

## 7. PLACE NAMES RESEARCH

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**Names tell us something about**

- The nature of the entity named when the name was given
- The nature of the society that provided the name: attitude vs nature

The way in which man names geographical objects (environmental entities) reflects how he thinks and lives and what his psychological disposition and subconscious mind produces in his daily contact with universal semantic domains like entities, events, abstract concepts and the relationships between these domains (Meiring 1993, click [here](#) to download article).

**Different research approach**

- Synchronous
- Diachronous

A synchronous research approach studies all names that were in use in a society at a specific time) see [next](#) page (#8), see name categories. A diachronous approach looks at the development-changes in the use of names over time (see [page 9](#), see naming periods).

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