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ADVERTISING OF CHINESE BOOKS IN *THE SHANGHAI EVENING POST & MERCURY* IN AN ONOMASTIC ASPECT

Key words: advertising, Chinese books, proper names, *The Shanghai Evening Post & Mercury*.

Chinese literature has always attracted the attention of millions of people from different countries because it represents a unique cultural phenomenon. This paper examines the onomastic means used in online Chinese book advertising texts published in *The Shanghai Evening Post & Mercury* in the first half of the 20th century.

Advertising has been a subject of interest for many researchers [2; 3; 4; 5; 7]. For example, Hong Cheng and Kara K. W. [4, p. 27] claim that “throughout the 19th century, more than 300 foreign-owned newspapers and magazines were circulated in China”. Moreover, they argue that the first Chinese-language newspaper to feature advertisements was *Shanghai News*, launched in 1861. According to O’Connor, *The Shanghai Evening Post & Mercury* had strong American connections, though “before 1931, its support for Chinese aspirations and its opposition to Japanese incursions in China were not as overtly expressed as in most newspapers” [6, p. 143].

Advertising has been continuously transforming over centuries. For instance, Roman booksellers in ancient times often displayed the titles of new books on their shop fronts. A book advertising text is a verbal component of advertising that typically includes structural elements such as the headline, subhead, main advertising text, echo-phrase, product details, and readers’ reviews or comments. In the early 20th century, book advertisements in newspapers were usually presented in the form of reviews, aimed at informing potential buyers and readers about new books, authors, and ideas. Besides their informational function, these texts often served a cultural and educational purpose. It is also important to note that, according to Hulme Alison, during the 1920s and 1930s, “advertising activities were concentrated in the city of Shanghai” [5, p. 180].

As noted by the prominent Ukrainian onomastician D. G. Buchko, proper names in contemporary linguistics are defined as “the names given

to a particular object or person to distinguish it from other identical or similar objects” [1, p. 62–63]. In book advertising, proper names carry not only linguistic but also cultural and historical significance. To illustrate their function, let us analyze specific examples.

One such example is the advertisement for the book *Winning the Peace in the Pacific* by S. R. Chow (Zhou Gengsheng, 周鯁生 in Chinese), featured in *The Shanghai Evening Post & Mercury* (January 7, 1944). A closer examination of the text reveals numerous proper names, including:

- **Anthroponyms:** Dr. Hu Shih, Prof. Chou Kengshen, W. L. Holland, Johnny Tremaine;
- **Toponyms:** Asia, Britain, China, Chungking, India, Korea, Washington, Japan, Kowloon, the United States, Burma, Thailand, and Hong Kong;
- **Ergonyms:** the Institute of Pacific Relations (IPR), the National Government of China, the Mount Tremblant Conference, the Pacific Association;
- **Ideonyms:** *A Permanent Order for the Pacific, The Postwar Pacific Order.*

The primary function of these proper names is to provide information. However, personal names and toponyms are not merely key elements of advertising language but also possess significant pragmatic potential. In particular, the toponyms in the analyzed text are closely linked to the history of China and other states bordering the China Seas. Furthermore, ergonyms are employed to enhance the text’s impact on readers.

In conclusion, the primary goal of book advertising texts is to persuade readers to purchase the advertised book. However, in the case of early 20th-century advertisements, these texts also contain a wealth of proper names, which serve to capture the reader’s attention and facilitate a deeper understanding of the book’s content.

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РИМУВАННЯ ЯК СТИЛІСТИЧНИЙ ПРИЙОМ В АРАБО-ХРИСТІЯНСЬКИХ ТЕКСТАХ (НА МАТЕРІАЛІ СТАРОДРУКІВ ХVІІІ СТ.)¹

Ключові слова: араби-християни, арабська літературна мова, стародруки, богослужбові книги, передмова, римована проза.

Римована проза (*saj'*) в арабській літературній традиції є дуже поширеним способом побудови тексту ще з доісламських часів [1, с. 104]. Її авторитет закріпив Коран, значна частина тексту якого є римованою. Багато середньовічних авторів намагалися наслідувати цей спосіб вираження, оскільки він вважався ознакою віртуозного володіння арабською мовою.

Привертає увагу те, що не лише мусульмани, а й арабомовні християни застосовували в певних жанрах своєї літератури римовану прозу. Вже в перші століття арабізації Близького Сходу перекладачі

¹ Дослідження здійснено в межах проєкту, який фінансується Європейською дослідницькою радою за програмою Європейського Союзу з досліджень та інновацій “Horizon 2020” (грантова угода № 883219-AdG-2019 – проєкт TYPARABIC).