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**CURRENT TRENDS IN URBAN TOPONYMY IN THE CITY OF SOFIA**

**Abstract:** Globalisation processes are also giving their reflection in the toponymy of the city. New names of city locations in Sofia are entirely following the current trends, which are to be seen not only in Bulgaria, but also in the whole world, and which, by and large, are expressed in the commercialisation of toponymy and the transformation of local names into goods for sale. The analysis of the names of new housing estates in Sofia reveals that foreign naming models are being adopted without any hindrance whatsoever, while English is becoming the dominant language. As a result of this, the urban space of Sofia is getting filled with the so-called marketable monikers, bringing about a hefty economic potential. The observations over the structure and the meaning of these new toponyms reveal an apparent trend for abandoning the local and the unique. What is more, through the use of universal lexical bases, the toponymy of Sofia is gradually becoming a part of this *global geography*.

**Keywords:** place-names, globalization, commodification of toponymy, Sofia, economical potential of place-names

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