

Pokoly, Béla – Bölcskei, Andrea – Mikesy, Gábor, Examples of exonym use in Hungary [Exonimák használata Magyarországon]. In: Jordan, Peter–Woodman, Paul (eds.), *Proceedings of the 17th UNGEGN Working Group on Exonyms Meeting, Zagreb, 14–16 May 2015*. Hamburg: Verlag Dr. Kovač. ISSN 2191-9178. Megjelenés alatt.

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Examples of exonym use in Hungary

1. General remarks

If we consider a feature, small or large, natural or man-made, it usually has a standard name used by the local population. The small inlet of the Sea of Marmara separating the historic old city and Beyoğlu in Istanbul is called *Haliç* in local Turkish. Called *Khrysókeras* in ancient Greek and *Golden Horn* in English, they are understandable to Hungarians in its translation “*Aranyszarv*”. The city of Baghdad lies on the shores of the river called دجلة (*Dijla*) by local Arabic people. To Hungarians however it can only be identified by the name *Tigris*. The present meeting is in the country called *Hrvatska* (English *Croatia*), but Hungarians refer to it by the name *Horvátország*.

Ordinary Hungarians would be at a loss to identify these features without exonyms. On the other hand, they do not realize that they use exonyms, as this term is very little known to the general public. The closest term understandable to the general public is “Hungarian geographical name”. Publishers of world atlases in Hungary often make their products more attractive by advertising them with the words “with Hungarian geographical names”. This is not a new invention, however, as Mr. Ézsaiás (Isaiah) Budai (1760-1841), Hungarian protestant theologian and historian, who edited the first school atlases specifically for Hungarian students, stated on the front page of his “New Hungarian School Atlas” of 1804 that he “...adapted it to the language of the nation as much as possible”.

2. The conventional use of Hungarian exonyms and translation studies

Most experts agree on the fact that the use of exonyms in a language, to a large extent, is a culture-dependent phenomenon (cf. J. Soltész 1967: 292, 1979: 118–123; Várnai 2005: 77–84; etc.). For historical reasons, in the Hungarian language we have a “Hungarian geographical name” (whether qualified as an exonym or not) for settlements that used to belong to Hungary (e.g. *Pozsony* ‘Bratislava’; *Kolozsvár* ‘Cluj-Napoca’); or for significant geographical objects, regions that are found in close proximity to these settlements (e.g. *Kis-Kárpátok* ‘Little Carpathians’, *Csallóköz* ‘Great Schütt Island’; *Kis-Szamos* ‘Little Someş’, *Kalotaszeg* ‘Țara Călatei’) (J. Soltész 1967: 286, 1979: 121).

We use actual exonyms to identify European capitals with which the Hungarians established political, cultural or economic bonds considerably early in history (e.g. *Bécs* ‘Vienna’, *Párizs* ‘Paris’, *Róma* ‘Rome’, *Prága* ‘Prague’). However, when capitals we have come into contact with relatively recently are concerned, we typically use the foreign name (e.g. *London*, *Oslo*, *Dublin*, *Edinburgh*). Using the foreign name, at the same time, might mean different things with respect to pronunciation. In these cases, although we preserve the foreign spelling of the name forms, their pronunciation might be adjusted entirely (e.g. *London* /ˈlʌndən/ → Hungarian /ˈlɒndɒn/) or partially (e.g. *Oslo* /ˈuʃˈlu/ → Hungarian

/ʋslo:/)¹ to the Hungarian phonetic and phonological rules; or, alternatively, with the foreign spelling we also adopt the foreign pronunciation (e.g. *Dublin* /'dʌblɪn/, *Edinburgh* /'ɛdɪnbɜrg/).²

A similar tendency (i.e. the later we established relations with a place, the more plausible it was that we kept the original foreign name for it) can also be observed in case of names for European cultural centres. For example, the “Augsburg Confession”, an important document of the Lutheran Reformation became known in Hungary soon after its declaration in 1530 under the title “Ágostai hitvallás”, giving rise to the temporary use of the exonym *Ágosta* (stemming from the city’s original Latin name *Augusta [Vindellicorum]*, paying tribute to Augustus, the Roman Emperor; FNEsz 1: 124) for the Bavarian city of Augsburg in the Hungarian language. The “Cannes International Film Festival”, held since 1946, however, is referred to as “cannes-i nemzetközi filmfesztivál” in Hungarian, preserving the French form and pronunciation of the name for the city.

Names for European seaports used in the Hungarian language display the same pattern. The potentials of the Italian Venezia, providing an exit to the sea relatively close to Hungary, had been exploited even by the first Hungarian kings. The Hungarian exonym *Velence* for this seaport had already been recorded in the Middle Ages (FNEsz 2: 748). The name *Marseille*, for the French port on the Mediterranean coast, however, appeared some 250 years later in Hungarian documents in its foreign form (FNEsz 2: 103).

With respect to large cities outside Europe, as our knowledge about human settlements becomes more and more sparse with the increase of distance, we tend to use fewer and fewer exonyms in the language. We might even say that the extent of exonym use in the Hungarian language, by and large, reflects the geographical knowledge of the general public.³ In the Hungarian language, we use exonyms for most capital cities of the world (e.g. *Kairó* ‘Cairo’, *Tokió* ‘Tokyo’, *Moszkva* ‘Moscow’), and also for a few significant metropolises (e.g. *Szentpétervár* ‘Saint Petersburg’, *Fokváros* ‘Cape Town’, *Jeruzsálem* ‘Jerusalem’). We borrowed the foreign forms of the names for large cities, however, in such cases as *Washington*, *Melbourne*, *Brisbane*, *Wellington*. We often use the original name form even if it is semantically transparent, thus theoretically translatable: e.g. *Salzburg* ‘salt fortress’, *Santa Cruz* ‘Saint Cross’, *Rio de Janeiro* ‘January’s river’, *Buenos Aires* ‘fair winds’, *Porto Novo* ‘new port’, *Rabat* ‘fortified place’. Moreover, it can be observed that names for cities of very

¹ Hungarian spelling is basically phonemic, thus the pronunciation /ʋslo:/ seemingly violates the letter-to-sound rules of the language in two aspects: (i) the letter *s* typically stands for the consonant /ʃ/ (and not for the consonant /s/); and (ii) the letter *o* is pronounced as a short /ɒ/ in Hungarian. The Hungarian experience of the customary Indo-European sound value of the letter *s*, however, might explain our use of the consonant /s/ in this name form. Regarding the vowel, contemporary Hungarian phonotactic rules in pronunciation exclude the use of the short /ɒ/ at the end of most words, where it must be substituted by a long /o:/, as it is done in the name form observed; long /o:/, properly spelt as *ó*, appears in writing in the suffixed forms of the name, e.g. *Oslóban* ‘in Oslo’, *oslói* ‘of Oslo’. Furthermore, the double primary stress of the Norwegian pronunciation is simplified according to the Hungarian word stress pattern (Hungarian has a fixed stress on the first syllable of the words). All in all, in the Hungarian language the name *Oslo* reflects the original Norwegian form of the name in writing, but its pronunciation, confusingly enough, is a result of the partial violation (with respect to the sound value of the letter *s*) as well as the partial adaptation (with respect to the sound value of the final vowel and also to word stress) of the pronunciation rules of the language.

² The Hungarian pronunciation of the name for the capital city of Scotland typically follows the English pattern /'ɛdɪnbɜrg/, instead of the local pronunciation /'ɛdɪnbərə/ or /'ɛdɪnb(ʌ)ɹə/. This fact also has an effect on suffixation in Hungarian, e.g. *Edinburghben* /'ɛdɪnbɜrgbɛn/ vs *Edinburghban* /'ɛdɪnbɒrɔ:bɒn/ ‘in Edinburgh’.

³ Lajos Kiss, the editor of the “Földrajzi nevek etimológiai szótára [Etymological Dictionary of Geographical Names]” (1988) took this aspect into consideration when deciding upon which names to include into his dictionary.

similar structure might behave in different ways regarding some features of their Hungarian equivalents, e.g. we do not translate the distinctive addition in the name forms *New York*, or *New Orleans*, but we do so in the case of New Delhi (cf. Hungarian *Újdelhi*), leading to an exonym (J. Soltész 1967: 287, 1979: 122).

We use exonyms for almost all European countries in the Hungarian language (e.g. *Olaszország* 'Italy', *Portugália* 'Portugal', *Egyesült Királyság* 'United Kingdom'), but we kept the foreign forms in case of some microstates (e.g. *Monaco*, *San Marino*, *Liechtenstein*, *Andorra*). We indicate most countries outside Europe with the help of exonyms (e.g. *Amerikai Egyesült Államok* 'United States of America', *Brazília* 'Brazil', *Kína* 'China', *Új-Zéland* 'New Zealand'), but we adopted the foreign forms in a couple of cases (e.g. *Chile*, *Botswana*, *Ghána*, *Vietnam*). Sometimes country names of very similar types display considerable inconsistency in the Hungarian language: we use an exonym resulting from loan translation to identify Côte d'Ivoire (cf. Hungarian *Elefántcsontpart* 'ivory coast'), but we retained the foreign name of *Costa Rica* (Spanish 'rich coast') (cf. Kálmán 1978: 101–102, 104, 1989: 116–117; Pokoly 2011).

Whenever the name for the country and the name for its capital originally are the same, there is a tendency in the Hungarian language to use an exonym for the country and maintain the foreign form for the capital (e.g. *Luxemburg* : *Luxembourg*, earlier *Brazília* : *Brasília*). Recently, to enhance the difference, especially when Central and South American places are concerned, the name for the capital has been expanded as a result of the addition of the term *-város* ('town'), a geographical common noun identifying the type of the indicated denotatum, resulting in a new type of exonyms in the Hungarian language, e.g. *Mexikó* : *Mexikóváros*, *Guatemala* : *Guatemalaváros*, *Panama* : *Panamaváros*, also *Brazília* : *Brazíliaváros* (J. Soltész 1967: 286, 1979: 122; Laczkó–Mártonfi 2004: 1015, 1063, 536).

Apart from the names for countries, names for large geographical objects of the planet Earth (e.g. names for oceans, seas, coast formations, islands, big rivers, mountain ranges) also constitute elements of general human geographical knowledge. The fact whether or not we use exonyms to indicate these features in the Hungarian language is also governed mainly by conventions. There is no logical or systematic explanation behind the use of such dualities as *Sárga folyó* ('yellow river', Chinese *Huang He*) : *Jangce* (Chinese *Chang Jiang* or *Yangzi* 'long river'); *Garda-tó* ('lake Garda', Italian *Lago di Garda*) : *Lago Maggiore* (Italian 'larger lake'); *Hosszú-öböl* (*Long Bay*, South Carolina) : *Oregon Inlet* (North Carolina). In these examples, the name forms of each pair indicate similar denotata, which are found in the same country; both the name forms are transparent in meaning for people knowing the languages of their origin; still, it is only the first name form of each pair that has been rendered into an exonym via loan translation, while the second name has been adopted in its foreign form into the Hungarian language.

Although we often use exonyms to identify the major geographical entities of our planet, e.g. *Sziklás-hegység* (Rocky Mountains), *Nagy-Rabszolga-tó* (Great Slave Lake), *Szent Lőrinc-folyó* (Saint Lawrence River), *Földközi-tenger* (Mediterranean Sea), *Csendes-óceán* (Pacific Ocean); some of the most significant, thus surely widely known geographical features, even if they bear transparent names, are known to Hungarians under their original names, e.g. *Mont Blanc* 'white mountain', *Mount Everest* (named after Sir George Everest, Surveyor General of India between 1830 and 1843), *Grand Canyon* 'great gorge', *Rio Grande* 'great river' (J. Soltész 1967: 287, FNEsz 2: 163). We can not be mistaken if we suspect some kind of a cartographic tradition behind this practice: the earliest maps arrived in Hungary from Western European countries, especially from the German language area, and names that were translated on those maps typically became translated on maps printed in Hungary as well. Another tendency influencing the number of exonyms on maps can also be identified: we tend to leave name forms unchanged, if they themselves are considered foreign names in the

territory where their denotata can be found (e.g. Spanish names in the United States: *Sierra Nevada*, *Rio Grande*; J. Soltész 1979: 123).

Experts in translation studies emphasize that the translation of proper names, including geographical names, is problematic, because the process is affected by two contradictory principles. One of the principles claims that proper names should be used invariably across languages, because they can fulfil their basic role to provide unambiguous identification only through their constant forms. The other principle highlights the requirement of the intelligibility of proper names in the target language community; and also the need for adjustments to the rules of the target language when a proper name is adopted. The two principles are applied in a varying fashion: instead of a set of formal rules, the choice between them is regulated by common practice, conventions and culturally shaped intuitions (J. Soltész 1967: 292, 1979: 123; Várnai 2005: 79; Parianou 2007: 411; Farkas 2009: 33). Discussing practical problems arising from the culturally determined approach to proper name translation is not by chance a regular topic in specialized literature (Albin 2003, 2004; Castañeda-Hernández 2004; Särkkä 2007; Mizani 2008).

Translation studies usually differentiate four basic types of techniques in translating proper names: 1. transference (i.e. adopting the foreign name without any change), 2. substitution (which has two subtypes: a. adjusting the sounds, stress, spelling and/or morphology of the foreign name form to the typical features of the target language; b. using the conventional target language equivalent of the name), 3. translation proper (i.e. full or partial loan translation), 4. modification (i.e. alteration, omission, addition, generalization with respect to the name form) (cf. J. Soltész 1967, 1979: 118–119; Kálmán 1978: 11, 1989: 10; Klaudy 1997: 242–245, 250–255, 267–270; Hajdú 2003: 143–145; Várnai 2005: 78; Vermes 2005: 112–117; Farkas 2007: 174–175).

In the case of translating geographical names, as it can be deduced from what has previously been said, both types of substitution lead to the use of culturally established, conventionally accepted exonyms. With the help of translation proper and modification the translator might create several ad hoc exonyms, some of which could survive in the long run. In contrast, the adoption of the foreign name forms unchanged is the result of transference, which is the only technique out of the four above mentioned ones that effectively reduces the number of the exonyms in the target language. In conclusion, the application of most techniques of proper name translation propagated by translation studies clearly contributes to the extensive use of exonyms in the target language. Identifying exonymic equivalents is regarded by most translation experts to be the most customary and convenient method of rendering foreign names, especially in texts for general purposes.

3. Types of conventional exonyms in the Hungarian language

People of Hungarian mother tongue conventionally use “Hungarian geographical names”, some of which are technically classified as exonyms, with respect to different types of geographical entities and with respect to different situations.

3.1. Features outside the present boundaries of Hungary, but in areas with considerable local ethnic Hungarian population

Hungarian names of towns like *Dunaszerdahely* (Slovak official: *Dunajská Streda*) or *Fülek* (Slovak *Filakovo*) in Slovakia, *Nagyvárad* (Romanian *Oradea*) or *Csíkszereda* (Romanian *Miercurea Ciuc*) in Romania used to be classed as exonym under its earlier definition. As the Hungarian name variants are also recognized as local official allonyms in Slovakia and Romania respectively, they no longer can be regarded as exonyms.

3.2. Features in neighbouring countries, but in areas with no significant local ethnic Hungarian population

Hungarian toponyms like *Árva* (Slovak *Orava*), name of both a river, a region and a castle in northern Slovakia, or *Törösvár* (Romanian *Bran*) a small settlement and a famous castle in Romania may arguably be classed as Hungarian historical exonyms.

3.3. Difference in Hungarian allonyms of the same feature in neighbouring countries

The Slovakian village of *Jánovce* with a significant (over 20 %) Hungarian ethnic presence is called *Jánosháza* by local Hungarians and is official by this name in Hungarian language documents in Slovakia. Given the existence of a small town in western Hungary with the same name (*Jánosháza*), the practice of avoiding homonymic confusion is maintained by the Committee on Geographical Names, as it advises the use of the name *Dunajánosháza* for the Slovakian village. This toponym then may also be regarded as an exonym (differs from the locally used endonym), but does not meet an important part of exonym definition (it is not outside the area where Hungarian is widely spoken). The dilemma was raised by several experts earlier (Zych 2011, p. 62; Jordan 2012, p. 24). Other Hungarian names differing from the local Hungarian use include *Lőkősháza* (Slovakia; Slovak *Levkuška*) called *Lőkös* in Hungary because there is a village called *Lőkősháza* in eastern Hungary, and another village called *Szécsény* locally (Romanian *Săceni*) in Romania, NE of Lugoj referred to as *Kisszécsény* in Hungary because there is a town with the name *Szécsény* in Northern Hungary. Avoidance of homonymy with other (physical) features is not regarded to be as important as with populated places. Therefore, the Hungarian accepted name of the Romanian mountain *Culmea Codrului* is *Bükk*, though there is a well-known mountain with the same name in northern Hungary.

3.4. Relief and other physical features

These usually get much less attention when considering exonyms. We may consider three situations regarding Hungarian names of these features in foreign countries.

3.4.1. *Hargita* (Romanian *Munții Harghita*) is a mountain range in Romania. *Palicsitó* (*Paličko jezero*) is a small lake popular for holiday close to the city of *Subotica* (*Szabadka*) in northern Serbia. With well-established Hungarian population around them, these Hungarian allonyms are certainly not exonyms.

3.4.2. The Slovakian mountain *Nízke Tatry* (“Low Tatras” Hungarian *Alacsony-Táttra*) lies in an area, where the share of local ethnic Hungarian population in its direct vicinity is low, but is a popular sporting ground for tourists from all over, including Hungarians of Slovakia. The same can be said about the Romanian *Făgăraș Mountains* (Rom. *Munții Făgărașului*, Hung. *Fogarasi-havasok*). These Hungarian allonyms could be classed as exonyms by some experts in the strict sense, but they do not clearly qualify for it in all criteria.

3.4.3. The Hungarian names of *Massif Central* in France (*Francia-középhegység*), of *Lake Superior* in North America (*Felső-tó*) or of the River *Thames* in England (*Temze*) are definitely exonyms.

4. Current trends in exonym use in the Hungarian language

In Hungary, the degree of cooperation has decreased among the organizations interested in the use of geographical names for the last decades. Previously, the publications of the main mapping corporation, which was organizationally linked to the Hungarian Committee on Geographical Names (HCGN), were authoritative; the use of names in newspapers, textbooks and encyclopedias was hardly different. Recently, fragmentation characterizes the cartographic profession, and all the sectors that transmit the multitude of geographical names to the public. For instance, the Committee has no influence on the corpus of names of new

school atlases, or maps on the Internet. In certain cases it is necessary to fight against trends intending to complete some kind of an ideological mission through the extended use of exonyms.

4.1. The spread of ungrounded exonyms

In the following section, our examples aim at encouraging the standardization boards to publish authoritative lists and a system of criteria. The name forms given below, considering the large number of occurrences and the significance of the sources, seem to be real exonyms, although they are artificially created for various reasons.

Kisjenő (*Chisinau*, Moldova; GoogleMap, Lelkes 2011, Wikipedia1): by several researchers, the etymology of the name of the capital of Moldova was found analogous with the Romanian name form of the Hungarian village *Kisjenő* (Rom. *Chişineu*, recently *Chişineu-Criş*)* in Arad county. Whereas there are no data of genuine use of this Hungarian city name from either newer or older ages, it cannot be standardized despite its considerable spread. In addition, due to the misleading geographical names, „historical” legends come to existence proving the presence of Hungarians in that territory in the early Middle Ages.

Magyarhradis (*Uherské Hradiště*, Czech Republic; GoogleMap, Wikipedia2, etc.): the word *uherské* has the meaning of ‘Hungarian’ in Czech, which refers to the proximity of the Hungarian border, or to the fact that at the end of 15th century the settlement was under the authority of the King of Hungary for a short time. The Hungarian form is based only on the meaning of the first element, its actual use cannot be justified, considering the fact that neither local Hungarian population can be detected, nor its use is recorded in relevant historical sources. (The second name element is interesting because the initial *h* shows to the recent Czech version, while the ending is similar to the German *Ungarisch-Gradisch*.) In other sources, we can find *Magyarvár* (Lelkes 2011) for the same city, which was coined for similar reasons.

Magyarbród (*Uherský Brod*, Czech Republic; GoogleMap, Lelkes 2011, Wikipedia3, etc.): the way and motivations of using this name is similar to those mentioned above in connection with *Magyarhradis*.

Magyarsárvár (*Uherský Ostroh*, Czech Republic; GoogleMap, Wikipedia4, etc.): the same applies to the first element of the compound word *Magyarsárvár*. But instead of *ostroh* ‘walled area’, ‘fence’, we can find the Hungarian word *sárvár* ‘mud castle’, because this location may be identified with the *saruuar* (= *sárvár*) data of an early medieval chronicle (Melich 1940). However, this name did not have any relevance in later times. Consequently, the coined name in question is a combination of an unsubstantiated first element and an uncertain medieval item (Fig. 1.)



Fig. 1.: *Magyarsárvár ~ Uherský Ostroh*, Czech Republic (GoogleEarth)

Ónfalva (~ *Onești*, Romania; GoogleMap, Wikipedia⁵, etc.): the Hungarian forms *Onest* ~ *Onyest* are of Romanian origin, and the Hungarian names denoting the Romanian city beyond the Carpathian Mountains having a significant Hungarian-speaking population have been recorded for a long time. However, the form *Ónfalva* ‘tin + village’ appearing in the first half of the last century is not confirmed by any historical or dialectal sources. The new name *Ónfalva* started its independent life on the basis of an etymological explanation of a famous ethnographer. In his work about the so called „Csángóhungarians”, Domokos, besides using the form *Onest*, supposes the Hungarian word for ‘tin’, i.e. *ón* to be the basic element of this name (Domokos 1987). According to Kiss, the element in question can be traced back to the personal name *Ion* (FNESz 1988).

4.2. The spread of grounded exonyms

As opposed to the above examples, the following names do have colloquial background. They are the results of adaptation via partial translation.

Majnafrankfurt ~ *Majna-Frankfurt* (*Frankfurt am Main*, Germany; Wikipedia⁶, Lelkes 2011, there are 2,400 results in web search to this name form): it is a compound of the Hungarian name *Majna* ‘Main’ and the current name of the city of *Frankfurt*. In the Hungarian language area, to prefix a distinctive addition is the most common way of disambiguating homonymous place names (Pokoly et al. 2014); thus, constructions like this, of course, fit easily into the spoken language, and sporadically find their way into the written language, as well. However, one of the disadvantages of the appearance of these formations is that they make it complicated to access information from repositories, maps, passenger briefing, timetables, etc. Their propagation is the result of the approach according to which if there is a name available in the national language, it should get priority, although the best-known version is undoubtedly the form of the source language.

Lajtabruck ~ *Lajta-Bruck* (*Bruck an der Leitha*; Austria, Wikipedia⁷, Lelkes 2011, etc.): the composition of the Hungarian river name *Lajta* ‘Leitha’ and the city name *Bruck*. For details of its development and motivations of its use see → *Majnafrankfurt*.

Murabruck ~ *Mura-Bruck* (*Bruck an der Mur*, Austria; Hajdú-Moharos 2000, Lelkes 2011, etc.): the composition of the Hungarian river name *Mura* ‘Mur’ and the city name *Bruck*. For details of its development and motivations of its use see → *Majnafrankfurt*.

4.3. Transcribed Hungarian forms

We walk on very thin ice when it is necessary to decide about exonyms generated by transcription according to the Hungarian alphabet. There are numerous place names that are regarded or not regarded as exonyms depending on whether the national or the original orthography is applied. In these cases several aspects should be considered carefully, e.g. how strongly the national language form is embedded historically and culturally, if there is a positive effect on the use of exonyms, etc. In Hungarian the form *Grác* occurs in a lot of scripts denoting Graz (Austria), moreover, the Hungarians in Graz themselves have been publishing a newspaper titled “Gráci Magyar Újság” [Graz Hungarian News, GMU]. The HCGN, following the UN’s call for the reduction of exonyms, and because the original form is generally known, claimed several times that it is unnecessary to standardize the Hungarian form for general use, and that it should remain in the domains of informal and literary language use. The situation is similar with e.g. *Máriacell* (*Mariazell*, Austria), *Galac* (*Galați*, Romania), etc.

On the contrary, the Hungarian form *Foksány* for *Focșani*, Romania, was accepted by the Committee, because it had become one of the best known city names for Hungarians in Romania’s Transcarpathian region, due to certain events following World War II. Its Romanian written form is hardly known in Hungarian, the pronunciation of several letters is

unknown as well, especially the letter with a diacritical mark. Consequently, it was found well-established to accept the form written in Hungarian alphabet. However, this proceeding cannot generally be accepted, although it was tried in further cases, viz. *Kapukempuluj* ~ *Capu Câmpului* (Csángófold 2002, Erdély 2004), *Tekucs* ~ *Tecuci* (Hajdú-Moharos 2000, Csángófold 2002), etc. Nevertheless, on grounds of the special characters causing writing and typographic problems, the HCGN have standardized the form *Gjurgjevac* for *Đurđevac* in Croatia, although its Hungarian written form is somewhat archaic.

4.4. Exonyms of other language origin

The problem whether the geographical names accepted as Hungarian exonyms are parts of the Hungarian language is quite complex. There are some cities in the neighbouring countries having well-documented Hungarian historical names, but they were driven back by external circumstances, and replaced by foreign names. E.g. the name of the present-day *Lviv* in the Ukraine was *Ilyvó* in medieval Hungarian history, but during the Austro-Hungarian period, the form *Lemberg* became generally known, and confirmed finally. The situation is similar in the case of *Olmütz*, *Briinn*, *Teschen*, etc. Lately, examples of this phenomenon can also be found in Ukrainian–Russian context. In Soviet times, the name of the important industrial city *Donets'k* was fixed as *Donyeck*, which is the transcription of the Russian form. After the Ukraine became independent, this generally known Russian form continued to be in use, although the present-day transliteration practice is based romanization system for the Ukrainian language. As for the name *Kijev*, it did not change into *Kijiv*, either. The context is somewhat different considering that this exonym has been documented in the Hungarian language for nearly a thousand years.

4.5. Exonyms on on-line maps

Some observations on the geographical names available on Hungarian domains, i.e. GoogleMap and GoogleEarth should be added to the discussion, because they undoubtedly have considerable impact on name use. For the time being, on these surfaces, the source of the names is unknown and, in many cases, unreliable. The extended use of exonyms is a characteristic feature of them. Exonyms that came into being via transcription and those thought to be relevant are differentiated among them. In the case of the former, the versions in the source language are always given, while the latter only appear in their Hungarian forms. Therefore, it is impossible to assign them with the current official names in their country, e.g. almost all settlements in Slovakia, Burgenland, Transylvania, etc. Among the Hungarian forms, there are numerous unfounded names (see above), as well as names belonging to historical layers (Mikesy 2014) are in great number, e.g. Hung. *Karácsonkő* without Rom. *Piatra Neamț*, Hung. *Turin* without It. *Torino*, Hung. *Rodostó* without Turk. *Tekirdağ* (Fig. 2.)

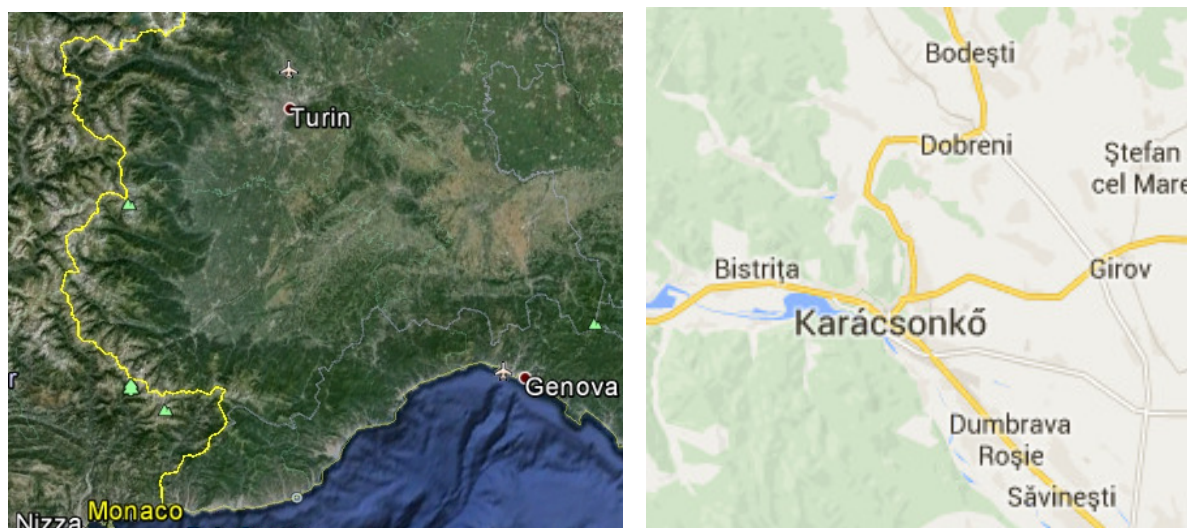


Fig. 2.: Historical names without relevant forms on GoogleEarth and GoogleMap (*Turin ~ Torino Karácsonkő ~ Piatra Neamț*.)

In several cases, we can find groundless Hungarian forms unexpectedly, because the material of databases was loaded with no check, i.e. automatically. E.g. after becoming part of Romania, the Hungarian village *Csanálos* was given the name *Urziceni*. A town near București has the same name, *Urziceni*, which also appears with the Hungarian name *Csanálos*, although it is totally ungrounded in this case (Fig. 3.). Similarly, due to the identical foreign language names, Hungarian names appear groundlessly in further cases, e.g. Hung. *Taracújfalu* (*Новоселиця*; Ukraine, Zakarpatska district → Chernivets'ka district), Hung. *Szlatina* (*Slatina*; Croatia, Virovitica-Podravina county → Romania, Olt county).

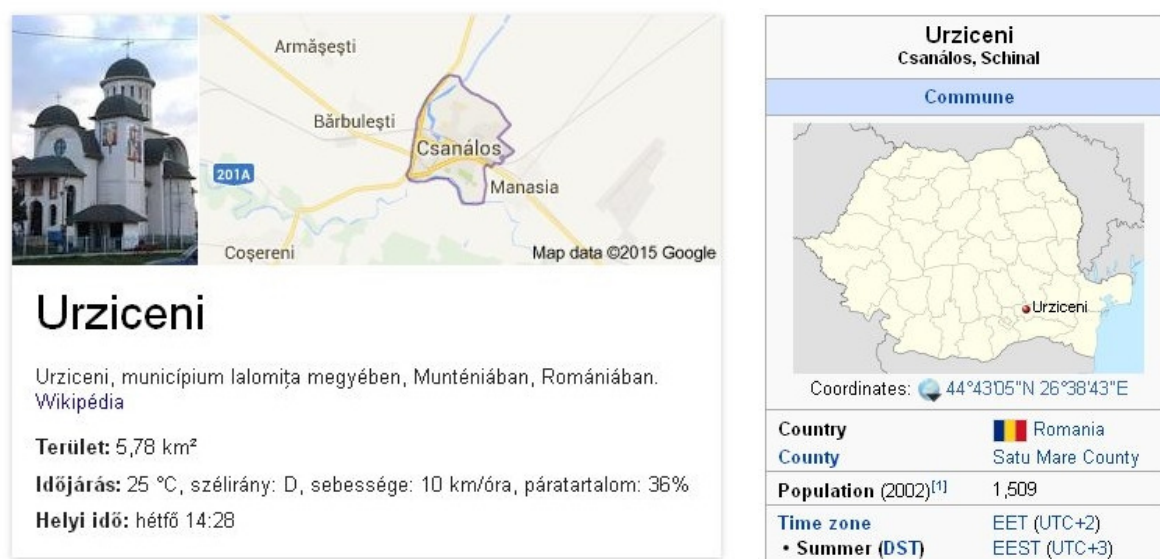


Fig. 3.: Swapped places (In the first case the name on the map is incorrect, the second picture does not show on Satu Mare County)

5. Conclusion

Although the UN recommends minimizing the use of exonyms in international communication, and even called for their marked reduction in national cartographic and other publications, these forms of geographical names are important elements of human culture.

The paper sought to give an outline on the historical, religious, linguistic aspects resulting in Hungarian exonyms. Abundant examples of these names – often without a certainty whether they are real exonyms – are cited both for features in countries neighbouring Hungary and for more distant objects. Current trends show an increase in newly invented exonyms in private publications, and a decrease in the authority of the Hungarian Committee on Geographical Names. A most recent development shows online Google maps displaying only exonyms of all types without endonyms for Hungarian clients.

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