. These are only a few examples of previous study on eponyms; many more have looked at various aspects of eponym usage and cultural significance.

R. N. van der Lelij's article, "Eponymous Medical Signs in Ophthalmology: A Historical Overview," was published in Ophthalmology in 2007. This research looked at the historical history of the eponymous medical signals used in ophthalmology. Despite the fact that certain eponyms may be false or misleading as medical vocabulary and understanding evolve through time; the author theorized that eponyms in medicine may be a useful mnemonic aid for medical practitioners.

The paper "The Ethical and Historical Foundations of Naming Psychiatric Disorders

After Persons" by W. P. Sellers and T. E. Turkington was published in the Journal of Nervous and Mental Disease in 2018. According to this study, naming mental illnesses after specific persons raises ethical and historical concerns, and might assist to perpetuate stigma and prejudice towards specific groups of people. The authors advocated for adopting descriptive, non-eponymous terms in mental diagnosis and therapy. These and other studies show the wide range of eponyms used in numerous fields. This research bridges a language and cultural divide concerning eponyms.

What is Culture?

Culture is a collection of knowledge, works, and effective (good signs and deeds), particularly the historical heritage of each nation, including knowledge, words of language, literature, religion and beliefs, industry, style of architecture and urban planning, folklore, rituals, customs, and manners, way of education and way of life, style of music and paintings and other arts, as well as mood and type of clothing and food. Ensafpour (2015) (p. 783).

In other words, culture is a complex general phenomena of conventions, traditions, ideas, art, and way of life that emerges from a nation's historical experience and may be passed down to future generations.

Language and Culture

The issue of culture and language, and how they interact as two components of human society's infrastructure, is important because some sociologists and social science analysts believe that nations are not born of the new age, but rather the result of the reconstruction of older land cultures, which are influenced by

traditions, history, language, religion, environmental and geographical factors, and especially myths. (Ghamari, 2010: 155)

Language is the fundamental tool with which we conduct our social lives. When utilized in communicative situations, language is culturally reliant in a variety of complicated ways. People's words allude to their shared experiences. Transferable words, facts, thoughts, or events should be expressed. This is due to the fact that words, facts, thoughts, or evidence. Language communicates cultural reality in both circumstances. Karamesh (2011): 21

5. Methodology and Analysis

This study is qualitative in nature .The exploratory, qualitative research is a common methodological technique. Its primary goal is to comprehend and construct social phenomena through the collecting and analysis of non-numerical data. It aims to comprehend the fundamental causes, perspectives, and motives that underpin human actions, attitudes, and behaviors. This technique is well-suited to research questions aimed at understanding the features and aspects of social phenomena that cannot be quantified.

This study examines eponyms as a cultural phenomenon through a qualitative examination of diverse eponym types, including their historical evolution, modern uses, and cultural significance.

Finding themes and patterns in cultural and social characteristics that impact eponym adoption and use, as well as how eponyms reflect and influence cultural attitudes and values, are all potential uses of qualitative data analysis.

Data Analysis

The qualitative design is intended to investigate and comprehend complex social processes that cannot be fully represented by numerical data. To look for trends in the use of eponyms in diverse contexts. The following questions will be addressed by this study:

1- What factors impact eponyms adoption and acceptance?

2-What are the consequences of eponyms' reflection and effect on cultural attitudes and values for social identity and cohesion?

To answer the above mentioned questions, the researcher analyzes in detail the different types of eponyms, as shown in the following table:

Table 1 The cultural and social factors that contribute to the adoption and popularization of eponyms

Factor	Description	Example
Personal connection	Eponyms may be named for people who have made noteworthy contributions to their disciplines or who have attained other levels of not insignificant renown or influence.	Alzheimer's disease, Alois Alzheimer, who discovered the first case of the disease, Alzheimer is the name of the illness that bears his name.

Factor	Description	Example
Historical context	Eponyms may be affected by historical events or individuals, or they may reflect cultural attitudes and ideals at a specific time in history.	Barbie Doll, this name called after the creator's daughter Barbara.
Pop culture influence	A variety of media, such as movies, television shows, or music, may help eponyms gain popularity, which might encourage people to use and disseminate them.	Despite being popularized by its presence at the 1893 World's Columbian exposition, the Ferris wheel was named after George Washington Gale Ferris Jr. Exposition.
Scientific innovation	Eponyms may be named after academics or scientists who have made significant contributions to their field.	Doppler effect, this name is given after Austrian physicist Christian Doppler.
Social movements	Eponyms may be adopted and made popular as a form of activism or resistance or as a way to acknowledge the contributions of marginalized groups.	Rosa Parks, who made a significant contribution to the civil rights movement and is commemorated by a number of buildings and monuments bearing her name.
Geographic location	Eponyms may bear the names of places or other landmarks, which may help them gain popularity and spread throughout a given area.	Hoover Dam, which bears President Herbert Hoover's name, is situated along the Colorado River not far from the Arizona-Nevada state line.
Marketing and branding	Eponyms may be employed in marketing and branding tactics for goods and services in an effort to increase consumer acceptance and familiarity.	In spite of being named after the mathematical word "googol," Google became well-known due to its usage as a search engine and subsequent expansion into a number of different sectors.
Cultural identity	Eponyms may be adopted and popularized as a means of expressing cultural identity or pride, particularly among marginalized or underrepresented groups.	Frida Kahlo has received recognition as a representative of Mexican identity and culture through a number of eponymous art exhibits and merchandise.
Institutional recognition	Academic institutions and other groups may recognize and use	The Nobel Prize was instituted by Alfred Nobel to recognize outstanding contributions to

Factor	Description	Example
	eponyms to honor noteworthy figures or accomplishments in a particular sector.	physics, chemistry, medicine, literature, and international peace.
Political power	Eponyms may bear the names of significant political personalities or movements, which may encourage adoption and spread among partisans who support or oppose those individuals or organizations.	Reaganomics is a term that honors the former president's 1980s economic initiatives.
Cultural appropriation	It's possible for eponyms to be adopted and used widely in ways that appropriate or distort the cultural practices or identities of others, which can lead to controversy and backlash.	Clothing store Urban Outfitters has come under fire for using Native American symbols and themes in its creations.
Technological innovation	Eponyms may be named after items or technologies that have come to be synonymous with their usage or function, which can aid in their widespread acceptance and adoption.	Kleenex is a brand of facial tissue that is used as a generic trademark for goods with a similar function.
Sporting achievements	The adoption and dissemination of eponyms among fans may be aided by their being named after sportsmen or sports teams who have made notable contributions to or gained popularity in their respective sports.	Jordan sneakers, named after basketball player Michael Jordan and his line of popular footwear.
Literary influence	Eponyms may be named after literary figures or works that have received considerable acclaim or impact, which may help them gain acceptance and expand throughout popular culture.	Character Scrooge from Charles Dickens' "A Christmas Carol," who has come to represent selfishness and greed.

Results and Discussion

The analysis of the study shows that eponyms are terms or names that are derived from the name of a person, usually someone who has made a substantial contribution to an area or domain. In language, science, medicine, and other fields, these phrases are frequently accepted and became commonplace. Investigating the cultural and sociological causes that led to their adoption and popularity can reveal important societal truths.

The respect for people who have excelled or accomplished noteworthy feats is a crucial cultural element. Eponyms frequently serve as a way to remember and immortalize these people, inspiring adoration and respect in the community. Eponyms make sure their names live on by giving them to ideas or scientific breakthroughs.

Eponyms can also be a way of simplifying difficult ideas or phenomena. They act as shorthand, enabling people to refer to a certain notion or thing quickly and simply without the need for detailed explanations. Their acceptance and extensive use are facilitated by their practicality and effectiveness.

Eponyms are significantly influenced by social factors as well. The spreading of knowledge and ideas is influenced by a wide variety of social networks and societies. Influential members of these networks who embrace and support eponyms gain notoriety and reputation, which increases the possibility of their general acceptance. Understanding eponymous words can make them easier for us to comprehend the cultural and social significance of eponyms and how they impact many aspects of our lives.

The study also shows that eponyms can protect a person's name, People who contributed to the success of several fields, including sport, medicine, literature, politics, and the economy, helped to create eponyms. They therefore preserve their names as a memento for many years or even centuries. A prime example is the Alfred Nobel Prize. So, we conclude that eponyms are linguistic landmarks. Finally, an exploration of the social and cultural factors contribute to the adoption and popularization of eponyms, including the role of power, prestige, and identity

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قوة الأسماء المشتقة: استكشاف العوامل الثقافية

والاجتماعية في اعتمادها وانتشارها

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المستخلص:

الهدف من هذه الدراسة هو معرفة الأسماء المستعارة، وهي ليست مجرد ظواهر لغوية ولكنها أيضًا ظواهر ثقافية لأنها تظهر تأثير الناس على المجتمع والتاريخ. الكلمات المكونة من اسم الشخص، مثل "فولت" من أليساندرو فولتا أو "ساندويتش" من جون مونتاجو، إيرل ساندويتش الرابع، هي أمثلة على الأسماء المستعارة. حيث يمكن استخدام الأسماء المستعارة لتكريم شخصيات بارزة، مثل العلماء أو المبتكرين أو الشخصيات المعروفة. كما أنها توضح كيف يعطي المجتمع الأولوية لإنجازات أو سمات معينة، كما هو الحال في حالي "فهرنهايت" و"مئوية"، اللتين سُميتا على اسم عالِمين رائدين في مجال قياس درجة

الحرارة. يمكن أيضًا استخدام الأسماء المستعارة للعلامات التجارية أو التسويق، كما في حالة كلمة "Jeep"، والتي تم تشكيلها من اسم مركبة عسكرية من الحرب العالمية الثانية. وانتهت الدراسة ببعض النتائج التي تفيد بأن الأسماء المستعارة تستخدم على نطاق واسع لتكريم وتخليد هؤلاء الأفراد، وتعزيز التفاني والاحترام في المجتمع. وأخيرًا، تعد الأسماء المستعارة ظاهرة ثقافية توضح العلاقة الديناميكية بين الأفراد واللغة والمجتمع.

الكلمات المفتاحية: الأسماء، الثقافة، الأسماء، المشاهير، لا يُنسى