

## **“The Welsh Wildcat Story”:**

The structure, meanings and functions of themed place names in UK zoos

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Master’s Thesis

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This thesis examines what kinds of place names are found in zoos, including e.g. the names of exhibits, habitats and other themed areas. Zoo place names are a name category that incorporates features from both toponomastics and commercial names. The study aims at providing a typology of the nomenclature, including an examination of the names' semantic content and functions. The material consisted of 348 zoo place names from 12 different zoos in the United Kingdom. The material was collected online, from the zoos' websites and maps. The names were analyzed according to the functional-semantic and cognitive meaning analysis models developed by Paula Sjöblom. It was found that approximately 70% of zoo place names resemble compound toponyms in terms of their structure. The nomenclature included more complex structures as well, which is typical to commercial nomenclature. Analysis of the names' semantic content revealed that zoo places are often compared to existing locations and natural environments, but also mythical places through the use of metaphors. The study's results highlight both the linguistic variety of the nomenclature, as well as the entertaining role of zoos.

**Key words:** onomastics, toponyms, commercial names, zoo place names, functional-semantic analysis model, cognitive meaning analysis.

## **Table of contents**

<b>1</b>	<b>Introduction</b>	<b>5</b>
<b>2</b>	<b>Background</b>	<b>8</b>
<b>2.1</b>	<b>Onomastics</b>	<b>8</b>
2.1.1	Commercial nomenclature	9
2.1.2	The functional-semantic analysis model	10
<b>2.2</b>	<b>Zoos as places of conservation, research, education and entertainment</b>	<b>13</b>
<b>3</b>	<b>Material and Methods</b>	<b>17</b>
<b>3.1</b>	<b>Material</b>	<b>17</b>
<b>3.2</b>	<b>Methods</b>	<b>18</b>
<b>4</b>	<b>Structural Analysis of the Names</b>	<b>20</b>
<b>4.1</b>	<b>Functional name parts</b>	<b>21</b>
4.1.1	Part signifying the type of place	21
4.1.2	The identifying part	22
4.1.3	Supplementary part	26
<b>4.2</b>	<b>Orthographic features and the language of names</b>	<b>27</b>
<b>5</b>	<b>Semantic Content of the Names</b>	<b>30</b>
<b>5.1</b>	<b>Direct meaning relationship</b>	<b>31</b>
<b>5.2</b>	<b>Indirect meaning relationship</b>	<b>34</b>
5.2.1	Metaphorical zoo place names	34
5.2.2	Metonymic zoo place names	37
<b>5.3</b>	<b>Compressed and disconnected meaning relationships</b>	<b>37</b>
<b>6</b>	<b>Functions of the Names</b>	<b>39</b>
<b>6.1</b>	<b>Informative function</b>	<b>39</b>
<b>6.2</b>	<b>Persuasive function</b>	<b>40</b>
<b>6.3</b>	<b>Practical function</b>	<b>41</b>
<b>6.4</b>	<b>Integrative function</b>	<b>42</b>
<b>7</b>	<b>Conclusion</b>	<b>44</b>
	<b>References</b>	<b>47</b>
	<b>Appendices</b>	<b>53</b>

<b>Appendix 1. List of zoo place names</b>	<b>53</b>
<b>Appendix 2. Finnish Summary</b>	<b>57</b>

### **List of figures**

1 Penguin Beach in London Zoo	33
2 Baboon Rock in Paignton Zoo	33

### **List of abbreviations**

- (id.) identifying name part
- (supp.) supplementary name part
- (top.) name part signifying the type of place

## 1 Introduction

One of the main areas of onomastics has been, and still is, the study of place names (toponyms). However, as Millward and Millward (1984, 191) note, “[s]o intensively has mankind settled the habitable portions of the earth that the opportunities for assigning new toponymics on a massive scale have become rare.” As the typology of traditional toponyms has already been quite extensively researched decades or even centuries ago, onomasticians interested in typological research have dived into exploring newly emerging name categories. In Millward and Millward’s (1984) case, they found a “new toponymic category” in the names of ski-trails. New categories of place names are just one example; plenty of other name categories are constantly emerging, especially within the commercial context. Indeed, one of the most recent research interests in onomastics are *commercial names*.

Commercial names include, for example, the names of companies and products. In addition to them, many names have begun receiving commercial tones (e.g. the names of public organizations, books and ships), and brand-new name categories are emerging with a commercial function: for instance, names related to events, game and music industries (Sjöblom 2016, 463). Because it is characteristic for commercial names to be innovative and linguistically experimental (Sjöblom 2016, 459), they are a particularly interesting research topic from the linguistic perspective. Furthermore, their complex structures necessitate new onomastic study methods, such as the *functional-semantic analysis model* (Sjöblom 2006). The model was developed for the typological study of company names, but it can be applied to many other name categories, as well (Sjöblom and Ainiala 2020, 810).

The functional-semantic analysis model has inspired several studies, with topics ranging from the names of amusement park rides (Kyytsönen 2015) and online user names (Hämäläinen 2016) to the names of microbreweries (Leminen 2021) and headgear products (Etholén 2025). The analysis model’s adaptability roused my interest as well, but like Millward and Millward (1984), I also wanted to find a new category of place names. The quest for finding an unexplored nomenclature that would somehow fit both the category of place names and commercial names led me to studying the maps of themed environments found within the tourism context. One of my primary interests was the nomenclature of theme parks, but their lack of an overall unifying theme made me opt for zoos, instead. While I am aware of the controversiality of zoos, the research interest in the present study is purely linguistic. Zoo

place names include components from both toponyms and commercial names, which makes them an interesting subject for onomastic research.

Zoos are themed animal attractions, and many scholars have compared them to theme parks (e.g. Beardsworth and Bryman 2001; Frost 2010; Nekolný and Fialová 2018). It has even been argued that zoos set the model for the development of theme parks, and that London Zoo can be considered to be world's first theme park (Frost 2010, 125). In the last decades, theming has become an increasingly prevalent aspect of zoos, resulting in them becoming more theme park-like. It is customary for theme parks to name their lands and zones; similarly, there are also named places in many zoos, including exhibits, enclosures and other areas. Many of them are named analogously, following the traditional place name formation of compound names: for example, *Penguin Falls*, *Jaguar Jungle* and *Sun Bear Heights* (all found in Hertfordshire Zoo). Conversely, there are also zoo place names with a more complex structure, like the exhibit name *In with the Lemurs* in London Zoo, or *Spirit of the Jaguar* in Chester Zoo. The nomenclature thus demonstrates a variety of creative naming.

The purpose of this study is to analyze the structure, meaning and functions of zoo place names. The study's material is comprised of the nomenclature of twelve zoos based in the United Kingdom. The research questions are the following:

1. What are zoo place names structurally like?
2. What kinds of meanings do zoo place names carry?
3. What kinds of functions do zoo place names have?

The first research question (RQ1) is answered through a functional-semantic analysis of the material, which aims at providing a structural typology of the nomenclature. Second (RQ2) and third research questions (RQ3) are answered with the help of cognitive meaning analysis, which complements the functional-semantic analysis.

In the following section (Chapter 2) of the thesis, the theoretical background will first be established. I will discuss typological research of place names, the field of commercial names and introduce the functional-semantic analysis model. Following that, the background section continues by shedding light on the evolution, roles and variety of modern zoos. In Chapter 3, methods and the collection of material are presented. The analysis is divided into three chapters, corresponding to the three research questions. First, Chapter 4 seeks to answer RQ1

with the structural analysis of zoo place names. Second, Chapter 5 is dedicated to RQ2, examining the semantic content of the names. Third, the functions of zoo place names (RQ3) are analyzed in Chapter 6. Finally, the thesis ends in some concluding remarks.

## 2 Background

In this chapter, an overview of the relevant onomastic theoretical background will first be introduced in section 2.1. Following that, in section 2.2, the status of zoos as places of conservation, research, education and entertainment will be discussed.

### 2.1 Onomastics

Onomastics, the study of proper names, has traditionally focused on studying place names (*toponyms*) and personal names (*anthroponyms*) (Ainiala, Saarelma and Sjöblom 2012, 23). However, the scope of research has broadened in the last decades, and various different kinds of proper names have become the subject of onomastic research. There have been attempts of dividing proper names into different categories, but since names are intertwined with culture, new types of names appear all the time, and a definitive categorization seems both impossible and unnecessary. Additionally, names are understood differently in different cultures and languages. Nevertheless, a rough division can be made between place names, personal names, and other kinds of names (e.g. commercial names). The nomenclature studied in this thesis, zoo place names, falls in the intersection of commercial names and toponomastics.

One of the key interests in onomastics is typological research, which has been a prominent trend in the field since the late twentieth century (Ainiala 2016, 372). Indeed, gathering typological information of names has even been considered as one of the primary tasks of onomastics (Kiviniemi 1990, 25). Name typology “refers to a name’s classification into different types on the basis of structural circumstances” (Ainiala, Saarelma and Sjöblom 2012, 36). In other words, typological research examines what types of names there are in a certain category, how they are formed, and what kinds of structures are prototypical for the nomenclature in question. Typological study of names provides interesting linguistic insights to language use and structure, and it lays the foundation for further onomastic research.

When considering the typology of place names, a prototypical place name is a compound name. They are especially common in English and other Indo-European languages, which is evident from the fact that compound names comprise the majority of settlement names in these linguistic areas (Hough 2016, 88). A compound name consists of two parts: the *specific part* and the *generic part*. The generic part defines the type of place in question (for example, *Bass Lake*, *Coconut Island*), and the specific part specifies a feature or quality of the place (*Long Bay*, *Eagle Mountain*). Since the existing nomenclature provides the basis for creating

new names, compound names are a notable name model in the creation of new toponyms and new place name categories. Names formed following this model are also found in zoos: for example, *Guinea Pig Village*, *Vulture Valley* and *Suricata Sands* (all found on the map of Colchester Zoo).

Place names have been used as a point of comparison in other studies of completely new name categories, as well. Lasse Hämäläinen, for example, has studied the level names of an online minigolf game (2019). He considered the video game levels as virtual places and found that many level names semantically resembled traditional toponyms (Hämäläinen 2019, 325). Another example of a (relatively) new name category is the names of ski-trails, which were studied by Celia Millward and Richard Millward (1984). In their study, they did not merely compare the nomenclature to traditional toponyms but actually considered them to be a new toponymic category in itself. Ski-trail names are in many ways similar to zoo place names: they both are a new category of innovative place names in a public, yet commercial and recreational context.

Although zoo place names resemble traditional toponyms in many ways, I would not consider them purely as place names in the onomastic research context. They have a commercial dimension to them, which is why this nomenclature is also situated within the onomastic category of *commercial names*. The next subsection covers commercial nomenclature in more detail.

### 2.1.1 Commercial nomenclature

In the *Oxford Handbook of Names and Naming*, commercial names are given the following definition: “*commercial names* are names whose function is to steer the choices of consumers and investors and whose use has economic objectives” (Sjöblom 2016, 454). Clear examples of names pertaining to this category are the names of companies and products, but many other name categories have also begun to commercialize. Because commercialism has a significant role in our culture, it also shows in newly emerging nomenclature. This can be seen in various ways, such as in the case of *sponsored names*, which have become increasingly common. An example of sponsored names are the names of entertainment venues and sports arenas (e.g. Gatorade Center), which have been studied by Puzey, Vuolteenaho and Wolny (2021). In their study, they noted that although many sports halls are locally owned, serving the community’s common good, and not necessarily seeking profit, their names can still be

considered commercial, thus creating a categorization paradox (Puzey, Vuolteenaho and Wolny 2021, 141).

Similarly, although not every zoo is necessarily or primarily a profit-seeking commercial entity (the status of zoos is further discussed in section 2.2), zoos are nevertheless tourist attractions comparable to other marketed destinations. Additionally, many zoos are undeniably commercial, and commercialization is recognized as one of the most topical issues (Nekolný and Fialová 2018, 163). Depending on the financial objectives of an individual zoo, zoo place names either may or may not perfectly fit the definition of a commercial name provided above, but the nomenclature nevertheless has a commercial aspect to it. Zoo place names thus form a nomenclature at the crossing of place names and commercial names. In the onomastic field, the categorization paradox is well recognized, and the classification of the research topic ultimately depends on the scholar's perspective (Ainiala, Saarelma and Sjöblom 2012, 25). Due to the above-described commercial aspects of zoo place names, and based on the applicability of methodology, it is reasonable to consider zoo place names as commercial names.

Since many name categories have begun to display commercial tones, the methodology used for studying traditional toponyms (e.g. the syntactic-semantic classification model) is not sufficient for them. Whilst traditional toponyms often have a generic and a specific part, commercial names can be structured in a much more complex way. Commercial names stretch the usual linguistic boundaries, because they have to be innovative (Sjöblom 2016, 460). Additionally, in the study of commercial names, semantic features and functionality are remarkably important (Sjöblom 2016, 454). Because of these differences, a different methodology is essential. For the typological study of commercial names, an especially suitable method is the *functional-semantic analysis model*. In the next subsection, the model is introduced in more detail.

### 2.1.2 The functional-semantic analysis model

The functional-semantic analysis model was developed by Paula Sjöblom for her doctoral dissertation in which she studied the structure, meanings and functions of Finnish company names (Sjöblom 2006). Sjöblom developed the analysis model because the structural typology of company names could not be sensibly investigated with the syntactic-semantic methodology that is used for studying the structure of toponyms. In the syntactic-semantic approach, a name is divided into different name parts based on their syntactic relationships.

As was mentioned above in 2.1.1, a toponym often has a generic part and a specific part. The syntactic relationship of these name parts is quite clear: the generic part is modified by the specific part. However, in the case of company names, whose structure is less systematic, this syntactical division has been found to be problematic. Not only has the syntactic-semantic model been difficult to apply for studying company names, but in attempts of doing so, it has also produced inconsistent and even completely contradictory results (Sjöblom 2006, 149). Therefore, in her pioneering study, Sjöblom introduced the functional-semantic approach. In this model, a company name is divided into structural name parts not based on their syntactic relationships but based on their function in the name, instead. As she puts it in a later article: “[t]he name parts each have their own function based on the semantic content of the part in the name as a whole” (Sjöblom 2014, 95).

The first step in the functional-semantic analysis is determining what the functional name parts are that the names consist of. This requires an examination of a large sample of names pertaining to the same category (Sjöblom and Ainiala 2020, 809). The functional name parts are always determined on the nomenclature’s own terms, because different name categories differ both in their purposes and structures. For example, in the case of company names, Sjöblom found that there are four different functional name parts that a company name can consist of: (1) a part signifying the form of business (corporate identifier), (2) a part signifying the business concept, (3) the identifying part and (4) a supplementary part (Sjöblom 2006). Only the identifying part is necessary in all company names, and very rarely does a company name include all four of them (Sjöblom 2006, 150). An example of a company name with all four name parts is *Mavecom Service Finland Oy* (Sjöblom 2006, 195), where *Mavecom* is the identifying part, *Service* is the part expressing the business concept, *Finland* is the supplementary part and *Oy* is the corporate identifier.

The second step in the functional-semantic analysis is investigating the content of the name parts. For example, the names can contain proper names or other kinds of words, numbers, acronyms or even phrases (Sjöblom and Ainiala 2020, 810). Depending on the nomenclature, it might also be important to investigate the names’ orthographical features, or which languages are used (*ibid.*). These two steps of the functional-semantic analysis aim to provide the typology of the nomenclature: an overview of what names are like in a certain category.

In addition to studying the structure of company names, the model has proved useful for studying the typology of other types of names, as well. The model is widely applicable due to

its flexible nature and the fact that the specific characteristics of the nomenclature in question are always acknowledged (Sjöblom and Ainiala 2020, 810). Indeed, it has been applied for the typological analysis of, for example, product names (see e.g. Vesterinen 2024 on responsible clothing's product names; Partanen 2024 on the names of Finnish wool yarns), names of pharmacies (Siiskonen 2024), shopping centers (Konttinen 2017), restaurants (Koivumaa 2022), online user names (Hämäläinen 2016) and amusement park ride names (Kyytsönen 2015; Eskeli 2023).

The functional-semantic analysis can be extended with studying the meanings and functions of the names with *cognitive meaning analysis*. It was developed by Sjöblom to complement the typological analysis (Sjöblom 2006). Cognitive meaning analysis is based on cognitive linguistics, where language is examined in relation to human cognition. It enables proper names to be studied from a synchronic perspective instead of limiting to mere etymology (Sjöblom 2006, 203). According to the cognitive view, proper names are symbolic language units that have a form and a meaning, which can be examined in relation to different cognitive domains (ibid.). Cognitive meaning analysis thus focuses on analyzing the relationship between the cognitive domains evoked by the name and those evoked by the name's referent.

In the case of company names, Sjöblom found four different possibilities for the relationship between a company name and its referent: the meaning relationship can be *direct*, *indirect*, *compressed* or *disconnected*. The meaning relationships are also called *meaning schemes* (Sjöblom 2006, 204). In a direct meaning relationship, the mental image created by a name is directly conveying meanings related to its referent (e.g. *American Airlines*). In an indirect meaning relationship, the name does not directly describe factual information of its referent. In those cases, the name can be metaphorical (e.g. *Burger King*), metonymic (e.g. *Electrolux*) or symbolic (e.g. *Nike*), or the meaning relationship can be otherwise indirect (Sjöblom 2006, 218). A compressed meaning relationship means that the name consists of multiple meaningful elements that are shortened and packed together, creating a new word or a neologism (e.g. *FedEx*, abbreviated from *Federal Express*). Finally, a disconnected meaning relationship means that the name is not semantically related to its referent (e.g. *IBM*) (Sjöblom 2006; 2021).

The second part of the cognitive meaning analysis is analyzing the *interpersonal functions* of the names (Sjöblom 2006, 230; Sjöblom and Ainiala 2020, 814). Sjöblom has applied the term from M. A. K. Halliday's Systemic Functional Linguistics, where the interpersonal

function is one of language's three metafunctions (the other two being ideational and textual functions; Sjöblom 2006, 68–70). The interpersonal function refers to language use in interaction with other people (Webster 2019, 40). Because they become apparent in the social and cultural contexts, interpersonal functions can also be called *sociocultural* functions (Sjöblom 2006, 230).

In this final part of the analysis, the aim is to investigate why names are the way they are: what are their functions? For company names, Sjöblom (2006, 231) distinguished five different functions: the *informative*, *persuasive*, *practical*, *integrative* and *individualizing* functions (explained in more detail in Chapter 6). Depending on the name category, names can have other functions, as well (e.g. aesthetic or pejorative functions [Sjöblom and Ainiala 2020, 814]). A name can work in multiple functions simultaneously. Moreover, fulfilling as many functions as possible is beneficial for commercial names, because it often makes them more useful and thus better for the business (Sjöblom 2006, 231).

## **2.2 Zoos as places of conservation, research, education and entertainment**

Zoos are animal-based tourist attractions, places where animals are kept in captivity and exhibited to the public. Zoos vary in their concepts and arrangements: there are various different types of zoological gardens, safari parks, wildlife parks, aquariums, specialized facilities such as aviaries, insectariums, and even amusement parks with animals. The exact definition of what is or is not a zoo has been discussed by Nekolný and Fialová (2018). In their article, they note that zoos have been defined in multiple ways, and what is considered a zoo depends on the perspective. For example, zoos can be defined differently by scholars, the local legislation or other authorities such as zoological institutions. Regional associations set certain standards for zoos via their accreditation programs. The US-based Association of Zoos and Aquariums (AZA) defines a zoological park as

a permanent institution which owns and maintains wildlife, under the direction of a professional staff, provides its animals with appropriate care and exhibits them in an aesthetic manner to the public on a regular basis. The institution, division, or section shall further be defined as having as a core mission the exhibition, conservation, and preservation of the earth's fauna in an educational and scientific manner. (Association of Zoos and Aquariums 2026, 11)

The definition entails the four main roles of zoos, which are conservation, science, education and entertainment (see also e.g. Mason 2011).

Because there are so many different types of facilities, it is also difficult to determine the exact number of zoos (Nekolný and Fialová 2018, 161). However, there are thousands of them, most of them found in Europe and North America (ibid.). As of 2025, AZA had 240 accredited member institutions (Association of Zoos and Aquariums n.d.), and the European Association of Zoos and Aquaria (EAZA) had 304 accredited member zoos/aquariums (as of 2024: European Association of Zoos and Aquaria 2024, 54). Of them, 49 are based in the United Kingdom. Zoos are among the most popular attractions in the UK: in 2024, Chester Zoo was the third most visited paid attraction in England with nearly 2 million visitors, and London Zoo was London's fifth most visited paid attraction (VisitEngland 2025).

There are many types of zoos today; similarly, the predecessors of the modern zoo are various. What the early forms and the modern zoo have in common is that the existence and evolution of zoos has always reflected the prevailing culture, society and the human–animal relationship (Nekolný and Fialová 2018, 162). Throughout history, different civilizations and especially those in power have possessed collections of wild animals, often to display wealth, status and power (Beardsworth and Bryman 2001, 87–88; Carr and Cohen 2011, 176). As attractions for the masses, zoos have been around from at least the beginning of the 20th century (Beardsworth and Bryman 2001, 88). A significant aspect of zoos, throughout the history of their existence, has always been human entertainment (Carr and Cohen 2011, 176).

Unlike entertainment, the three other roles frequently associated with the modern zoo (science/research, education and conservation) have gained prominence over time. Science and education became important justifications for zoos when the Zoological Society of London (ZSL) was founded in 1826. ZSL's London Zoo was initially established for scientific purposes, and it opened only two decades later to the public in order to fund its research (Turley 1999, 341). Starting from the latter half of the 20<sup>th</sup> century, concerns about animal conditions and criticism towards zoos have led to conservation becoming an increasingly important role of zoos (Carr and Cohen 2011, 176; Mason 2011, 195).

The shift in public opinion has also affected the arrangement of zoos. Different concepts have emerged, like safari parks, where the animals have more space to roam. Additionally, zoos have re-examined how animals are presented and exhibited to the public (Mason 2011, 195–196). There has been a shift from visible cages towards themed and immersive exhibits that

attempt to replicate the animals' natural habitats (Mason 2011, 197; Smart, Counsell and Quinnell 2021, 140). According to Åstrøm (2018, 5), “[t]heming is used to differentiate places and how they are experienced”, and immersion is an essential dimension in creating themed environments, or ‘building worlds’ (Åstrøm 2018, 15–16). On one hand, themed exhibits can be seen as an improvement to the animals' welfare as they try to make their environment more naturalistic, but on the other hand, theming also magnifies the entertaining potential of zoos (Beardsworth and Bryman 2001; Mason 2011, 196).

The increase of theming in zoos, among other factors, has contributed to zoos becoming more theme park-like (Beardsworth and Bryman 2001, 95). It is characteristic for theme parks to have designated theme lands, and these lands tend to be named (Baker 2023, 5). Similarly, many zoos have named the designated areas, enclosures, exhibits and other places that are found within their premises. The nomenclatures of zoos or theme parks have not previously been subject to onomastic research, but some mentions of their nomenclature can be found within tourism research. Theming within zoos is considered in Beardsworth and Bryman's (2001) article, which includes examples of named areas in zoos, for example, *Jungle World*, *Penguin Encounter*, *Kilimanjaro safari* and *Harambe Village* (Beardsworth and Bryman 2001, 91–92). In Baker's (2023) study on the presence of theming and creation of storyworlds in global theme parks, the names of themed lands are considered as a key constituent. The study provides a list of examples of land names, including, for example, *Land of the Dragons*, *Deep in Africa*, *Fairytale Forest* and *Action Zone* (Baker 2023, 5–6).

The old maps of London Zoo reveal that enclosures have been named there at least as early as 1882. In addition to labels indicating which animals are found in each location (e.g. “Giraffes” and “Parrots”), the 1882 map already contains a handful of named places, such as *Western Aviary*, *Seal Pond* and *Fish House* (London Zoo n.d.-e). Similar place names can still be found on the 2025 map (e.g. *Komodo Dragon House*), but there are also multiple places named quite differently: for example, *Gorilla Kingdom*, *The Secret Life of Reptiles and Amphibians*, *Land of the Lions* and *Into Africa*. The last two names illustrate especially well how zoos and theme parks resemble each other also in their naming conventions: *Land of the Lions* has an identical construction to the theme land name *Land of the Dragons* from Baker's (2023) study, and the similarity is also evident between the zoo place name *Into Africa* and the theme land name *Deep in Africa*. The evolution of zoos towards theming, immersion and theme park-likeness thus appears to reflect in the nomenclature of zoos, as well.

One important aspect of themed places and immersive environments is that they blur the line between fantasy and reality (Lovell and Bull 2017, 171). In doing so, the question of what is real and what is fake arises. In theme parks, for example, authenticity might not be primarily sought; instead, the expectation is to find a level of inauthenticity (Lovell and Bull 2017, 172). Themed places that are constructed as fake, and accepted as such, “may nevertheless be valued for their inauthenticity and have their own essence and rules” (ibid.). This leads to them moving from the ‘fake’ category to the ‘real’, as they become “an established (and thus authentic) element of contemporary culture” (ibid.). Examples of such places include theme parks, shopping malls and the city of Las Vegas (Lovell and Bull 2017, 178–181).

The complexity of what is real and what is fake, what is authentic and what is inauthentic, is relevant for this study, as well, because it poses a challenge for the semantic analysis. As meaning relationships are a central element in both the functional-semantic and cognitive meaning analyses, there can be different interpretations on where to draw the line between direct and indirect meaning relationships. It is also acknowledged by Sjöblom (2006, 218) that establishing the boundaries between meaning schemes is, to some extent, subjective.

### 3 Material and Methods

In this chapter, I will introduce the primary materials and the methodology used in this study. I will first discuss how the nomenclature was selected for analysis. Following that, I will explain how the analysis was conducted.

#### 3.1 Material

The primary material for this study is the nomenclature of 12 zoos in the United Kingdom. The nomenclature was collected online from the zoos' websites and zoo maps in October and November 2025. The zoos were selected based on two criteria. First, they had to be an accredited "Full Member" of EAZA, the European Association of Zoos and Aquaria, which sets the standards for and monitors the responsibility and quality of its over 400 member zoos, aquariums and other organizations (European Association of Zoos and Aquaria 2025). Second, the zoos' websites and online maps had to include at least 20 named places. Almost all of the EAZA Full Member zoos had at least some named places, but in order to keep the size of the material manageable, only the zoos with the highest number of place names were included. The zoos included in this study are listed in Table 1, along with the number of place names for each of them.

**Table 1** Zoos and number of place names

<b>Zoo</b>	<b>No. of named places</b>
Banham Zoo	31
Chester Zoo	30
Colchester Zoo	55
Hertfordshire Zoo	24
Folly Farm	24
Longleat Safari Park	22
Newquay Zoo	22
Paignton Zoo	23
West Midlands Safari	33
Woburn Safari Park	32
Yorkshire Wildlife Park	25
ZSL London Zoo	27
<b>Total</b>	<b>348</b>

The material consists of 348 zoo place names in total (for the full list, see Appendix 1), which is representative of the average size of material in other similar studies. For comparison, in other onomastic master's theses using the same functional-semantic and cognitive meaning analysis models, the size of nomenclature has ranged from a few dozen (44 amusement park ride names in Kyytsönen 2015; 52 restaurant names in Koivumaa 2022) to some hundreds (112 names of shopping centers in Konttinen 2017; 249 Marimekko print names in Määttänen 2020; 432 product names in Vesterinen 2024; 639 pharmacy names in Siiskonen 2024).

It is occasionally blurry what can be considered as a place name and what is a name of, for example, an experience in a zoo. Because zoos can differ greatly in their concepts and arrangements (as noted by Nekolný and Fialová 2018, 163), they also have very differently built and sorted categorizations, maps and websites. Since theming of zoos has become more common, it has simultaneously blurred the line between designated spaces and experiences. As Beardsworth and Bryman (2001, 91) put it: “there is evidence of growing theming within zoos, so that areas or collections are themed in a more abstract way than the conventional presentation of animals in categories like monkey house, lion and tiger house, and so on.” This abstractness was a challenge in collecting the material, because there were no comprehensive listings of, for example, exhibit names on every zoo's website. Tricky cases were determined individually by examining how the name was used or its referent was described on the zoo's website.

In the collection of material, all named enclosures, exhibits and thematically named spaces, places, areas and buildings that were related to the four main roles of zoos (science, conservation, education and entertainment) were included. Excluded were the names of shops, restaurants, rides and dinosaur-themed areas. Appellative nouns, which were common in maps, were naturally also excluded (e.g. “Mongoose and Otters”). The names of gardens and children's play areas were included, unless they were considered to be separate attractions from the zoo; if the zoo was part of a bigger tourist attraction complex (e.g. in case of Longleat Safari Park and Folly Farm), only the nomenclature directly related to the zoo was included. Named zones were included, but color-coded zones were not considered as names and those were thus excluded (e.g. *Blue Zone*).

## **3.2 Methods**

Because the present study is a linguistic analysis of nomenclature that is publicly available, there are no research ethical issues involved. The EAZA Full Member zoos were gathered

from the association's annual report (European Association of Zoos and Aquaria 2024, 59–60). Each zoos' map and website were examined, and the nomenclature was collected and entered manually in Excel. The names were then analyzed according to the steps of the functional-semantic and cognitive meaning analysis models.

First, the functional name parts were determined. This was done through an intensive period of brainwork and thought processes over a couple of weeks, including research and reflection upon similar onomastic studies and theses. Second, the lexical contents and structures of the name parts were analyzed and marked in the spreadsheet. The functional-semantic analysis was then continued with the cognitive meaning analysis. Each name was analyzed in terms of its meaning relationship to its referent; in this part of the analysis, it was often necessary to search for information online. The zoos' own websites were the primary source of information, but information was also sought from their social media profiles and posts (for example on Instagram and Facebook). Additionally, some YouTube videos posted by the zoos or zoo visitors, as well as online discussion forums (e.g. ZooChat and Reddit) were consulted in this part of the analysis. They contained photos and videos from zoos, which was helpful in determining the meaning relationships. Finally, the sociocultural functions of zoo place names were analyzed. This was done, again, through long-lasting thought processes and by taking notes and developing ideas in a diary over the course of multiple months.

## 4 Structural Analysis of the Names

In this chapter, the structure of zoo place names is analyzed according to the functional-semantic model. First, the length of zoo place names is considered. Second, the functional name parts are discussed in section 4.1. Finally, an overview of the names' orthographic features and language is provided in section 4.2.

I will now provide an overview of the names' appearance in terms of their length. The zoo place names in the material consist of one, two or more words, with the longest name being as long as seven words. Table 2 below shows the distribution of names of certain word count.

**Table 2** Number of words in zoo place names

How many words the name consists of	Number of names
1 word	12
The + 1 word	9
2 words	232
3 words	58
4 words	29
5 words	6
6 words	1
7 words	1
<b>Total</b>	<b>348</b>

As Table 2 indicates, the most common word count for a zoo place name is two: two thirds of the nomenclature (232 out of 348) are names consisting of two words. The number is even higher (n=241, 69%), when those preceded with the definite article are considered as two-word names (e.g. *The Exploratorium*, *The Piggery*, *The Borderlands*). One-word names were found from six different zoos, and they include, for example, the names *Islands*, *Adventureland*, *Hippodrome*, *Wetlands* and *Farmyard*. The second most common word count is three (n=58, 17%). As was the case for two-word names, three-word zoo place names were also found in all twelve zoos. These names include, for example, *World of Animals*, *Explorers' Play Park*, *The Plant Project* and *Amazon & Beyond* (the ampersand is counted as a word, because it is pronounced as 'and'). Four-word names were found from almost all

zoos, the only exception being Longleat Safari Park, which did not have any four-word place names. Names consisting of four words make up eight percent of the material (n=29), and they include names such as *Latin America Wetland Aviary*, *Gems of the Jungle* and *In with the Lemurs*. Five-word names were rare (n=6, 1,7%); they included, for example, the names *Bears of the Rising Sun*, *Discover & Learn Play Area* and *Land of the Wild Dog*. The only six-word name, found from Hertfordshire Zoo, is *UK Centre for Species Survival Trail*. Finally, the single longest name with seven words, is London Zoo's *The Secret Life of Reptiles and Amphibians*.

#### 4.1 Functional name parts

The zoo place names analyzed in this study consist of three possible functional name parts (abbreviations in parentheses): the *identifying part* (id.), a *part signifying the type of place* (top.), and a *supplementary part* (supp.). All zoo place names have at least the identifying part, and roughly one third of the names consist of the identifying part and a part signifying the type of place. Only few names had supplementary parts. Next, each functional name part will be covered in its own subsection.

##### 4.1.1 Part signifying the type of place

The part signifying the type of place (top.) in zoo place names is a functional name part that can be compared to the part expressing the business idea in company names (Sjöblom 2006, 153–154) or the part signifying the type of ride in amusement park ride names (Kyytsönen 2015, 23; Eskeli 2023, 16). For all of them, the name part is recognized based on its semantic content and neutral tone. The part signifying the type of place is a name part that characterizes the zoo place in a concrete and/or neutral manner. It has to be in a direct meaning relationship to its referent: for example, *House*, *Habitat* and *Walkthrough* all directly define the type of place in question. Thus, the zoo place name *Rhino Iguana | Habitat* consists of two parts: the first one being the identifying part, and the latter a part signifying the type of place. *Tropic Realm*, on the other hand, consists of the identifying part alone, because *Realm* is an abstract word and thus not in a direct meaning relationship to its referent.

The part signifying the type of place appears in 112 names of the data (32%). The most common expressions are listed in Table 3. The table includes the total number of instances in the data, and the number of different zoos that those instances are from.

**Table 3** Name parts signifying the type of place and their frequency

Part signifying the type of place	Total no. of instances in the data	No. of zoos
House	17	9
Habitat	10	1
Garden	9	5
Play Area / Playhouse / Play zone / Play Park	9	5
Centre (incl. Conservation Centre & Breeding Centre)	8	5
Walkthrough	7	5
Zone	7	1
Walkway / Walk / Walking Trail	5	4
Trail	4	4
Island	4	3
Viewpoint	4	1
Lake / Lakes	3	3
Aviary	3	2
Bridge	3	3
Others (e.g. Arena, Farmyard, Hub, Lawn, Paddock, Park, Pavilion, Pool, Theatre...)	19	10
<b>Total</b>	<b>112</b>	<b>12</b>

Table 3 shows that the most common expression is *House*, which was found in the nomenclature of 9 out of 12 zoos (75%). All instances of *Habitat* and *Zone* were found from Banham Zoo's nomenclature, where they appeared multiple times. Indeed, most of Banham Zoo's nomenclature was constructed analogously, following a similar structure of (id.) | (top.): for example, *Explorer (id.) | Zone (top.)* and *Red Panda (id.) | Habitat (top.)*. After *House*, the next most commonly appearing expressions were *Garden* (9 instances in 5 different zoos), different forms of *Play Area* (9 instances in 5 zoos), *Centre* (8 instances in 5 zoos), and *Walkthrough* (7 instances in 5 zoos).

#### 4.1.2 The identifying part

Similarly, as is the case for company names (Sjöblom 2006) and amusement park ride names (Kyytsönen 2015; Eskeli 2023), the identifying part is compulsory for zoo place names, as well. I will first shortly discuss those zoo place names that, in addition to the identifying part, also have a part signifying the type of place. The syntactic structure of these names resembles that of compound toponyms (specific part + general part). In a similar way, all these zoo place

names are constructed as (id.) + (top.); there were no instances in the data where the part signifying the type of place would have preceded the identifying part. Lexical elements in these identifying parts are most often nouns, but adjectives are also common. A typical identifying part is a noun phrase or an adjective referring to animals or natural environments, like in the examples below (the identifying parts are in bold):

<i>Bird</i> <b>Arena</b>	<i>The Chimpanzee</i> <b>House</b>	<i>Grasslands</i> <b>Viewpoint</b>
<i>Lemur</i> <b>Bridge</b>	<i>Small Mammal</i> <b>House</b>	<i>Tropical</i> <b>House</b>
<i>Wildlife</i> <b>Garden</b>	<i>Flamingo</i> <b>Walkthrough</b>	<i>African Wetland</i> <b>Aviary</b>
<i>Margay</i> <b>Habitat</b>	<i>Maned Wolf</i> <b>Habitat</b>	

The rest of the names, those without the functional name part of (top.), comprise 68% of the material (n=236). The majority of these names, as well, have the syntactic structure of compound toponyms. At least 130 of them are constructed analogously, modelling the structure of compound place names. Below are various examples of these:

<i>Tiger</i> <b>Territory</b>	<i>Penguin</i> <b>Falls</b>	<i>Cheetah</i> <b>Kingdom</b>
<i>Aardvark</i> <b>Burrow</b>	<i>Adventure</i> <b>land</b>	<i>Humboldt</i> <b>Harbour</b>
<i>Mangabey</i> <b>Mangrove</b>	<i>Rabbit</i> <b>Ranch</b>	<i>Giraffe</i> <b>Meadow</b>
<i>Activity</i> <b>Cove</b>	<i>East African</i> <b>Reserve</b>	<i>Monkey</i> <b>Heights</b>

In addition to the 130 names, there are approximately a dozen of borderline cases, which could also be considered as compound names, depending on the perspective. These include zoo place names that are named after, for example, biomes or habitats (e.g. *Outback*, *Wetlands*, *The Grasslands*, *Rainforest*, *The Farmyard*) and names that are already existing toponyms (e.g. *South America*, *Cerrado Savannah*, *Simien Mountains*). On the one hand, these names are, in a way, compound place names, but on the other hand, they lack the level of innovation that is involved in the creation of completely new zoo place names. In either case, it is clear that the vast majority of all zoo place names in the material resemble compound toponyms: the 130 names together with the 112 (id.) + (top.) constructions comprise almost 70% of the whole material. There is no reason for further separate analysis, which is why from now on, the analysis covers all instances of identifying parts: both those

that are in (id.) + (top.) constructions, as well as the names that consist of the identifying part alone.

The identifying part of a zoo place name is usually a noun phrase, but it can also be, for example, an adjective or even a prepositional phrase. The identifying parts can contain words from virtually any word class: for instance, nouns, proper nouns, pronouns, adjectives, prepositions, adverbials and/or verbs. In what follows, the lexical elements in the identifying parts are introduced.

Many identifying parts of zoo place names include proper names. The most common type of proper names are place names (n=63, 18% of the total). Place names, or toponyms, can appear by themselves, as adjectives, or, for example, within animal names (e.g. ***Sri Lankan** Leopard Habitat*). Below are some examples of zoo place names including toponyms in various forms (toponyms are in bold):

<i>Madagascar</i>	<i>Cerrado Savannah</i>	<i>Chilean Pudu Habitat</i>
<i>Pride of <b>Pembrokeshire</b></i>	<i>African Lowlands</i>	<i>Experience <b>Ethiopia</b></i>
<i>Australian Rainbows</i>	<i>Giants of the <b>Galápagos</b></i>	<i>Kalahari Theatre</i>

Most of the toponyms are places far away from the United Kingdom. However, there are three names that include a local toponym, either in its basic or adjectival form. These are Hertfordshire Zoo's *UK Centre for Species Survival Trail* and Folly Farm's *Pride of **Pembrokeshire*** and *The **Welsh** Wildcat Story*.

Personal names and the given names of animals also appear in zoo place names' identifying parts. The habitat ***Rajang's** Forest* in Colchester Zoo is named after an orangutan whose name was Rajang (Aldous 2018). Therefore, it can also be considered to be a commemorative name. However, naming places in zoos after individual animals seems to be rare, as this was the only instance in the material. More commonly, zoo place names are named after people: for instance, *Farmer **Glyn's** Farmhouse*. These kinds of zoo place names can be named after a real person (e.g. ***Huxley** Lecture Theatre*) or a fictional character (***Tarzan** Trail*). A proper noun is also in the name *UK Centre for Species Survival Trail*, which includes the name of a centre/unit. The name's appearance resembles the structure of a sponsored name, which typically is "an embedded name-within-a-name" (Puzey, Vuolteenaho and Wolny 2021, 141). However, the name would probably not count as a sponsored name, since Hertfordshire Zoo

functions as the Centre for Species Survival in the UK (Dempsey and Mooney 2024), and they have wanted to highlight that with a specially designated trail (Hertfordshire Zoo 2024). There are also names that are named after people but do not include a proper noun; instead, they indicate the zoo visitor or visitors, such as in the names *Family Farmyard*, *Kids' Safari Play Area* and *Explorers' Play Park*.

Appellative nouns and noun phrases that appear in the identifying parts of zoo place names are often words referring to animals, environments or something more abstract, such as actions or experiences. Approximately half of the names included a word referring to an animal (for example, *Iguana Forest*, *Bird Hide* and *Reptile World*). Many zoo place names include words referring to nature and natural environments: for example, *Woodland Edge*, *Sea Lion Beach* and *Rainforest Life*. Nouns referring to actions, experiences and other kinds of more abstract nouns are also quite commonly used. Below are some examples of names belonging to this category:

<i>The Enrichment Garden</i>	<i>Discovery Den</i>	<i>Sensation Station</i>
<i>Jungle Fun</i>	<i>Encounter Lawn</i>	<i>Animal Adventure</i>
<i>Meerkat Munchies</i>	<i>Wallaby Walkabout</i>	

In addition to appellatives, adjectives are another commonly appearing word class in the identifying parts of zoo place names. Place names that appear in their adjectival form (such as *African* and *Asian*) are, of course, adjectives, but since they were already discussed above, the focus is from here onwards on other examples. In addition to adjectival forms of toponyms, zoo place names can include other adjectives referring to places, areas or locations in the identifying parts. Below are some examples to illustrate:

<i>Oriental Garden</i>	<i>Northern Plains</i>	<i>Southern Wild</i>
<i>Project Polar</i>	<i>Global Zone</i>	<i>Zoo Central</i>

In a few cases, the adjectives refer to animals, like in the names *Avian Breeding Centre*, *Miniature Monkeys* and *Walking Giants*. In the majority of the remaining names that have adjectives, the adjectives' function is to modify the adjacent word, which is often referring to a place:

<i>Wobbly Bridge</i>	<i>Lost Madagascar</i>	<i>Arid Lands</i>
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*Sunken Garden**Hidden Savannah**Wild Asia**Secret Garden**The Jolly Barn**Wild Woods*

Within the nomenclature, there were two names that included verbs. These were Hertfordshire Zoo's *Discover & Learn Play Area* and Yorkshire Wildlife Park's *Experience Ethiopia*. In both cases, the verbs are in the imperative mood. The imperatives are in a way instructing the visitor to adopt a certain attitude while visiting these places.

As many as 41 (11,8%) of the zoo place names in this study's material included a preposition. The most common preposition was *of*, which appeared in 32 names. Below are some typical examples of zoo place names formed using this preposition:

*Heart of Africa**Gems of the Jungle**Land of the Tigers**Lions of India**World of Wings**Kingdom of the Carnivores*

There were five zoo place names, from three different zoos, that were constructed completely as prepositional phrases. These are listed below:

*Out of Africa* (Colchester Zoo)*Into Africa!* (Yorkshire Wildlife Park)*In with the Lemurs* (London Zoo)*Into Africa* (London Zoo)*In with the Monkeys* (London Zoo)

Other prepositions found in zoo place names were *in* (*Dragons in Danger*, *Birds in Action*), *at* (*Wildlife at Night*, *Bugs At Home*) and *with* (*Wild with Us*). Two zoo place names included an adverb: *Amazon & Beyond* and *Worlds Apart*.

#### 4.1.3 Supplementary part

In addition to the identifying part and a part signifying the type of place, it is also possible for a zoo place name to have a supplementary part. According to Sjöblom, in company names, a supplementary part is a name part that provides some additional information, but without which the name would still identify its referent (Sjöblom 2006, 187). I have taken the same approach for recognizing supplementary parts in zoo place names. Supplementary parts were not common in the material: there were only a couple of them, which also made it more difficult to identify them. The clearest example of a supplementary part can be found in the name *Remi Brown | Accessible | Play Area*, in which *Remi Brown* is the identifying part,

*Accessible* is the supplementary part and *Play Area* is the part signifying the type of place. In this name, the supplementary part provides additional information about what type of play area it is, but the name would also be totally identifiable without this name part. Another example of a zoo place name that includes a supplementary part is *Kukulu Play Island*, which is also called *Kukulu Island Play zone* on Yorkshire Wildlife Park's website. Because the zoo's website included two forms of the same place name, the latter one helps in recognizing the functional name parts of the first instance (which is part of the study's material). The latter instance would be split into functional parts as *Kukulu Island* (id.) | *Play zone* (top.). Thus, in the name *Kukulu Play Island*, *Kukulu Island* as a whole is the identifying part. Inside of it has been added the word *Play*, which now does not function as a type of place, but rather as a supplementary part.

Because supplementary parts were not very common in the material, it is hard to determine whether, for example, the names *Avian Breeding Centre* and *African Ungulate Conservation Centre* include a supplementary part or not. I have chosen to classify *Breeding Centre* and *Conservation Centre* as name parts signifying the type of place, although it would be possible to perceive *Breeding* and *Conservation* as supplementary name parts, and classify only *Centre* as the part signifying the type of place. However, both *Breeding Centre* and *Conservation Centre* seem to form a semantic whole, which is why I have determined them as types of places. Similarly, in the names *Clennon Gorge | Nature Reserve* and *African | Walking Trail* the latter parts form a semantic whole and are thus determined as name parts signifying the type of place.

#### **4.2 Orthographic features and the language of names**

It is often interesting to analyze the orthographic features and language of commercial names, because deviations from the standard language can be utilized to attract interest (Sjöblom 2016, 458–459). In company names, for instance, the use of foreign characters, numbers and special symbols, as well as quasi words and acronyms are quite common (Sjöblom 2006; Ainiala, Saarelma and Sjöblom 2012, 236). Furthermore, writing standards can be broken with misspellings or non-standard use of lowercase and capital letters (Sjöblom 2016, 458). These deviations are undoubtedly more common in company names than in zoo place names, but nevertheless there are some special instances which are worth mentioning.

Most zoo place names follow the linguistic norms and standards of how place names are written in the English language. They tend to be formed using already existing words and

spelled correctly, with initial capital letters (e.g. *Chimpanzee Lookout*, *Southern Wild*). In those names that consist of two or more words, the latter word's initial letter is usually also capitalized (e.g. *Matobo Camp*, *African Plains*, *Bird Garden*), unless it is a preposition or an article (e.g. *Call of the Wild*, *Heart of Africa*, *Wildlife at Night*). There is one instance that deviates from these capitalization standards: London Zoo's *ZooTown*. It is written together without a space, and it has a capital letter in the middle of the word. Additionally, there is one name that includes an incorrectly spelled toponym: Colchester Zoo's Colombian black spider monkey habitat *Meddelin Monkeys* (likely refers to the Colombian city Medellín). On the zoo map, the name is spelled as *Medellin Monkeys*, but on the website the name is consistently misspelled.

Whilst most zoo place names are structured using the existing lexicon, the identifying part of a zoo place name can also be an invented word that is formed, for example, as a compound word written together or as a blend. There were five instances of these in the material:

<i>The Exploratorium</i>	<i>Funland</i>	<i>Adventureland</i>
<i>Marmotopia</i>	<i>ZooTown</i>	

*Funland*, *Adventureland* and *ZooTown* all are compound words written together. They each end in a word signifying a type of place (-land, -Town). The other two names, *The Exploratorium* and *Marmotopia*, are both created as blend words. As such, they represent commercial nomenclature quite well: according to Sjöblom (2016, 459), “[m]any [commercial] names are created from well-known morphological elements loaned from, for example, Latin, Greek, or English (*lux*, *neuro*, *matic*, *net*, etc.), or parts taken from domestic words like *più* or *issimo* in Italian brand names.” Indeed, *The Exploratorium* is formed by blending the English word *exploratory* together with the Latin suffix *-arium*, and *Marmotopia* is a blend of the word *marmoset* and the suffix *-topia* which derives from Greek.

Additionally, both suffixes signify a place. Although there were not that many invented words in the material, it is interesting to notice that the ones that represent them all end in a word or suffix that indicates a place.

Numerals are not used in any of the names' spelling, but there is one zoo place name which includes a number in written form: *Three Island Pond*. It is also one of the oldest names in the material, because the pond has been in London Zoo since 1832 (Zoological Society of London n.d.). Although numbers and numerals are rare in zoo place names, special characters and

symbols are a bit more common; they were used in eight names out of 348 (2,3%). All instances are listed below:

<i>Manado Play!</i>	<i>Gibbons: Song of the Forest</i>	<i>Amazon &amp; Beyond</i>
<i>Nature Play!</i>	<i>Discover &amp; Learn Play Area</i>	<i>Into Africa!</i>
<i>Madagascar Play!</i>	<i>Goat &amp; Sheep Walkthrough</i>	

The exclamation mark is the most commonly used special character, appearing in a total of four names from two zoos. Three of them are names of play areas in Chester Zoo, and *Into Africa!* is a land name in Yorkshire Wildlife Park. The four other names with special symbols are all from Hertfordshire Zoo's nomenclature: they have used the ampersand, perhaps for stylistic reasons, or in an attempt to maintain the names informative but concise. Perhaps one of the most unusual name in the material, *Gibbons: Song of the Forest*, is the only name with a colon. Furthermore, the name's structure resembles more a name of a movie rather than a place name.

In addition to the English language, there are also other languages used in zoo place names. Another local language, Welsh, is used in Folly Farm's *Cwtch Corner* (Welsh *cwtch* 'cuddle, hug'). Swahili is used in two names: Chester Zoo's *Pamoja Village* (Swahili *pamoja* 'together') and Folly Farm's *Kifaru Reserve* (Swahili *kifaru* 'rhinoceros'). Spanish and/or Portuguese is used in Yorkshire Wildlife Park's *Amazonas*, Colchester Zoo's *Playa Patagonia* (Spanish *playa* 'beach') and Woburn Safari Park's *Cachorro Range* (Portuguese *cachorro* 'dog, pup'). One zoo place name is in Japanese: Colchester Zoo's *Koi Niwa* (Japanese *koi* 'carp'; *niwa* 'garden'). Foreign languages are also present through the use of binomial names in Colchester Zoo's *Suricata Sands* (meerkat's scientific name is *Suricata suricatta*) and Woburn Safari Park's *Chelonia Pathways* (*Chelonia* is a genus in the family of sea turtles, and *chelonian* is an umbrella term for all turtles and tortoises [Rhodin et al. 2025, 2]).

## 5 Semantic Content of the Names

In cognitive meaning analysis, the semantic features of the name parts are investigated (Sjöblom and Ainiala 2020, 813). The aim is to analyze and describe the relationship between “the meaning of the expression included in the name and its referent” (Sjöblom 2021, 258). The meaning relationship can also be called a semantic scheme (ibid.; Sjöblom 2006, 204), and it can be direct, indirect, compressed or disconnected. Furthermore, a single name can contain semantically different parts (see also Sjöblom 2006, 207). This means that the same name can have one part displaying a direct meaning relationship and another part in an indirect meaning relationship to the referent. To illustrate, in the zoo place name *Secret Garden*, the part signifying the type of place (*Garden*) directly conveys the referent, but the identifying part (*Secret*), on the other hand, has an indirect meaning relationship to the place (the garden cannot be that secret, if it is publicly available for all zoo visitors and displayed on the zoo’s map and website).

For many zoo place names, it is not possible to objectively classify whether they are in a direct or indirect meaning relationship to their referents. When discussing early company names, Sjöblom describes a direct meaning relationship in the following way: “The names’ meaning relationship to cognitive domains was direct, the names directly described the company. In other words, the mental image evoked by the name was consistent with observable facts about the company” (Sjöblom 2006, 206; my translation). However, in the case of zoo places, determining what counts as an observable fact is rather complicated.

In many cases, the creation of themed environments inevitably contains some inauthentic elements, and the line between real and fake is blurred. This creates part of the difficulty in determining how accurately the name discloses information about its referent. It is ultimately up to the individual language user, or the zoo visitor, to decide how directly the names convey meanings. Most people probably accept an artificial lake to, nevertheless, be a lake, and often the same is true for artificial islands. But what about artificial rocks, beaches, coves, valleys or forests? In the context of zoos, as controversial as they are, people are likely interpreting the semantics of zoo place names very differently, depending on their own backgrounds, attitudes and experiences. Additionally, it must be noted that since the author of this thesis was unable to visit the zoos, the available information is limited to what can be found online from the zoos’ websites. For these reasons, the semantic analysis does not aim for definite

categorizations nor is it quantitative in nature; rather, the focus is to highlight representative examples and to reflect on possible interpretations.

The semantic analysis starts with considering direct meaning schemes in section 5.1. Following that, indirect meaning relationships are discussed in section 5.2. Finally, compressed meaning relationship is covered in section 5.3.

## 5.1 Direct meaning relationship

A direct meaning relationship is naturally found in all (top.) name parts and supplementary parts. The identifying parts can also be in a direct relationship to their referents, for example through mentioning the animal inhabiting the place in question or by disclosing other relevant information about the place. A direct meaning relationship is found, for example, in the following zoo place names:

<i>Giraffe House</i>	<i>Flamingo Walkthrough</i>	<i>Owl Aviary</i>
<i>Somali Wild Ass Habitat</i>	<i>Elephant House</i>	<i>Vet Centre</i>
<i>Entrance Zone</i>	<i>Education Centre</i>	<i>Cheetah Viewpoint</i>
<i>Big Cats Zone</i>	<i>Bird Arena</i>	<i>Wobbly Bridge</i>

All above-mentioned names directly convey information about the place in zoo. In each case, it is explicitly indicated what the zoo visitor can expect to find there (e.g. *Entrance Zone* is located near the entrance, cheetahs can be observed from *Cheetah Viewpoint*, and owls are living in *Owl Aviary*). Additionally, each name is complemented with a part signifying the type of place, which reinforces the direct meaning relationship throughout the name as a whole.

A direct meaning relationship can also be found in names through conveying the purpose of the place. These include, for example, the following names:

<i>Discovery Centre</i>	<i>Sensation Station</i>	<i>Activity Cove</i>
<i>Conservation Education Hub</i>	<i>Encounter Lawn</i>	<i>Foot Safari</i>
<i>Discover &amp; Learn Play Area</i>	<i>In with the Monkeys</i>	<i>In with the Lemurs</i>

In these cases, the name also shapes its meaning relationship through directing the zoo visitor's attention towards what is wanted to emphasize. In other words, by naming these places as they are, the zoo visitor is guided to perceive what is conveyed in the name to be the primary purpose of the place, thus constructing a direct meaning relationship. For example, *Discovery Centre* is a place dedicated to discovering, and at *Activity Cove* the visitor is able to participate in activities. *In with the Monkeys* and *In with the Lemurs* are walkthrough habitats to which the visitors can get in; despite the unconventional name form, the meaning scheme is direct.

There are plenty of zoo place names that have some level of direct meaning relationship within the identifying part, whilst containing also words with an indirect meaning relationship. For the zoo visitor, the most relevant information is, presumably, which animals are found where. It follows, then, that names such as *Tiger Taiga*, *Jaguar Jungle* and *Butterfly Paradise* are all at least partially in a direct meaning relationship to their referents, because they each denote which animals are found there. At the same time, the rest of the name (*Taiga*, *Jungle* and *Paradise*) can remain in an indirect meaning relationship to its referent (this will be discussed more in section 5.2).

Like it was mentioned in section 2.2, themed places that are constructed as 'fake' can also be valued for their inauthenticity, which results in them moving from being 'fake' to 'real'. If this mindset is assumed, many zoo place names can be thought to have a direct meaning relationship. For example, London Zoo's *Penguin Beach* (Figure 1) is a recreation of "a South American beach landscape in the heart of the city, with a colony of Humboldt penguins" (London Zoo n.d.-c). The habitat is constructed to look like a beach, and the name could thus be interpreted to be in a direct meaning relationship. Similarly, many other zoo place names, such as Chester Zoo's *Fruit Bat Forest*, Hertfordshire Zoo's *Jaguar Jungle*, Longleat Safari Park's *Bat Cave* and Paignton Zoo's *Baboon Rock* (Figure 2) can be thought to be in a direct meaning relationship to their referents.



**Figure 1** Penguin Beach in London Zoo

(<https://www.londonzoo.org/whats-here/habitats/penguin-beach>)



**Figure 2** Baboon Rock in Paignton Zoo

(Lewis Clarke / Paignton : Paignton Zoo, Baboon Rock. CC BY-SA 2.0

[<https://creativecommons.org/licenses/by-sa/2.0/>])

Other names that can be interpreted as having direct meaning schemes include, for instance, the following examples:

<i>Lions of India</i>	<i>The Farmyard</i>	<i>Tiger Territory</i>
<i>Miniature Monkeys</i>	<i>The Piggery</i>	<i>Cheetah Territory</i>
<i>Birds of Prey</i>	<i>The Barn</i>	<i>Big Cats Territory</i>

The names *Lions of India*, *Birds of Prey* and *Miniature Monkeys* both hold a direct meaning scheme by referring to and describing the animals living in that enclosure. *Tiger Territory*, *Cheetah Territory* and *Big Cats Territory* are all possible to interpret as having direct meaning schemes, because territory refers to a specific animal's living area. *The Farmyard*, *The Piggery* and *The Barn* represent a group of zoo place names, where an appellative expression has become a proper name. Because the referent corresponds to the meaning of the expression, the meaning relationship is evidently direct. In a similar way, appellatives have been adopted as proper names also in amusement parks (Kyytsönen 2015, 28).

## 5.2 Indirect meaning relationship

An indirect meaning relationship is only possible in the identifying name part (cf. Sjöblom 2006, 207). The meaning scheme is indirect when the mental image evoked by the name does not directly correspond to its referent. Rather, the name conveys meanings that are somehow associated to the place in zoo, but does it, for example, through a metaphor or metonymy (cf. Sjöblom 2006, 209; Ainiala, Saarelma and Sjöblom 2012, 77). In what follows, I will discuss metaphorical and metonymic zoo place names in their respective subsections.

### 5.2.1 Metaphorical zoo place names

Metaphorical names are based on “paralleled associations between a place and a concept” (Ainiala, Saarelma and Sjöblom 2012, 77). Through the use of a metaphor in commercial names, the intention is often to evoke positive images, whilst leaving aside the more negative aspects (Sjöblom 2006, 210). The same applies to zoo place names. Metaphorical zoo place names have various reference points, but it is possible to find some commonly occurring themes. One typical metaphor is comparing the zoo place to a mythical or a grand place, like in the following examples:

<i>Elephant Kingdom</i>	<i>Realm of the Lions</i>	<i>Land of the Lions</i>
<i>Jungle Kingdom</i>	<i>Tropic Realm</i>	<i>Land of Lemurs</i>

*Kingdom of the Carnivores*    *World of Wings*    *Butterfly Paradise*  
*Kingdom of the Wild*    *Reptile World*    *Lost Madagascar*

*Kingdom*, *Realm* and *Land* are all mythical-sounding metaphors that indicate dominion and ownership over vast tracts of land. A similar metaphor of a grand place is also in the word *World*. The words *Paradise* and *Lost* are also referring to mythical, legendary places.

There are also multiple zoo place names where the metaphor is not a mythical place, but an ordinary and familiar one. In these names, the metaphor is something that resembles the generic part of a traditional compound place name and it includes an aspect of humanizing the animals' living place. These include, for example the following zoo place names:

*Guinea Pig Village*    *Chicken City*    *Tortoise Country*  
*Otter Rocks*    *Turkey Town*    *Sun Bear Heights*  
*Penguin Falls*    *ZooTown*    *Giraffe Heights*

In these names, the metaphor lies in the comparison to human settlements and settlement names. The zoo place names are metaphorically indicating that the animals are living in their "own little cities", just like humans. *Giraffe Heights* is also metonymic in a way, because it refers to the animal's height. In addition to these, there are various other metaphorical zoo place names that are structured analogously, resembling compound place names, but which have differing reference points, for example:

*Alpaca Outpost*    *Cachorro Range*    *Jungle Lookout*  
*Hyena Hideout*    *Reptile Ranch*    *Red Panda Retreat*  
*Lorikeet Landing*    *Meerkat Manor*    *Chelonia Pathways*

In all of the above-mentioned names, the metaphor is referring to various different kinds of places. It can be a playful metaphor of a safe hiding place (*Hyena Hideout*, *Red Panda Retreat*), a faraway station (*Alpaca Outpost*), a large estate (*Reptile Ranch*, *Meerkat Manor*), or something else entirely. In many cases, the metaphorical place seems to be chosen based on alliteration.

Another quite large group of metaphorical zoo place names are those which refer to faraway places and natural environments. These include, for example, the following names:

<i>Edge of Africa</i>	<i>Monsoon Forest</i>	<i>Outback</i>
<i>African Lowlands</i>	<i>Rainforest</i>	<i>Savannah Grasslands</i>
<i>Himalayan Pass</i>	<i>Tiger Tropics</i>	<i>Desert Springs</i>
<i>Atlantic Forest</i>	<i>Arid Lands</i>	<i>Northern Plains</i>

In these names, the zoo place is metaphorically compared to a biome, a vegetation zone or some other specific geographical region, which is usually far away from the United Kingdom. Through the metaphor, a parallel is drawn between the place in the zoo and the natural environment it is trying to recreate.

There are also plenty of names where the metaphor is not necessarily of a place, but rather an action, experience or a feeling. The metaphor can, for instance, refer to an exciting journey or adventure (e.g. *Jungle Journey*, *Animal Adventure*, *Asian Adventure*, *Adventureland*), an important task (*Mission Madagascar*, *Project Polar*) or a sensation (*Call of the Wild*, *Jungle Fun*, *Funland*, *Wild with Us*). Metaphors of an action can refer either to the zoo visitor (*Experience Ethiopia*; children's soft play area *Tumble Jungle*) or the zoo animals (*Monkey Mayhem*, *Meerkat Munchies*, *Marmoset Mischief*, *Wallaby Walkabout*). In all these sort of names, the entertaining role of zoos is emphasized through metaphors.

The name of Colchester Zoo's wolf habitat *Call of the Wild* also has a reference to the famous 1903 Jack London novel. The name can thus be seen as a metaphor of the book, as well. In addition to this, a few other zoo place names can be interpreted as having a metaphorical reference to a cultural product. Folly Farm's habitat *The Welsh Wildcat Story* has a metaphor of a tale, referring to Welsh folklore (Folly Farm 2022). Colchester Zoo's *Out of Africa* likely refers to the 1985 movie and the 1937 book which the movie was partially based on (both of them called *Out of Africa*). Additionally, Hertfordshire Zoo's habitat *Gibbons: Song of the Forest* contains a metaphor of a song.

Some zoo place names include a metaphor of an animal. Among these names are, for example, *Walking Giants* (habitat for some of the biggest tortoise species), *Tiny Giants* (insects), *Clock of the Mountain* (nickname of a bird) and *Island Dwellers* (habitat of Philippine spotted deer; Philippines is an island nation). Otherwise metaphorical zoo place names are at least *Heart of the Amazon*, *Gems of the Jungle*, *Wonders of the Wild*, *Spirit of the Jaguar* and *The Secret Life of Reptiles and Amphibians*. They all include a metaphor of

something mythical or marvelous. Metaphorical in some other way are also the names *Worlds Apart* (the habitat is “home to range of different species” [Colchester Zoo n.d.]), *Into Africa* (the visitor figuratively “travels” to Africa) and *Pride of Pembrokeshire* (Folly Farm’s lion enclosure: the place is “a point of pride”; can also be considered metonymic, because a group of lions is called a pride).

### 5.2.2 Metonymic zoo place names

Metonymic names are names which have a relational association to their referent (Ainiala, Saarelma and Sjöblom 2012, 78; Sjöblom 2006, 213). Metonymic place names can be based on an appellative expression, but metonymic are also those place names which have received their name from an adjacent place (Ainiala, Saarelma and Sjöblom 2012, 78–79). A metonymic company name, on the other hand, can, for instance, be one where a product of the company is chosen as the name for representing the company (e.g. the furniture and housewares retailer *Bed Bath & Beyond*).

One group of metonymic zoo place names are those that are named according to the animals’ country of origin. Some examples of these names are *Australia Paddock*, *Amazon & Beyond*, *East African Reserve* and *Madagascan Walkthrough*. In these names, the native country of the animals exhibited is chosen to represent them in the name. Metonymic names that are named after some other aspect of an animal are, for example, Colchester Zoo’s bird habitats *Feathers of the Forest* and *World of Wings*, London Zoo’s Galápagos giant tortoise habitat *Giants of the Galápagos* and Woburn Safari Park’s *Farmyard Friends*. In the first two instances, the exhibits’ inhabitants, birds, are metonymically referred to through mentioning only their feathering or wings. In the second instance, the tortoises are referenced through their size and name (Galápagos), which is also their place of origin. Finally, in the name *Farmyard Friends*, the friendly nature of farm animals is emphasized.

Metonymic are also the names *Wildlife at Night*, *Night Life* and *Twilight Cave*, which all refer to the nocturnal animals housed in them. A similar metonymic association to the lifestyle of animals can be found in names *Rainforest Life* and *Wildlife Garden*.

### 5.3 Compressed and disconnected meaning relationships

Names that have a direct or indirect meaning scheme are formed using already existing words. Names including quasi words or new word formations can have a *compressed* or a

*disconnected* meaning relationship (Sjöblom 2006, 219). The meaning relationship is compressed when “several different semantic contents have been condensed in the expression” (Ainiala, Saarelma and Sjöblom 2012, 242). The meaning relationship is disconnected in case the name does not have any semantic connection to its referent (e.g. acronyms in company names; *ibid.*).

In the material, there were two zoo place names that can be considered as having a compressed meaning relationship. The first is Colchester Zoo’s *The Exploratorium*. In it, it has compressed the word *exploratory* and the Latin suffix *-arium* (‘a place for’). The second zoo place name with a compressed meaning scheme, Woburn Safari Park’s *Marmotopia*, is also a blend. It is constructed of the word *marmoset* and the Greek suffix *-topia*, also meaning a place.

Within the zoo place names analyzed in this study, there was one name that could be considered to be in a disconnected meaning relationship to its referent, at least from my perspective: *Remi Brown Accessible Play Area*. Despite searching online, I was unable to find an explanation for the playground’s name. However, it might be clear to those visiting the place. In either case, it remains true that ultimately, the semantic meaning contents of names and other words in a language are subjectively interpreted by each language user (Sjöblom 2006, 229).

## 6 Functions of the Names

The third and final part of the analysis examines the sociocultural functions of zoo place names. They are grounded on the five functions of commercial names considered by Sjöblom in her study (2006, 230–243), which, for the most part, are applicable to zoo place names, as well. Only the individualizing function is unrelated to this nomenclature; thus, the four others are discussed. The analysis is divided into the following subsections: informative function (6.1), persuasive function (6.2), practical function (6.3) and integrative function (6.4). As was mentioned in section 2.1, a name can (and often does) work in several functions simultaneously.

### 6.1 Informative function

The informative function is quite self-explanatory: a name is working in its informative function when it is conveying some type of information about its referent. The most informative zoo place names are those that have direct meaning schemes (e.g. *Penguin Pool*, *Kids' Safari Play Area*). Because the name parts signifying the type of place and supplementary parts are semantically identified based on their informativity, they naturally fulfill this function, as well. Nevertheless, this function is not restricted to just names with a direct meaning scheme. Names with an indirect meaning scheme can also be, and often are, informative in some way.

Informative are all zoo place names that communicate, for example, which animals are found there (e.g. *Rabbit Ranch*), or what is the theme of the place (e.g. *Atlantic Forest*).

Additionally, a zoo place name can reveal the purpose of the place or something about what happens there (*In with the Lemurs*, *Nature Play!*, *Birds in Action*). The information can also be locative, helping the visitor navigate within the zoo (*Zoo Central*, *Hoofstock Zone*).

In some cases, zoo place names reveal information about people who have contributed to the place. This seems to be especially typical in London Zoo: there are places named after financial supporters of the zoo (*Clore Rainforest*, *Blackburn Pavilion*; London Zoo, n.d.-a; London Zoo, n.d.-b), architects (*The Cassons*; London Zoo, n.d.-f) and notable ZSL members (*Huxley Lecture Theatre*). Slightly similar is the informative function in Hertfordshire Zoo's *UK Centre for Species Survival Trail* (the name raises awareness of the centre's existence), and Paignton Zoo's *Amphibian Ark* (named after the amphibian conservation organization).

Many zoo place names can be considered informative from an educational perspective: through them, the visitor can learn information about the animals and different biomes. For example, the name can tell which region the animals are from (e.g. *Lions of India*, *Wild Asia*), about their behaviour and ecology (*Gibbons: Song of the Forest*, *Kingdom of the Carnivores*, *Birds of Prey*) or conservation status (*Dragons in Danger*). Hence the educational role of zoos reflects in zoos' nomenclature.

More explicitly, the educational role of zoos appears in the names *Education Centre* and *Conservation Education Hub*, which simultaneously emphasizes zoos' role in conservation. In fact, the presence of all four roles of zoos can be observed in the material, although some of them are more prominent than others. In addition to the previously mentioned example, the conservation aspect is communicated through zoo place names like *Kifaru Reserve* and *Asian Elephant Conservation Centre*. Moreover, it is possible to consider that the visitor is informed of the scientific role of zoos through, for example, the names *Suricata Sands* and *Chelonia Pathways*, both of which include scientific nomenclature. Lastly, the entertaining role of zoos is unmistakably conveyed through the nomenclature, which leads us to the next function.

## 6.2 Persuasive function

Persuasiveness is among commercial nomenclature's most important functions (Ainiola, Saarelma and Sjöblom 2012, 243; Sjöblom 2006, 234). A persuasive name aims at creating a positive image and persuading the customer to behave desirably (for example, to buy a product). In the context of zoos, where entertainment is one of the attraction's central roles, zoo place names express the persuasive function in various ways.

Innovative and experimental zoo place names are persuading the visitor by being fun and exciting. They are intriguing the visitor to come and explore the place by, for example, arousing curiosity (e.g. *The Secret Life of Reptiles and Amphibians*), creating a mental image of traveling to another realm (e.g. *Kingdom of the Wild*, *Into Africa!*, *Experience Ethiopia*), or through a promise of entertainment (e.g. *Meerkat Mayhem*, *Birds in Action*). Zoo place names can also be aesthetically pleasing or sound pleasant. The name can sound beautiful (e.g. *Butterfly Paradise*, *Wonders of the Wild*), it can contain rhymes (e.g. *Sensation Station*) or alliteration (e.g. *Wolf Wood*, *Jungle Jamboree*).

Some zoo place names are persuasive by placing the emphasis on the person visiting the zoo. *Discovery Trail*, *Explorer Zone* and *Encounter Lawn*, to name a few, are all names that are in

some way addressing and engaging the visitor. A similar endeavor for engagement can be observed in names which, rather than referring to a place, indicate an experience, instead. For instance, names like *Asian Adventure* and *Jungle Journey* are persuading the visitor to ‘embark on a journey’. In these cases, the zoo place name conveys a message that it is not just a place, but an experience in itself. Similarly, a zoo place name can be persuasive by, for example, mentioning that the exhibit is designed as a walkthrough, where the zoo experience is maximally immersive (e.g. *Rainforest Walkthrough*). On the other hand, this can also limit the attendance (according to Sjöblom [2006, 235], the persuasive function can sometimes mean limiting the clientele). What sounds inviting to some people, might be unappealing for others. For instance, the exhibit name *In with the Monkeys* can, depending on the person, sound like the most exciting or horrifying experience of the entire zoo visit.

Sjöblom also mentions that persuasiveness can be pursued through taking advantage of other’s success, for example by subtly copying the names of well-known companies or products (Sjöblom 2006, 235). It is possible to think that this tactic has been utilized in zoo place names like *Call of the Wild*, *Out of Africa*, *Tarzan Trail* and *Bears of the Rising Sun*. By including cultural references to popular books, movies and songs, the zoo places are benefitting from their success.

### 6.3 Practical function

When a zoo place name is somehow helpful or easy to use and remember, it works in its practical function. Simple and short names that have a direct meaning relationship to their referents, such as *Farmyard*, *Bird Hide* and *Vet Centre* are prototypical examples of practical zoo place names, because the names share the appellative’s meaning. Furthermore, descriptive names like *Foot Safari*, *Bat Cave* and *Monkey Drive Through* are likely easy to remember, which makes them practical.

One aspect of practicality is the name’s form in terms of its pronounceability (as also observed in Sjöblom 2006, 236). The majority of zoo place names are practical in terms of their length (see Table 2 in Chapter 4). The longer the name is, the less practical it is to use, both in speech and writing. It is not surprising, then, to see that the longest name in the material, *The Secret Life of Reptiles and Amphibians*, is shortened to the more practical form “the Secret Life” on the zoo’s website (London Zoo n.d.-d). Additionally, names with alliteration or rhymes might be easier to remember and use in utterances. These features are present in approximately one fourth of zoo place names: for instance, *Wildlife Wood*,

*Capuchin Climb, Sensation Station, Duck Den, Himalayan Heights, Big Bug Play Zone and Jungle Tumble.*

Names that help the visitor find a location in the zoo are working in the practical function, as well. Within the material, names such as *Entrance Zone* and *Big Cats Zone* fit this category. Additionally, some play areas are named practically according to their location, like Folly Farm's *Asian Adventure Play area* (located at the *Asian Adventure* area) or Chester Zoo's *Madagascar Play!* (part of the Madagascar-themed area). They simultaneously work in the integrative function, which will be discussed next.

#### **6.4 Integrative function**

Zoo place names can work in an integrative function in several different ways. First, they can integrate linguistically to both the field of toponyms and commercial names. Because many zoo place names resemble traditional toponyms, they are concurrently emphasizing their status as places (e.g. *Lemur Woods, Koala Creek*). At the same time, differently structured and inventive zoo place names such as *Marmotopia, Experience Ethiopia* and *Wild with Us* link the nomenclature with commercial names.

Second, zoo place names can be integrative within their own context. On a bigger scale, many zoo place names resemble those found in other zoos: they are analogously named, thus integrating them within the larger group of named places in zoos. For example, the name *Monkey Mayhem* is found both in Hertfordshire Zoo and Woburn Safari Park and *Tiger Territory* is found in three out of the twelve zoos (Banham Zoo, Longleat Safari Park and London Zoo). Moreover, many names are similar to those found in zoos in other countries (for instance, *African Savanna* in Prague Zoo; *Land of the Tiger* in Jacksonville Zoo). On a smaller scale, the place names of a single zoo can demonstrate internal connections, for example, through consistent naming conventions (e.g. in Banham Zoo, see Appendix 1), annexe names (e.g. *Lost Madagascar* → *Lost Madagascar Lemur Walkthrough* in Colchester Zoo) or recurring stylistic choices (e.g. Hertfordshire Zoo's use of ampersand: *Amazon & Beyond, Goat & Sheep Walkthrough, Discover & Learn Play Area*). These different ways of achieving internal coherence simultaneously highlight how there are individual naming tendencies between the zoos.

Third, zoo place names can be integrative in relation to certain geographical or cultural areas (similarly as company names, cf. Sjöblom 2006, 237–238). When a zoo place name refers to a

remote location, it is incorporating the features associated with that place into the place found in the zoo. This assimilation is illustrated in the examples below:

- (1) Take a wild trip to South America and discover the incredible lands of primates, rodents & more all native to this incredible area! (Yorkshire Wildlife Park n.d.)
- (2) Drive through the home of a herd of Ankole cattle with their impressive horns, see the extraordinary Southern white rhinos gazing, and enjoy the vistas of the African savannah – teeming with antelope and buffalo. (Woburn Safari Park n.d.)

The first example is from Yorkshire Wildlife Park’s website, describing their land named *South America*. The second example is describing the *Savannah Grasslands* section of the *Road Safari* on Woburn Safari Park’s website. In both examples, the zoo place is talked about in a way that amalgamates it with the original place, from which it has received its name. Similarly, zoo places that are named in a foreign language integrate the place within that cultural context (e.g. *Koi Niwa*). Although integration into faraway places is more commonly observed, a zoo place name can also integrate the zoo place within the local area (e.g. *Pride of Pembrokeshire*).

## 7 Conclusion

This thesis has examined the place nomenclature of twelve zoos located in the United Kingdom. The purpose of the study was to analyze the linguistic structure, meanings and functions of zoo place names, a name category that had previously not been subject to onomastic research. The study's material consisted of 348 zoo place names, which were analyzed utilizing Sjöblom's functional-semantic and cognitive meaning analysis models. The nomenclature's nature as place names, on the one hand, and commercial names, on the other hand, was also recognized and discussed. The research questions were the following:

1. What are zoo place names structurally like?
2. What kinds of meanings do zoo place names carry?
3. What kinds of functions do zoo place names have?

The first research question aimed at studying the name category's typology in terms of its structure. The structural analysis was done with the functional-semantic model, where the nomenclature's functional parts were examined. Zoo place names were found to have three possible functional name parts: these were (1) the identifying part, (2) a part signifying the type of place and (3) a supplementary part. The identifying part was the only name part found in all zoo place names. The name part signifying the type of place was found in 32% (n=112) of the names analyzed. The part signifying the type of place was typically expressed with words such as *House*, *Garden*, *Play Area*, *Centre* and *Walkthrough*. The supplementary part was rare within the material: it was found only in a couple of names.

Those zoo place names which consisted of the identifying part (id.) and the part signifying the type of place (top.) syntactically resembled the structure of compound toponyms (e.g. *Jaguar* [id.] | *House* [top.]). The same held true for the majority of names consisting of the identifying part alone: in a similar fashion, they were also often syntactically reminiscent of compound place names (e.g. *Fur Seal Bay*). In total, approximately 70% of zoo place names in the material were constructed analogously, following the compound toponym's model. However, as is characteristic for commercial names, zoo place names display more complex structures, as well.

It was found that the zoo place names examined were formed using various lexical elements, most commonly English nouns, adjectives and prepositions, but also adverbials, verbs,

foreign language words and even special characters. 18% (n= 63) of zoo place names contained an existing toponym (e.g. *Canopy of South America*). Appellative nouns in zoo place names often referred to animals (e.g. *Gelada Plateau*), nature (*Rainforest Life*), places (e.g. *African Village*), or something more abstract, like experiences (e.g. *Jungle Journey*). 12% (n=41) of the names were constructed using prepositions; especially typical was the ‘of/of the’-construction (e.g. *Gems of the Jungle*).

The second research question was answered through the cognitive meaning analysis, where zoo place names were examined according to their semantic schemes. Because zoo places are themed environments, it is not possible to objectively determine the meaning relationship between the name and its referent. Thus, the main goal of the semantic analysis was to consider possible interpretations and highlight relevant examples. A direct meaning relationship was found in names which explicitly conveyed accurate information about the zoo place, for example by mentioning the animal found there (e.g. *Pelican Lake*) or the purpose of the place (e.g. *Education Centre*).

An indirect meaning scheme was displayed through metaphorical and metonymic names. Typical metaphors included comparing the zoo place to mythical places (e.g. *Gorilla Kingdom*), human settlement names (e.g. *Turkey Town*) or natural environments (e.g. *Rainforest*). There were also metaphors where the comparison point was not a place. Instead, it was, for example, an experience (e.g. *Animal Adventure*), a feeling (e.g. *Jungle Fun*) or something else (e.g. *Spirit of the Jaguar*). Metonymic zoo place names were those that were named, for instance, after the country of origin or some other aspect of the animal living there (e.g. *Giants of the Galápagos*). A compressed meaning relationship was found in two names, *The Exploratorium* and *Marmotopia*.

The third research question was answered through utilizing the relevant interpersonal functions of commercial names, as defined by Sjöblom (2006, 231). Zoo place names work in four sociocultural functions: the informative function, the persuasive function, the practical function and the integrative function. Zoo place names typically convey information about the animals, the theme or purpose of the place, both directly and indirectly. Zoo place names can also inform the visitor about the educational, scientific and conservational roles of zoos. The entertaining role of zoos, on the other hand, is especially emphasized in zoo place names that fulfill the persuasive function. The names can be persuasive in a variety of ways: for example, by sounding exciting, beautiful or entertaining. Most zoo place names work in the practical

function because they tend to be short, typically consisting of two words. Finally, the integrative function of zoo place names can be observed in their linguistic form, which connects them to both the area of toponomastics and commercial nomenclature. Zoo place names are also integrative within their own context, as similar names are found in multiple different zoos.

In conclusion, the present study has provided an interesting insight into a name category that incorporates features from both place names and commercial names. The linguistic variety of zoo place names indicates that the nomenclature is an important aspect of theming, entertaining and appealing to the visitors in zoos. In the same way that zoos differ in their concepts and arrangements, this study has showed that their naming tendencies can also be individual. To achieve a more comprehensive typology of the name category, future research on zoo place names could be done in different geographic regions. It would also be interesting to compare zoo place names to the nomenclature of theme parks and analyze to what extent the name formation conventions are similar and how they differ.

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## Appendices

### Appendix 1. List of zoo place names

#### **Banham Zoo:**

Australia Paddock  
 Big Cats Zone  
 Bird Garden  
 Chilean Pudu Habitat  
 Discovery Centre  
 Entrance Zone  
 Explorer Zone  
 Farm Barn  
 Flamingo Habitat  
 Flamingo Walkthrough  
 Fur Seal Bay  
 Gelada Habitat  
 Giraffe House  
 Giraffe Walkway  
 Global Zone  
 Hoofstock Zone  
 Maned Wolf Habitat  
 Margay Habitat  
 Penguin Cove  
 Primate Zone  
 Red Panda Habitat  
 Rhino Iguana Habitat  
 Somali Wild Ass Habitat  
 Sri Lankan Leopard Habitat  
 Tamarin Island  
 Tiger Territory  
 Tropical House  
 Vulture Habitat  
 Wallaby Walkthrough  
 Woodland Zone  
 Zoo Central

#### **Chester Zoo:**

Bumble Bee Garden  
 Conservation Education Hub  
 Dragons in Danger  
 Elephant House  
 Fruit Bat Forest  
 Heart of Africa  
 Hidden Savannah  
 Islands  
 Jaguar House  
 Latin America Wetland Aviary  
 Lemur Walkthrough

Madagascar  
 Madagascar Play!  
 Manado Play!  
 Miniature Monkeys  
 Monkey House  
 Monsoon Forest  
 Nature Play!  
 Okapi House  
 Pamoja Village  
 Realm of the Red Ape  
 Rock Garden  
 Spirit of the Jaguar  
 Sunken Garden  
 The Chimpanzee House  
 The Enrichment Garden  
 The Himalayas  
 The Plant Project  
 Tropic Realm  
 Wildlife Wood

#### **Colchester Zoo:**

Aardvark Burrow  
 Australian Rainbows  
 Bears of the Rising Sun  
 Call of the Wild  
 Canopy of South America  
 Capuchin Climb  
 Chimpanzee Lookout  
 Clock of the Mountain  
 Colenso Village  
 Discovery Den  
 Dragons of Komodo  
 Edge of Africa  
 Education Centre  
 Elephant Kingdom  
 Feathers of the Forest  
 Gelada Plateau  
 Guinea Pig Village  
 Heart of the Amazon  
 Iguana Forest  
 Inca Trail  
 Island Dwellers  
 Jungle Tumble  
 Kalahari Theatre  
 Kids' Safari Play Area

Kingdom of the Wild  
 Koi Niwa  
 Lemur Bridge  
 Lion Rock  
 Lost Madagascar  
 Lost Madagascar Lemur Walkthrough  
 Mangabey Mangrove  
 Meddelin Monkeys  
 Meerkat Hangout Play Area  
 Otter Creek  
 Out of Africa  
 Pig Patch  
 Playa Patagonia  
 Pygmy Hippo Cove  
 Rainforest Walkthrough  
 Rajang's Forest  
 Remi Brown Accessible Play Area  
 River's Edge  
 Sensation Station  
 Southern Wild  
 Suricata Sands  
 The Exploratorium  
 Tiger Taiga  
 Ussuri Falls  
 Vulture Valley  
 Walking Giants  
 Wallaby Walkabout  
 Woodland Hollow  
 World of Wings  
 Worlds Apart  
 Waterhole Play Area

### **Hertfordshire Zoo:**

Adventureland  
 Amazon & Beyond  
 Big Cat Territory  
 Bird Arena  
 Discover & Learn Play Area  
 Farmyard  
 Funland  
 Gibbons: Song of the Forest  
 Goat & Sheep Walkthrough  
 Jaguar Jungle  
 Land of the Tigers  
 Lions of India  
 Monkey Mayhem  
 Otter Rocks  
 Outback Trail  
 Penguin Falls  
 Rainforest

Safari Stage  
 Sun Bear Heights  
 Temple of Angkor  
 Tumble Jungle  
 UK Centre for Species Survival Trail  
 World of Animals  
 World of Birds

### **Folly Farm:**

Asian Adventure  
 Asian Adventure Play area  
 Bagot Bridge  
 Chicken City  
 Cwtch Corner  
 Duck Den  
 Farmer Glyn's Farmhouse  
 Giraffe House  
 Giraffe Heights walkway  
 Jungle Journey  
 Kifaru Reserve  
 Mission Madagascar  
 Pelican Lake  
 Penguin Coast  
 Pride of Pembrokeshire  
 Rabbit Ranch  
 Sloth Forest  
 The Jolly Barn  
 The Piggery  
 The Welsh Wildcat Story  
 Tortoise Country  
 Tropical Trails  
 Turkey Town  
 Wallaby Ranch

### **Longleat Safari Park:**

African Village  
 Animal Adventure  
 Bat Cave  
 Big Game Park  
 Bongo Pass  
 Cheetah Kingdom  
 Deer Park  
 East African Reserve  
 Family Farmyard  
 Flamingo Valley  
 Gorilla Colony  
 Hippodrome  
 Hyena Hideout  
 Jungle Kingdom  
 Koala Creek

Lion Country  
 Monkey Drive Through  
 Monkey Temple  
 Rhino House  
 Tiger Territory  
 Vulture Valley  
 Wolf Wood

**Newquay Zoo:**

African Savannah  
 African Wetland Aviary  
 Bird Hide  
 Education Centre  
 Encounter Lawn  
 Gems of the Jungle  
 Lake Road  
 Lemur Island  
 Madagascan Walkthrough  
 Meerkat Munchies  
 Monkey Walk  
 Oriental Garden  
 Otter House  
 Owl Aviary  
 Penguin Pool  
 Secret Garden  
 Tarzan Trail  
 The Barn  
 The Pavilion  
 Tropical House  
 Wildlife at Night  
 Wonders of the Wild

**Paignton Zoo:**

Amphibian Ark  
 Ape Centre  
 Arid Lands  
 Avian Breeding Centre  
 Baboon Rock  
 Bugs At Home  
 Clennon Gorge Nature Reserve  
 Crocodile Swamp  
 Flamingo Lake  
 Giraffe House  
 Jungle Fun  
 Lar gibbon Island  
 Lemur Wood  
 Matobo Camp  
 Monkey Heights  
 Nature Trail  
 Pileated gibbon Island

Small Mammal House  
 Tropical Trails  
 Vet Centre  
 Wildlife Garden  
 Wild with Us  
 Wobbly Bridge

**West Midlands Safari:**

African Lowlands  
 African Plains  
 African Reserve  
 African Village  
 African Walking Trail  
 Asian Reserve  
 Cheetah Viewpoint  
 Discovery Trail  
 Explorers' Play Park  
 Grasslands Viewpoint  
 Hippo Lakes  
 Land of the Wild Dog  
 Lemur Woods  
 Lion Ridge  
 Lorikeet Landing  
 Marmoset Mischief  
 Meerkat Mayhem  
 Penguin Cove  
 Realm of the Lions  
 Red Panda Retreat  
 Reptile World  
 Safari Academy  
 Safari Drive  
 Safari Walk  
 Savannah Viewpoint  
 The Borderlands  
 The Grasslands  
 Tiger Tropics  
 Twilight Cave  
 White Lion Viewpoint  
 Wild Asia  
 Wild Woods  
 Woodland Edge

**Woburn Safari Park:**

African Forest  
 African Ungulate Conservation Centre  
 Alpaca Outpost  
 Asian Elephant Conservation Centre  
 Australian Walkabout  
 Birds in Action  
 Birds of Prey

Cachorro Range  
 Cerrado Savannah  
 Chelonia Pathways  
 Desert Springs  
 Farmyard Friends  
 Foot Safari  
 Giraffe House  
 Giraffe Junction  
 Giraffe Meadow  
 Himalayan Heights  
 Humboldt Harbour  
 Jungle Jamboree  
 Kingdom of the Carnivores  
 Land of Lemurs  
 Mammoth Play Ark  
 Marmotopia  
 Monkey Mayhem  
 Northern Plains  
 Otter Falls  
 Reptile Ranch  
 Road Safari  
 Savannah Grasslands  
 Savannah House  
 Sea Lion Beach  
 Sea Lion Cove

**Yorkshire Wildlife Park:**

Amazonas  
 Atlantic Forest  
 Big Bug Play Zone  
 Cheetah Territory  
 Experience Ethiopia  
 Giraffe House  
 Himalayan Lookout  
 Himalayan Pass  
 Into Africa!  
 Jungle Lookout  
 Kukulu Play Island  
 Land of the Tigers  
 Lemur Woods  
 Leopard Heights  
 Lion Country

Meerkat Manor  
 Monkey Playhouse  
 Oasis Adventure Play  
 Point Lobos  
 Project Polar  
 Simien Mountains  
 South America  
 Wallaby Walkabout  
 Wetlands  
 Woodland Trail

**ZSL London Zoo:**

Activity Cove  
 Animal Adventure  
 Bird Safari  
 Blackburn Pavilion  
 Butterfly Paradise  
 Clore Rainforest  
 Giants of the Galápagos  
 Gorilla Kingdom  
 Huxley Lecture Theatre  
 Into Africa  
 In with the Lemurs  
 In with the Monkeys  
 Komodo Dragon House  
 Land of the Lions  
 Monkey Valley  
 Night Life  
 Outback  
 Penguin Beach  
 Rainforest Life  
 The Cassons  
 The Farmyard  
 The Secret Life of Reptiles and  
 Amphibians  
 Three Island Pond  
 Tiger Territory  
 Tiny Giants  
 Wildlife Garden  
 ZooTown

## Appendix 2. Finnish Summary

Tämä pro gradu -tutkielma tutkii eläintarhoista löytyvää paikannimistöä. Tutkimuksen kohteena ovat siis ne nimet, joita eläintarhan alueella oleville paikoille (kuten eläinten tarhoille ja teemoitetuille alueille) on annettu. Tällaisia nimiä ovat esimerkiksi Hertfordshiren eläintarhasta löytyvä *Jaguar Jungle* ja Lontoon eläintarhan *In with the Lemurs*. Nimikategoria on lingvistiikan ja onomastiikan näkökulmasta mielenkiintoinen, sillä siinä yhdistyy sekä paikannimille että kaupallisille nimille tunnusomaisia elementtejä. Tutkimus pohjautuukin erityisesti kaupallisen nimistön tutkimukseen, mutta osittain myös paikannimitutkimukseen eli toponymiaan. Tutkimuksen tavoitteena on selvittää, millaisia typologisia piirteitä, semanttisia merkityksiä ja sosiokulttuurisia funktioita eläintarhoista löytyvillä paikannimillä on. Tutkimuskysymykset ovat seuraavat:

1. Millaisia eläintarhojen paikannimet ovat rakenteeltaan?
2. Millaisia merkityksiä eläintarhojen paikannimiin sisältyy?
3. Millaisia funktioita eläintarhojen paikannimillä on?

Tutkimuskysymyksiin vastataan Paula Sjöblomin (2006) kehittämän funktionaalisesemanttisen analyysimallin ja kognitiivisen merkitysanalyysin avulla. Tutkielman aineisto koostuu kahdentoista isobritannialaisen eläintarhan nimistöistä, käsittäen yhteensä 348 nimeä. Materiaali on kerätty eläintarhojen nettisivuilta ja kartoista vuoden 2025 loka-marraskuussa.

Paikannimien typologia on perinteisesti ollut keskeinen tutkimuskohde onomastiikassa. Prototyyppinen paikannimi on määrite- ja perusosasta koostuva yhdysnimi, ja tämän analogian mukaisesti on myös nimetty monia paikkoja eläintarhoissa (esim. Colchesterin eläintarhan *Guinea Pig Village*, *Vulture Valley* ja *Suricata Sands*). Koska eläintarhojen paikannimissä on kuitenkin myös kompleksisempia rakenteita ja nimistössä on kaupallisia piirteitä, eivät paikannimien typologiseen tutkimukseen kehitetyt metodit kuten syntaktis-semanttinen rakenneanalyysi ole toimivimpia. Kaupallisten nimien ja monen muun uuden nimikategorian typologiseen analyysiin onkin usein paremmin sovellettavissa *funktionaalisesemanttinen rakenneanalyysi*.

Funktionaalisesemanttinen analyysimalli (Sjöblom 2006) kehitettiin alun perin yritysnimien tutkimiseen, mutta sitä on sovellettu myös esimerkiksi tuotenimien (mm. Vesterinen 2024;

Partanen 2024), online-käyttäjänimien (Hämäläinen 2016), kauppakeskusten (Konttinen 2017), huvipuistolaitteiden (Kyytsönen 2015; Eskeli 2023) ja Marimekon kuosien nimien (Määttänen 2020) tutkimiseen. Funktionaalis-semanttisessa analyysimallissa nimenosia ei määritetä syntaktisten suhteiden vaan niiden funktion perusteella. Analyysissa lähdetään liikkeelle selvittämällä nimikategorian funktionaaliset nimenosat, minkä jälkeen tutkitaan nimenosien leksikaalista sisältöä, ortografiaa ja kieltä (Sjöblom ja Ainiala 2020, 809).

Typologista analyysiä täydennetään *kognitiivisella merkitysanalyysillä*, missä tarkastellaan nimen merkityssuhdetta tarkoitteeseensa sekä nimien sosiokulttuurisia funktioita (Sjöblom ja Ainiala 2020, 813–814). Merkityssuhde on useimmiten suora tai epäsuora, mutta se voi olla myös pakattu tai katkaistu. Suora merkityssuhde tarkoittaa sitä, että nimen luoma mielikuva vastaa suoraan tarkoitteeseen liittyviä tosiasioita; epäsuora merkityssuhde taas sitä, että nimi liittyy tarkoitteeseensa kuvaamalla sitä esimerkiksi metaforisesti tai metonymisesti. Pakatussa merkityssuhteessa oleva nimi on keinotekoinen sana, joka kuitenkin sisältää tunnistettavia merkitysisältöjä. Katkaistussa merkityssuhteessa olevalla nimellä ei ole semanttista yhteyttä tarkoitteeseensa. Analyysin viimeisessä osassa tarkastellaan nimien interpersonaalaisia eli sosiokulttuurisia funktioita. Tutkimuksessaan Sjöblom nosti esiin viisi keskeistä funktiota, joissa yritysnimet toimivat: informatiivinen, houkutteleva, käytännöllinen, integroiva ja individualisoiva funktio (Sjöblom 2006, 231).

Eläintarhoilla on nyky-yhteiskunnassa neljä keskeistä roolia: lajiensuojelu, tutkimus, opettaminen ja viihdyttäminen (Mason 2011). Erilaisia eläinpuistoja on laaja kirjo, ja sellaiseksi voidaan lukea muun muassa erityyppiset eläintieteelliset puutarhat tai villieläin- ja safaripuistot. Eläintarhat muistuttavat monella tapaa teemapuistoja, ja erityisesti viime vuosikymmeninä niihin on enenevässä määrin alettu rakentaa teemoitettuja ja immersivisiä ympäristöjä. Sen sijaan, että eläimet olisivat esillä häkeissä, eläintarhoihin on luotu paikkoja, jotka jäljittelevät niiden luontaista elinympäristöä (Mason 2011, 197; Smart, Counsell and Quinnell 2021, 140). Suunnanmuutokseen on toisaalta vaikuttanut eläinten elinolosuhteisiin kohdistettu kritiikki, mutta teemaympäristöjen rakentaminen on samalla ollut omiaan nostamaan puistojen viihdyttämispotentiaalia (Beardsworth and Bryman 2001; Mason 2011, 196). Teemoitetut paikat usein nimetään, ja vaikka eläintarhoissa on yhä perinteiseen tyyliin nimettyjä paikkoja kuten *Giraffe House*, löytyy niistä myös varsin innovatiivisia ja mielikuvituksellisia nimiä, kuten *Jungle Lookout* tai *Into Africa!* (Yorkshire Wildlife Park).

Teemoitetuissa ympäristöissä fantasian ja todellisuuden raja sumenee, ja voidaankin pohtia sitä, mikä on aitoa ja mikä taas ”feikkiä”. Teemapuistoissa on jo lähtöoletuksena tietyn epäautenttisuuden tason etsiminen (Lovell and Bull 2017, 171–172). Vaikka siis on ilmiselvää, että monet teemoitettut ympäristöt ovat tarkoituksellisestikin keinotekoisia, niitä voidaan siitä huolimatta arvostaa omassa kontekstissaan. Kun keinotekoiset paikat vakiintuvat osaksi kulttuuria, niiden voidaan ajatella silloin siirtyvän ”feikki”-kategoriasta aidoiksi (ibid.). Tämä autenttisuuden paradoksi on olennaista tämän tutkielman kannalta, sillä se asettaa tiettyjä haasteita semanttiselle analyysille, jossa tulkitaan nimen ja referentin välistä merkityssuhdetta. Monessa tapauksessa ei olekaan mahdollista objektiivisesti määrittellä, kuinka suorasti nimet kuvaavat tarkoitettua, sillä tulkinta riippuu kielenpuhujan näkökulmasta. Siksi semanttisessa analyysissä on keskitytty laadulliseen analyysiin esittelemällä keskeisimpiä havaintoja ja mahdollisia tulkintoja.

Analyysissä selvisi, että kaksi kolmasosaa eläintarhojen paikannimistä koostui kahdesta sanasta, mutta myös kolmi- (17 %) ja nelisanaiset (8 %) nimet olivat tavallisia. Aineiston pisin nimi oli 7-sanainen. Funktionaalisia nimenosia oli kolme: yksilöivä nimenosa, paikan tyyppiä ilmaiseva nimenosa ja täydentävä nimenosa. Nimet koostuivat pääasiassa joko yksilöivästä nimenosasta, jota seurasi paikan tyyppiä ilmaiseva osa (n. 1/3 aineistosta) tai pelkästä yksilöivästä osasta (68 %). Yleisimpiä paikan tyyppiä ilmaisevia nimenosia olivat *House, Habitat, Garden, Centre, Walkthrough, Zone, Island* sekä erilaiset leikkialuetta tarkoittavat ilmaukset kuten *Play Area*. Vain muutamassa nimessä oli selventävä täydennysosa (esim. *Remi Brown | Accessible | Play Area*).

Suurin osa (n. 70 %) nimistä muistutti syntaktiselta rakenteeltaan perinteisiä paikannimiä eli yhdyksnimiä. Eläintarhojen paikannimet voivat koostua yksittäisistä sanoista tai lausekkeista, ja ne voivat sisältää monenlaisia sanoja, kuten vaikkapa propreja, substantiiveja, adjektiiveja, pronomineja tai prepositioita. 18 % nimistä sisälsi toponyymien (esim. *Madagascar, Australian Rainbows, Sri Lankan Leopard Habitat*). Substantiivit usein viittasivat eläimiin (esim. *Iguana Forest*), luontoon (*Sea Lion Beach*) tai johonkin abstraktimpaan, kuten toimintaan tai elämyksiin (esim. *Meerkat Munchies, Sensation Station*). Adjektiiveilla voitiin viitata esimerkiksi maantieteellisiin alueisiin (*Northern Plains*), tai ne määrittivät muutoin viereistä sanaa (esim. *The Jolly Barn, Wild Asia*). Prepositiot olivat myös yleisiä: erityisesti *of/of the* -rakenne toistui 32 nimessä (esim. *Heart of Africa, Land of the Tigers*), ja viisi nimeä koostui pelkästä prepositiolausekkeesta (esim. *In with the Monkeys*).

Useimmat eläintarhan paikannimet noudattivat englannin kielen ortografisia normeja: ne alkoivat isolla alkukirjaimella ja muodostuivat pääasiassa olemassa olevista sanoista erikseen kirjoitettuna. Tästä normista poikkeavia nimiä oli vain muutamia (esim. *ZooTown*).

Kahdeksassa nimessä oli käytetty erikoismerkkejä (esim. *Gibbons: Song of the Forest, Amazon & Beyond* ja *Manado Play!*). Nimistö oli pääasiassa englanninkielistä, mutta aineistossa esiintyi myös muun muassa kymrin-, swahilin-, espanjan-, portugalin- ja japaninkielisiä nimiä.

Kaikissa paikan tyyppiä ilmaisevissa sekä täydentävissä nimenosissa on kyseessä suora merkityssuhde. Epäsuora merkityssuhde on mahdollinen ainoastaan yksilöivässä nimenosassa, ja yksi nimi voi sisältää semanttisesti erityyppisiä nimenosia (ks. myös Sjöblom 2006, 207). Suoraa merkityssuhdetta esiintyi yksilöivässä nimenosassa esimerkiksi viittaamalla eksplisiittisesti paikassa asuvaan eläinlajiin (esim. *Owl Aviary*) tai paikan tarkoitukseen (esim. *Encounter Lawn*). Lisäksi on mahdollista tulkita monen nimen edustavan suoraa merkitysskeemaa, mikäli teemoitettua ja rakennettua ympäristöä pidetään itsessään autenttisena; tällöin esimerkiksi Lontoon eläintarhasta löytyvä *Penguin Beach* (Figure 1) olisi suorassa merkityssuhteessa tarkoitteeseensa.

Epäsuoraa merkityssuhdetta esiintyi sekä metaforisissa että metonyymisissä nimissä. Yleisiä metaforia oli verrata eläintarhan paikkaa esimerkiksi myyttisiin tai laajoihin paikkoihin (esim. *Land of the Lions, Elephant Kingdom*), perinteisiin asutusnimiin (*Chicken City, Sun Bear Heights*) tai luonnonympäristöihin (*Monsoon Forest, Savannah Grasslands*). Joissain nimissä metaforana ei käytettykään paikkaa, vaan sen asemesta vaikkapa toimintaa, kokemusta tai tunnetta (esim. *Jungle Journey, Meerkat Munchies, Wild with Us*). Nimissä esiintyi vertauksia myös itse eläimistä, kuten nimessä *Clock of the Mountain* (lintulajin lempinimi). Metonyymisiin nimiin kuuluivat muun muassa eläinten kotimaan (esim. *Madagascan Walkthrough*), jonkin piirteen (*Feathers of the Forest*) tai elintavan (*Night Life*) mukaan nimetyt paikat. Nimet *The Exploratorium* ja *Marmotopia* edustivat pakattua merkityssuhdetta ja kaupallisille nimille tyypillistä sananmuodostusta.

Eläintarhojen paikannimien sosiokulttuurisia funktioita tarkasteltiin Sjöblomin (2006) esiin nostamien kaupallisten nimien viiden funktion (informatiivisuus, käytännöllisyys, houkuttelevuus, integroivuus ja individualisoivuus) pohjalta; ainoastaan individualisoivuus ei

ollut tämän nimikategorian kannalta relevanttia. Eläintarhojen paikannimet toimivat informatiivisessa funktiossa kertomalla tietoa paikasta: esimerkiksi mitä eläimiä sieltä löytyy (*Rabbit Ranch*), mikä paikan teema on (*Atlantic Forest*), mitä siellä tapahtuu (*Birds in Action*) tai missä se sijaitsee (*Zoo Central*). Nimissä voi myös olla informaatiota paikan kannalta merkittävistä ihmisistä (esim. *Blackburn Pavilion, The Cassons*) tai organisaatioista (*UK Centre for Species Survival Trail*). Lisäksi nimet voivat toimia informatiivisessa funktiossa opetuksellisesta näkökulmasta kertomalla vaikkapa mistä päin eläimet ovat kotoisin (*Lions of India*) tai välittämällä tietoa lajityypillisestä käyttäytymisestä (*Kingdom of the Carnivores*). Eläintarhojen opetuksellinen ja lajiensuojelullinen rooli korostuivat *Conservation Education Hubin* kaltaisissa nimissä. Eläintarhojen tutkimuksellisesta roolista voi nähdä viitteitä nimissä, jotka sisältävät lajien tieteellisiä nimiä (*Suricata Sands, Chelonia Pathways*). Eläintarhojen viihdyttämisaspekti korostui koko nimistössä, sillä moni nimi toimii houkuttelevassa funktiossa.

Houkuttelevuus on yksi kaupallisen nimistön tärkeimmistä funktioista (Ainiala, Saarelma and Sjöblom 2012, 243; Sjöblom 2006, 234). Eläintarhojen paikannimet ovatkin usein kekseliäitä ja leikkisiä. Vierailijoita houkutellaan muun muassa luomalla mielikuvia matkustamisesta toiseen maailmaan (esim. *Experience Ethiopia*), lupaamalla viihdykettä (*Monkey Mayhem*) tai kuulostamalla kauniilta (*Butterfly Paradise*). Myös alkusoinnut ja riimitely olivat nimistössä yleisiä (esim. *Jungle Jamboree, Sensation Station*). Rimmaavat nimet voivat olla helpompia muistaa, jolloin ne toimivat samalla käytännöllisessä funktiossa. Käytännöllisyys toteutuu eritoten lyhyissä ja suoran merkityssuhteen nimissä (esim. *Farmyard*). Integroiva funktio tuli aineistossa näkyviin esimerkiksi siinä, että eläintarhojen paikat voivat olla yhteneväisesti nimettyjä joko saman puiston sisällä (kuten Banhamin eläintarhassa) tai laajemmassa kontekstissa: samankaltaisia ja jopa kokonaan samoja nimiä esiintyy monissa eri eläintarhoissa (esim. *Tiger Territory*).

Lopuksi voidaan todeta, että tutkielma loi typologisen katsauksen tähän aiemmin tutkimattomaan nimikategoriaan ja osoitti, että eläintarhojen paikannimistössä näkyy sekä paikannimille että kaupallisille nimille tyypillisiä piirteitä. Nimien kielellinen moninaisuus viittaa siihen, että nimistöllä on myös keskeinen rooli teemoituksessa ja vierailijoiden viihdyttämisessä.