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## **LANGUAGE AND SPEECH ESSENCE OF TOPONYMY**

The article raises the issue of the main characteristics of toponyms according to the functions they fulfill in speech. In this aspect descriptive, emotional and ideological characteristics are analysed. Since the first of them is an unstable component for a toponym, the second one belongs to the aspect of connotation and the third is connected with the popularization of the certain ideas, so they cannot be the base for the toponym classification. Special attention is given to the spatial meaning which forms the address characteristic of the toponym.

Representing a spatial sign of informative quality the toponym performs space-pointing function as well as descriptive and emotional, and ideological functions.

The toponymic name usually comprises a randomly selected attribute (either by the similarity, or by size, quality, etc.). In the article the issue of the ideological role of a denominative feature is under consideration, especially when it reflects a certain political situation in the society. Ideological function plays a substantial role only in the process of naming those toponyms which obtain it as a result of a political act.

Descriptive emotional function is manifested only in speech situations pushing the spatial-pointing function aside and sometimes completely eliminating it. In the future, it usually loses its political significance, proving to be subordinate to the spatial-pointing function, and therefore it is not relevant to the spatial indication.

In the article main features of the toponym which are present at both diachronic and synchronic levels are scrutinized. These are ideological, emotional and indicative features.

It is emphasized that toponym is created with the account of certain spatial meaning. Every noun is known to have descriptive characteristic that can be attributed to the long history of its formation, i.e. its linguistic lifetime.

In speech the division of toponyms into the groups of astronoms, land toponyms and hydronyms shows their main semantic tendency.

The semantics of toponyms is correlated with the initially dominant feature only for the period of time during which the meaningful parallels of the original word function. But with their loss the semantic meaning of the toponym is obscured and the only dominant is spatial object fixation by countryside. Thus, in the language toponym gets its "rebirth" which enables it to stay the specific marking pointer even after the loss of its connection with the initial meaning.

*Key words:* Toponymy, toponym, astronym, hydronym, sign, spatial meaning