

# *Neighborhoods' Names Created in Dourados (MS) between 2008-2018*

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## **Abstract:**

Onomastics is the Lexicology's domain responsible for the proper names' study, which can be related to people, stars, places, among other referents. In this research, we investigated a set of place names, which we call toponyms, study's objects from one of Onomastics' subdivisions, Toponymy. The proposed investigation has as main objective to carry out a study of the neighborhoods' names created and approved in the city of Dourados in the period from 2008 to 2018, highlighting trends with regard to semantic motivation, linguistic origin and the names' formal structure. In addition, we made a comparison between both new' and first neighborhoods toponyms from the city. Data were collected from the urban planning's responsible bodies in the city hall of Dourados and analyzed at the light of theories that discuss the relationship between language and external factors, lexicon, and, more specifically, toponymy (SAPIR, 1969; DICK, 1990a, 1990b, among others). Among the results obtained, comparing the newest and oldest names, we can say that the trends in terms of motivation present some distinctions, but, in general, they are very similar.

## **Keywords:**

Lexicon. Toponymy. Dourados' neighborhoods (MS).

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## INTRODUCTION

The naming of everything we know is a process that is part of our experience as human beings and constitutes as an organization's, socialization's and reality's possession's intellectual strategy. It is an activity that has existed since the historical principles of civilization.

In this sense, the most famous Brazilian toponymist, Dick (1990b, p. 5), mentions, for example, that “ancient works of world history and civilization place this practice as customary, although distinct, in certain points, of the denominational process lived modernly”<sup>1</sup>. The author also recalls, referring to the antiquity of the act of naming, that “the sacred book of Christians reflects a singular collection of names, toponyms and anthroponyms of the oldest reported, according to the worldview of the primitive Hebrews”<sup>2</sup>.

To name, we use lexical items that fall into the common names' category, understanding them as those that do not specify referents (woman, state, city ...) or in the proper names' category, those with which we specify or distinguish the referents (Maria, Rio de Janeiro, Londrina ...). Thus, the study presented in this text turns to a proper names' group that compose the scope of a science called Onomastics. And, because they are place names, they constitute, more specifically, the object of study of 'Toponymy',<sup>3</sup> one of Onomastics' divisions.

In this paper, we present a research's results that focused on an outline of the urban toponymy from the municipality of Dourados, wich is in the state of Mato Grosso do Sul: the neighborhoods' designations created between 2008 and 2018. The objectives of the study were as follows: a) to verify intentions and ideologies at the names' choice; b) to demonstrate the toponyms characteristics' with regard to motivational aspects, linguistic origin and formal structure; and c) to compare the names of new neighborhoods with the city's oldest ones (that is, those names that already existed in the first decades after the emancipation of the municipality, in 1935), checking if there was a change in relation to the choices that were made in the past and the choices that are made today, at least, with regard to motivation.

As in most of the already carried out toponymic researches in Brazil or abroad, we start from the assumption that, by studying toponymy, we can evidence the relationship between language and extralinguistic factors' aspects – physical or social, in the terms of Sapir (1969, p. 44-45). According to this linguist, by physical factors we can understand the topography, the climate, the fauna, the flora, the mineral resources; social factors are constituted by religion, ethical standards, forms of political organization and art.

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<sup>1</sup> *obras antigas da história e da civilização mundiais colocam essa prática como costumeira, ainda que distinta, em certos pontos, do processo denominativo vivido modernamente*

<sup>2</sup> *o livro sagrado dos cristãos reflete uma coletânea singular de nomes, topônimos e antropônimos dos mais antigos noticiados, segundo a cosmovisão dos primitivos Hebreus*

<sup>3</sup> It is useful to clarify that we will use “toponymy”, with lowercase initial, when we refer to a set of toponyms (Ex.: the toponymy of a certain municipality...) and “Toponymy”, with a capital letter, as an Onomastics' area or subdivision, which deals with the study of toponyms (Ex.: Toponymy, as an organized discipline, appeared in France).

If, like Sapir (1969, p. 45), we agree that “the vocabulary of a language that most clearly reflects the physical and social environment of its speakers”<sup>4</sup> and, if we also agree that toponyms are languages’ lexicon’ items, then we can, verify in them many characteristics of the environment in which they are inserted.

In the case of urban toponymy, especially because it often pays homage as a practice, we understand that anthropo-cultural factors are more notably reflected in this type of geographical designations.

## TOPONYMY: BRIEF THEORETICAL ISSUES

We consider that one of Toponymy’s main functions is to distinguish or specify geographical accidents in relation to others. Therefore, we return to the words of the Venezuelan Salazar-Quijada (1985), who explains the emergence of toponymy as follows:

To indicate something that we see to those who are with us, just show it with your finger. But if we want to refer to something that is far away or that we saw on another occasion, we have to name it. It can be with a generic term: the river, the mountain... But if the rivers and mountains that we know are different, we need to distinguish them, that is, give them a proper name<sup>5</sup> (p. 8).

In this excerpt, the researcher recalls that, if we need to refer to geographical accidents and there is no possibility of pointing them with the finger because they are distant from us, we will have to appeal to proper names. Dick (1990a) also mentions this function of toponyms:

Exerting at toponymy the function of geographic accidents’ distinguishing as far as they delimit an area of the earth’s surface and give them specific characteristics, toponyms present themselves, in the same way as anthroponyms, as important communication factors, allowing, plausibly, the reference of the entity designated by them<sup>6</sup> (p. 21-22).

Based on the author’s words, we understand, therefore, that toponyms, as well as anthropotoponyms, distinguish and adequately refer to the communication process.

In the study of toponyms, initially, researchers were guided by the search for its ancient form, its etymology or original meanings. However, it has long been understood how much a toponymic study can involve different factors and contribute significantly to the reality’s knowledge in which human groups are organized or have been organized in past times. In other words, in addition to the function of specifying referents, designatives can help knowing and understanding reality and also those who assign names. In this sense, we mention the words of one of the precursors of this type of study:

This science is above all a precious chapter in social psychology. By teaching us how we designate, according to the times and environments, cities and towns, fields, streets and mountains, it makes us better understand the popular soul, its mystical or realistic tendencies, its means of expression<sup>7</sup> (DAUZAT, 1946, p. 9).

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<sup>4</sup> *o léxico da língua é que mais nitidamente reflete o ambiente físico e social dos falantes*

<sup>5</sup> *Para indicar que vemos a quien está con nosotros, basta señalarlo con el dedo. Pero si deseamos referirnos a algo que está lejos o que vimos en otra ocasión, lo hemos de denominar. Pueda que baste con el término genérico: el río, la montaña... Pero si los ríos e las montañas que conocemos son diversos, precisa distinguirlos; o sea, darles un nombre propio*

<sup>6</sup> *Exercendo na toponímia a função de distinguir os acidentes geográficos na medida em que delimitam uma área da superfície terrestre e lhes conferem características específicas, os topônimos se apresentam, da mesma maneira que os antropônimos, como importantes fatores de comunicação, permitindo de modo plausível, a referência da entidade por eles designada*

<sup>7</sup> *Cette Science constitue d’abord un chapitre précieux de psychologie sociale. En nous enseignant comment on a désigné, suivant les époques et les milieux, les villes et villages, les domaines et les champs, les rivières et les montagnes, elle nous fait mieux comprendre l’âme populaire, ses tendances mystiques ou réalistes, ses moyens d’expression*

In this excerpt, the French researcher who, in 1938, organized the *1st International Congress of Toponymy and Anthroponymy*, with the participation of 21 countries, mentions the relationship of toponymy with the “popular soul”, considering, even, Toponymy as a chapter in Social Psychology. It already demonstrates how, in the researcher’s view, the scope of toponymic studies was already broadened.

Salazar-Quijada (1985, p. 17), drawing on the words of Anaya Monroy (1965, p. 11), also mentions the toponymic studies’ broad character, warning that toponymic investigation “should no longer be fundamentally etymological, but also related to the history and culture of the place in question”<sup>8</sup>. Completing the reasoning of these foreign researchers, we turn once again to Dick (1990a), who says:

The history of place names, in any physical space considered, presents itself as a repository of the richest and most suggestive, given the complexity of the surrounding factors. In view of this considerable picture of the active elements, which intertwine in the most diverse forms, the regional panorama itself is revealed, whether in its natural or anthro-po-cultural aspects<sup>9</sup> (p. 19-22).

Admitting, then, that toponymic studies can deal with many issues underlying them, it is often necessary to resort to other areas of knowledge, such as History, Geography, Anthropology, Psychology. It is because it is necessary to have, for a more complete study, data and information about the place and also about the denominator’s mentality – the one who assigns the names to geographical accidents. It is in this sense that we understand the words of Dick (1990a), for whom toponymy is “an immense linguistic-cultural complex, in which the data of the other sciences necessarily intersect and, not, exclusively”<sup>10</sup> (p. 35-36). It should also be noted that we understand that a broader understanding of toponyms often requires the help of other areas, but also contributes with data and information that the toponymy researcher obtains.

The theoretical references cited here and those to which we had access always mention, in general, examples of toponyms which are river’s, hills’, mountains’, cities’, countries’ names. Few, however, are related to urban toponymy, which can be considered microtoponymy with regard to the municipality in which they operate. Among these few ones, there is Dick’s work *A Dinâmica dos Nomes na Cidade de São Paulo 1554-1897* (1996).

In this book, the author presents a study on the name of the village, the bridge, the alley, the street, but it is, rather, a historical work applied to the city of São Paulo, taking urban toponyms as the guiding thread. It is worth mentioning that instead of the 27 categories previously proposed by the author for the toponym motivation’s classification, only nine categories are mentioned in the chapter “O Nome da Rua”, which are called “toponymic referentials”. These referentials, in our understanding, would function as broader categories. For example, in the “hiero-hagiotoponymyc referential”, all toponyms that refer to the religiosity’s issue would enter; in the “historical-socio-toponymyc referential”, all names would be included which, in the broader classification model, would be included in two or more categories.

Anyway, the work does not provide specific theoretical guidelines for this kind of name. We understand, however, that although the urban area’ human accidents’ toponyms, especially neighborhood names, present different characteristics with regard to the physical accidents’ toponymy, in the rural area, for example, the general principles and assumptions work sufficiently for studies of the designations of both universes.

In spite of this, it should be remembered that Olga Mori (2014), in a study on Buenos Aires (Argentina)’ urban toponymy, refers to the urban area’s toponyms as *odónimos* (*hodónimos*, in Portuguese, *odonyms* in English) and presents the following reflection:

<sup>8</sup> *no deve ser ya fundamentalmente etimológica, sino relacionada además con la historia y la cultura del lugar de que se trate.*

<sup>9</sup> *A história dos nomes de lugares, em qualquer espaço físico considerado, apresenta-se como um repositório dos mais ricos e sugestivos, face à complexidade dos fatores envolventes. Diante desse quadro considerável dos elementos atuantes, que se entrecruzam sob formas as mais diversas, descortina-se a própria panorâmica regional, seja em seus aspectos naturais ou antropoculturais*

<sup>10</sup> *um imenso complexo língu-cultural, em que os dados das demais ciências se interseccionam necessariamente e, não, exclusivamente*

Odonyms are a special type of toponyms because they designate other types of referents. Löffler (1999: 21) differentiates between place names used to designate inhabited places (Oikonyme) and those that name uninhabited places (An-Oikonyme). According to this classification, by “odonyms” understands the official designation of streets and squares, of the communication route system within a community<sup>11</sup> (p. 1315).

According to the author, the group of inhabited places’ designations also includes both the neighborhoods and other urban elements’ names. This distinction seems useful because the motivation for selecting an already existing toponym to transform it into a “odónimo” would be different from the one that led to the toponym’s creation. Mori recalls that, with an “odónimo”, the intention is to remember, honor, honor another sister city, another important place, a victorious battle, a hero (p. 1316).

## METHODOLOGICAL PROCEDURES

We believe that Mori’s reflections (2014) are relevant in the treatment of urban toponymy and that they deserve to be studied and considered. We clarify, however, that we have used in the scope of the broader projects<sup>12</sup> to which this study is affiliated with the term “toponym” regardless of whether they refer to inhabited places or not, whether in rural or urban areas. It is a standardization of the methodology, more precisely the terminology employed.

With regard to data collection, in general, in toponymic surveys, the main source is maps or topographic maps. For this study, however, we did not have access to these sources with the necessary update regarding the new neighborhoods’ names. For this reason, we consulted the Dourados City Hall’s Geoprocessing Sector, which provided us with a list with the neighborhoods’ names, date of the creation and approval. From there, we selected the names, according to the time frame established by the research and the collection resulted in 84 place names.

As for obtaining the old neighborhoods’ toponyms, we appealed to a map from Dourados’ 1978’s urban area, made available by UFGD Documentation Center. The criterion for the time frame related to the oldest names took into account the availability of the material for the consultation and the amount of data that, in our view, should be at least close to the amount we had already collected in relation to the new neighborhoods. From this “old” map, we extracted 68 toponyms related to old neighborhoods.

After being collected, the data were organized in tables and preliminarily analyzed, taking into account linguistic factors (source language, etymology, structure) and extralinguistic factors (mainly related to the name’s semantic motivation), which may involve physical-natural issues, historical and cultural to which we refer so much in relation to toponymic research. The names related to the old neighborhoods, on the other hand, were analyzed only from the motivation’s point of view because we understand that this information would be sufficient to cope with the proposed objectives.

We reiterate that the theoretical framework used was, in particular, that of Dick’s (1990a, 1990b), which has been understood as the most suitable for the study of Brazilian toponymy. The researcher organizes a proposal for classifying the toponyms’ motivation, taking into account cultural, religious, biological,

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<sup>11</sup> *Los odónimos constituyen un tipo especial dentro de los topónimos porque designan otro tipo de referentes. Löffler (1999: 21) diferencia entre los topónimos empleados para designar lugares habitados (Oikonyme) y aquellos que nombran sitios deshabitados (An-Oikonyme). Según esta clasificación, por “odónimo” se entiende la designación oficial de calles y plazas, del sistema de vías de comunicación dentro de una comunidad*

<sup>12</sup> ATEMS – *Atlas Toponímico do Estado de Mato Grosso do Sul* e DTMS – *Dicionário de Topónimos do Estado de Mato Grosso do Sul*.

psychological, physical factors, among others. The proposed model<sup>13</sup> is divided into 27 categories, 11 of which are physical and 16 of an anthropo-cultural nature.

In addition to motivation, which is external factors-related, the data were analyzed in terms of form, that is, from its structure. For this, we also consider Dick's proposal (1990b, p. 13-14) and try to include the names in the "simple", "compound" or "hybrid" categories. Thus, the toponym's formation or simple specific element is the one which is defined by a single formant, and may also be accompanied by suffixes; now, the compound toponyms or specific compound elements are presented with more than one forming element; and, we also have names that are hybrid, that is, formed by words from different languages. In this study, hybridism appears in compound toponyms.

In addition to motivation and formal structure, another relevant item for the study of a set of toponyms is the source language. It is worth remembering that the first studies on Brazilian toponymy tried to cope with, above all, for indigenous place names due to the fact that indigenous peoples were the lands' first inhabitants that we now know as Brazil.<sup>14</sup> Only later, Portuguese, African and other foreign origins designative became the object of study. In this research, the language of toponyms was also considered.

As already mentioned, the surveyed universe was Dourados – MS' urban area. The municipality was created in 1935 from a dismembered area from the municipality of Ponta Porã. Currently its population is over 220 thousand inhabitants, according to estimates made in 2019 by IBGE. Dourados houses one of the largest indigenous populations in Brazil, from three ethnicities: Guarani, Kaiowá and Terena.

It is located in the south of Mato Grosso do Sul (Midwest), it belongs to the Southwest Mesoregion, to the Dourados Microregion and it is 220 kilometers from its capital, Campo Grande and 120 kilometers from the border with Paraguay.

## PRESENTATION AND ANALYSIS OF PLACE NAMES

We understand the concept of neighborhood in its most usual sense: a subdivision of a city or municipality that, in general, constitutes the urbanization's minimum unit and has the function of facilitating the location, the addresses. These localities, according to the objectives and conveniences of certain groups – public or private – that have the land tenure to be subdivided, may receive, before their more specific name, words such as "conjunto", "jardim", "parque", "residencial", "vila". Or it also happens that the word "bairro" is only understood (without appearing in the toponymic phrase).

This question, as we will see later, turns complex the names' motivation' objective' classification once that, according to the adopted model, the meaning of these initial words – whether, in fact, they are part of the specific element of the toponymic syntagma – must be considered.

As reported, this study analyzes 84 designations of "new" neighborhoods in the town of Dourados – MS (approved between 2008 and 2018) and 68 names of old neighborhoods (until 1978). The first set of names is shown in Table 1.<sup>15</sup>

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<sup>13</sup> For the complete model, see Dick (1990b, p. 23-34).

<sup>14</sup> For example, see Sampaio (1987), *O Tupi na Geografia Nacional*.

<sup>15</sup> Table 2, referring to the names of neighborhoods up to 1978, is further ahead, when we talk specifically about these toponyms.

**Table 1** – New neighborhoods-related toponyms (2008-2018)

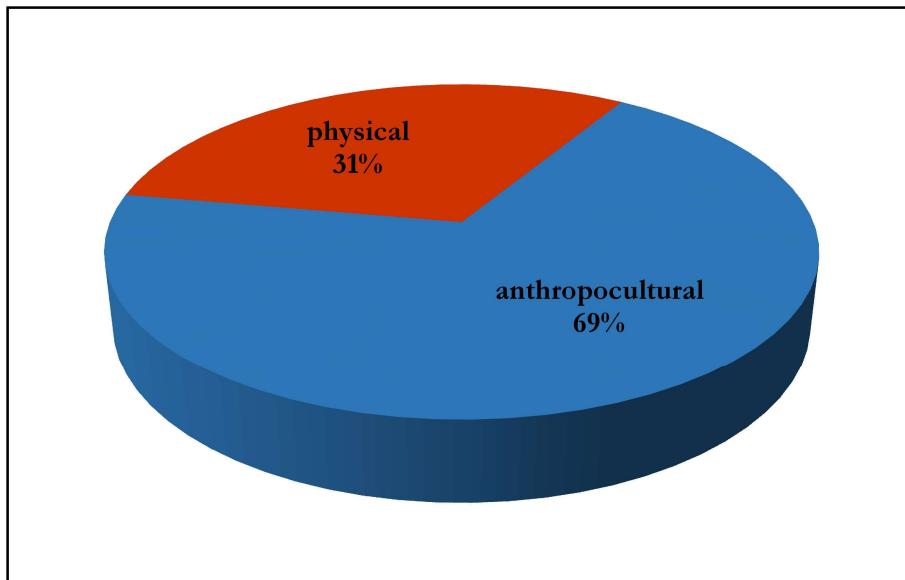
Toponyms		
Alphaville	Ildefonso Pedroso	Residencial Greenville
Alto da Boa Vista	Ipitan I	Residencial Guassu
Antônio Guilherme	Ipitan II	Residencial Itaverá
Bonanza	Jardim das Palmeiras	Residencial João Antônio Luiz Braga
Bourbon Premium Residence Spa Resort	Jardim Ibirapuera	Residencial Oshiro
Brasil 500	Jardim Inglaterra	Residencial Parizotto
Campo Belo III	Jardim Itamaracá	Residencial Roma I
Chácara Castelo I	Jardim Morada do Sol	Residencial Roma II
Cidade Jardim IV	Jardim Porto Belo	Residencial Roma III
Conjunto Residencial Nilson Arthur Gomes do Nascimento	Jardim Shekiná	Residencial Santa Fé
Cristhais I	Jatey Residencial	Residencial Solares
Cristhais II	João Carneiro Alves I	Residencial Barcelona I
Deltapark	João Carneiro Alves II	Residencial Cidade Jardim II
Deoclecio Artuzi I	Monte São I	Residencial Greenville II
Deoclecio Artuzi II	Novo Parque Alvorada	Residencial Itacolomi
Dubai I	Parque Industrial Londrina	Residencial Itaoca
Dubai II	Parque Rincão 1	Santa Felicidade
Dubai III	Parque Rincão II	Terra Dourada
Ecoville	Porto Madero	Terra Dourada IV
Estrela do Leste	Porto Royale Residense & Resort	Terra Dourada V
Estrela Porã	Porto Seguro	Vila Popular
Estrela Tovy	Residencial Antônio João	Vila Roma II
Flor de Lis	Residencial Barcelona II	Vila Rubi
Flor de Maio	Residencial Cidade Jardim I	Vila Toscana
Flor de Maio II	Residencial Dourados I	Vila Toscana II
Green Park Residence	Residencial Esplanada	Vival Castelo
Harrison de Figueiredo I	Residencial Eucalipto	Vival dos Ipês III
Harrison de Figueiredo II	Residencial Golden Park	Walter Brandão da Silva

**Source:** Prepared by the authors, with data from the Geoprocessing Sector from the City Hall of Dourados-MS.

These names were analyzed, initially, from both the point of view of their motivation and the two major divisions of the mentioned taxonomic model. We found, therefore, that 69% of the names are inspired by elements of an anthropo-cultural nature, that is, they are names that refer to meeting points, people's proper names, cities and countries, names related to psychic life, etc. The other 31% are toponyms motivated by physical nature such as vegetation, soil aspects, stars etc.

We perceive, then, a trend of greater recurrence of anthropo-cultural aspects in the toponymy of human accidents from the urban area. This result is different from what we have observed in the toponymy of physical accidents in rural areas, where aspects of physical nature are more recurrent in geographical designations, that is, flora, fauna and water resources have stood out as the motivation of these toponyms.

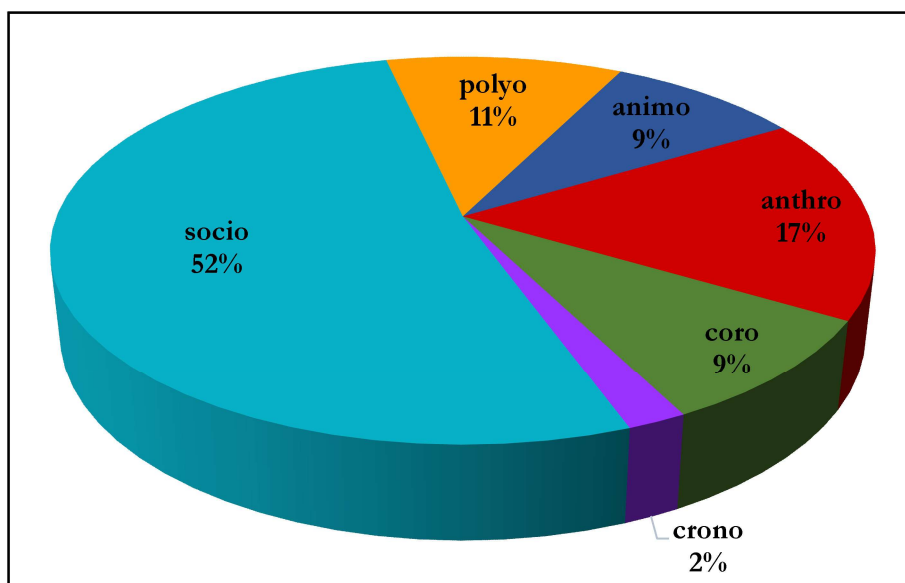
Taking only these two major divisions (anthropo-cultural and physical aspects), in Graph 1, below, we demonstrate the proportion of the new neighborhoods' names, as to the toponyms' nature.



Source: Prepared by the authors.

**Graph 1 – Toponyms Nature**

Each of these categories, however, is subdivided into several taxonomies through which we can understand the toponyms' motivational aspects in more detail. Thus, as subdivisions of the anthropo-cultural category, we have, as we have already seen, eleven taxonomies, whose proportion, in this study, is shown in Graph 2.



Source: Prepared by the authors.

**Graph 2 – Antropocultural categories**

In the analyzed set, we verified that there are toponyms that represent six of the eleven categories, as examples: Parque Rincão I (sociotoponym – in this case, relative to the meeting place of members from a community); Harrison Figueiredo (antropotoponym – relative to individual first name); Vila Rubi (poliotoponym – in this case, constituted by the word “vila”); Dubai I (corotoponym – in this case, relative to city name); Novo Parque Alvorada (chronotoponym – in this case, constituted by the adjective “novo”); Vival Castelo (animotoponym – related to psychic life).



In these examples cited, we observe the use of the words “parquet” and “vila” as a specific element’s component, that is, the proper name. As mentioned, these formants are very common in the neighborhood names’ composition and, when considering them from the motivation’s point of view, we can let the main reason for the name’s choice in the background. In this sense, Ribeiro (2015), working on the urban toponym of Campo Grande (MS), makes the following option:

by analyzing, according to Dick’s model (1990), the name of urban agglomerations, there was the need to add to the generic element of the toponymic syntagma the ‘generic compound’ category, since, within the installments, there are subdivisions such as: villas, gardens, complexes, parks, among others, which also configure as a generic element, since, for urban planning purposes, they are conceived as synonyms of neighborhood (p. 35).<sup>16</sup>

According to the researcher’s reasoning, a toponym like Vila Rubi should be classified as a lithotoponym (names of a mineral nature), considering that we would despise the formant “vila” because it is a generic term – Vila Rubi neighborhood – and we would consider, for classification purposes, the meaning of “ruby” (red colored gemstone). Ribeiro’s option seems plausible and justified by the characteristics of the urban subdivisions of the surveyed city. For this study, we will also consider these words, including spelled with a capital letter, as part of the first name.

Still regarding this discussion, we remember that Dick (1990b) calls “toponymization” the cases in which the generic element ends up being incorporated by the specific element. All the author’s examples refer to indigenous toponymy. Could we, understanding the concept in a much more comprehensive way, consider that something similar occurs with this type of designatives related to neighborhoods? In a certain way, it is already what we do by classifying motivation based on these first elements, understanding them as specific and not as generic.

It should be noted that the category of anthro-toponyms is the one that usually stands out in toponymy in general, when considering names of an anthro-cultural nature, as stated by Dick (1990a, p. 285):

Among the taxonomies of an anthro-cultural nature, they stand out for the expressiveness of the onomastic formations, the so-called anthropotoponyms, or names of places constituted from the designatives, personal, whether in first names or family surnames, combined or not.<sup>17</sup>

In this cut, the names and surnames of people, for the most part, are preceded by the basic word “residencial”, which was considered as forming the specific element as in the examples *Residencial Antônio João* and *Residencial Oshiro*. This procedure made the category of socio-toponyms more prominent than that of anthro-toponyms.

Corotoponyms are also very common in this type of toponymy cut. According to Dick, they can refer to the denominator’s homeland. In the case of the data of this research, in addition to what Dick says, the idea also seems to be to give the place a sophistication and cultural and economic wealth’s character. This practice, that is, naming a space with the name of another space, has already been verified and studied by Dick (1982), who explains:

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<sup>16</sup> ao analisar, segundo o modelo de Dick (1990), o nome dos aglomerados urbanos, houve a necessidade de acrescentar ao elemento genérico do sintagma toponímico a categoria de ‘genérico composto’, uma vez que, dentro dos parcelamentos, há subdivisões como: vilas, jardins, conjuntos, parques, dentre outros, que também se configuram como elemento genérico, pois, para fins de planejamento urbano, são concebidos como sinônimos de bairro.

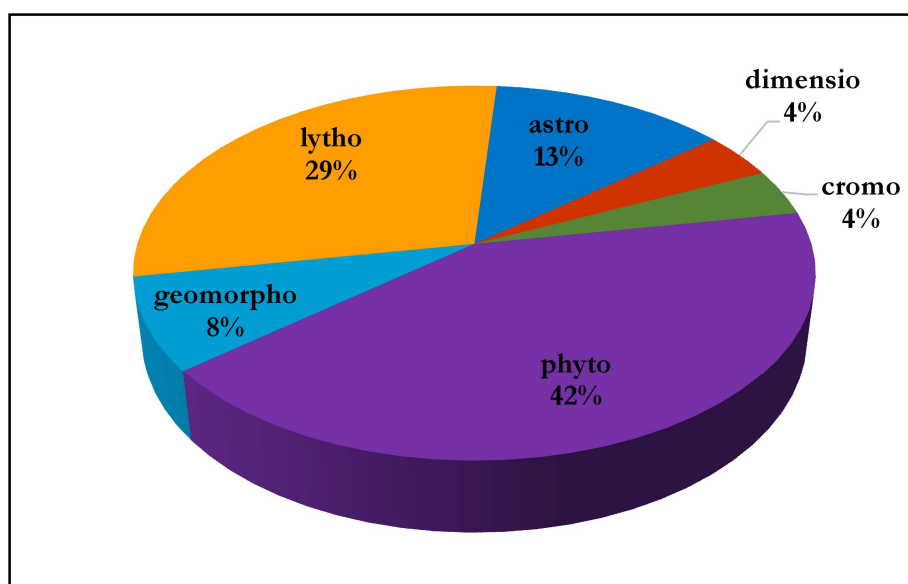
<sup>17</sup> Dentre as taxionomias de natureza antropocultural, sobressaem-se pela expressividade das formações onomásticas, os chamados antropotopônimos, ou nomes de lugares constituídos a partir dos designativos, pessoais, seja em prenomes ou em apelidos de família, combinadamente ou não

the toponyms move [...] or accompanying the populating waves, which characterizes the much-talked about homeland's 'homesickness', or separately from the human element that immigrated, driven only by the prestige itself, as says Backheuser, configuring, in this case, a typical example of 'toponymic mimicry' (DICK, 1982, p. 95).<sup>18</sup>

Animotoponyms were represented by names such as *Vival Castelo* and *Vival dos Ipês*. We did not find in the dictionaries consulted the lexical item "vival", but we consider that the denominator's intention, in this case, is to convey the idea of a pleasant, peaceful place, which is related to aspects of the human psyche.

Chronotoponyms were represented by the designation *Novo Parque Alvorada*. The use of the word "novo", when you wish to use an existing toponym, is a common strategy, widely used for names of municipalities. In the case of the mentioned toponym, in particular, it should be noted that this is a neighborhood with a certain prestige because, for a long time, it has served as a good urban infrastructure. In this way, the neighborhood that is born called *Novo Parque Alvorada* seems to carry the advantages from the old *Parque Alvorada*.

In the aftermath, let's move to the toponyms' analysis whose motivation comes from physical nature. Graph 3 shows the percentages of each category represented in the analyzed corpus.



Source: Prepared by the authors.

**Graph 3** – Physical nature toponyms

Initially, we transcribe examples of each category represented in the graph: *Flor de Maio*, *Jardim das Palmeiras* (*phytotoponyms* – geographical names of vegetable nature); *Itacolomi*, *Terra Dourada* (lithotoponym – mineral designations) *Estrela do Leste*, *Estrela Porã* (*astrotoponym* – toponyms related to celestial bodies); *Alto da Boa Vista* (geomorfotopônimo – toponyms related to topographic forms or characteristics of the terrain); *Green Park Residence* (chromotoponym – geographic names related to the chromatic scale, colors), *Guassu* (dimensiotoponym – designations that take up dimensional characteristics).

Among the physical nature' elements' motivated toponyms, it is common to highlight plants, trees, flowers, which impress by their beauty or usefulness. In this study, this trend prevailed.

<sup>18</sup> os topônimos deslocam-se [...] ou acompanhando as levas povoadoras, o que caracteriza a tão comentada 'saudades' da terra natal, ou separadamente do elemento humano que imigrou, impulsionado, apenas pelo próprio prestígio, como diz Backheuser, configurando, neste caso, um típico exemplo de 'mimetismo toponímico'

Vegetation has always been important to humans and, according to Dick (1990, p. 146), “vegetation is an integral part of a natural set, in which relief, soil formation, hydrographic accidents, climatic regimes, make up a true biosystem essential to man and the quality of life that he intends to install in it”.<sup>19</sup> As a result, it is natural for *phytotoponyms* to stand out in any clipping of toponymy.

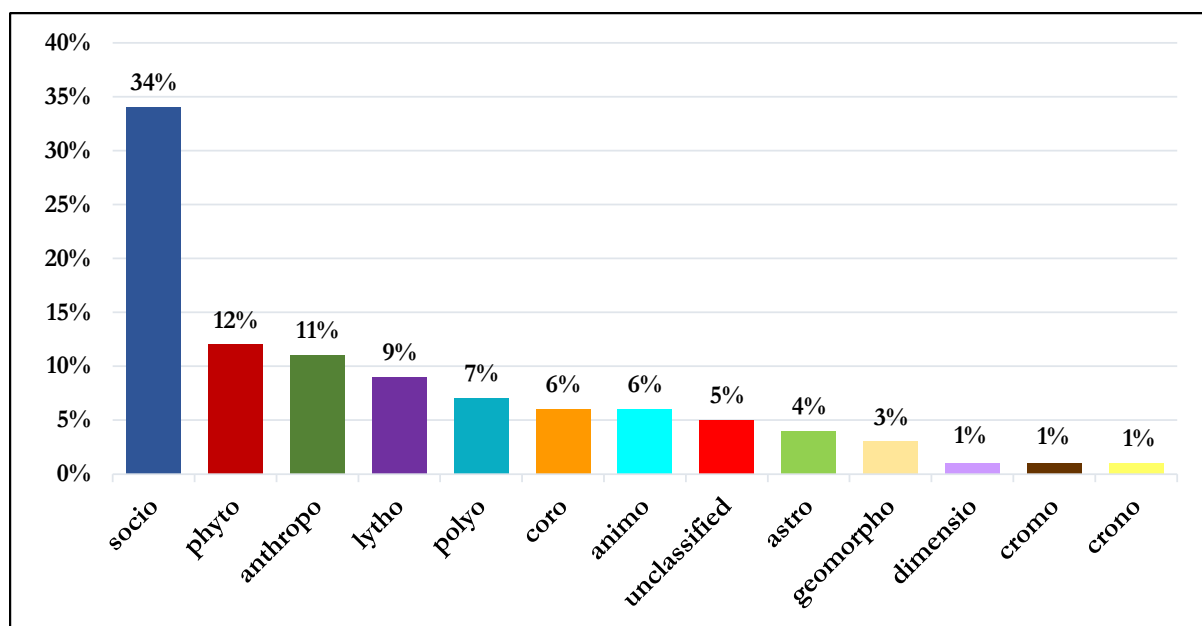
It is necessary to register, however, that there are several names composed by the word “jardim”, taken, in this study, with the meaning of “place where plants are cultivated”. If, on the other hand, we considered this word as a constituent of the generic element<sup>20</sup> of the toponymic phrase, the results would be different, since we can see, in Table 1, that there are seven toponyms composed of “garden”.

In addition to vegetation, as Dick mentions, soil is a biosystem’s integral part important to human life. It is natural that words related to the soil and its both characteristics and constitution are present at the space’s naming. Among the toponyms analyzed, we highlight several that are formed by “*ita*” (a Tupi’s origin’s word of Tupi that is equivalent to “pedra”, in Portuguese).

Regarding this toponyms’ category, Dick (1990b) records: “Most common litho-toponyms, which involve elements such as clay, mud, earth or stone, for example, appear in the Brazilian geographical nomenclature in significant proportions, especially the last one”<sup>21</sup> (p. 173).

As we noted, the other categories, *astrotoponyms*, *dimensio-toponyms*, *chromo-toponyms* and *geomorpho-toponyms*, were represented with less significant occurrence.

The three graphs shown show partial results with regard to motivation. But what are the general trends, considering the complete taxonomic model, that is, with its 27 categories? To demonstrate the answer to this question, we elaborated Graph 4.



Source: Prepared by the authors.

Graph 4 – Anthropocultural and physical nature

<sup>19</sup> *a vegetação é parte integrante de um conjunto natural, em que relevo, constituição de solo, acidentes hidrográficos, regimes climáticos, compõem um verdadeiro biosistema imprescindível ao homem e à qualidade de vida que nele pretende instalar*

<sup>20</sup> City America website registers the following concept: “Bairro-jardim is a neighborhood planned according to the Garde-city’ concept. They are usually upscale neighborhoods for the upper classes of society. They have squares, parks, intense afforestation on their sidewalks and differentiated urban layout [...]” Available in: <https://bit.ly/3z3pl1Y>. Access: Mar. 25 2020. The definition does not apply to the urban reality of Dourados, since, for example, “jardins” are not just neighborhoods for the most favored classes. Even so, we find it useful to quote an excerpt, as it records a very popular popular concept for “jardim”. Our translation.

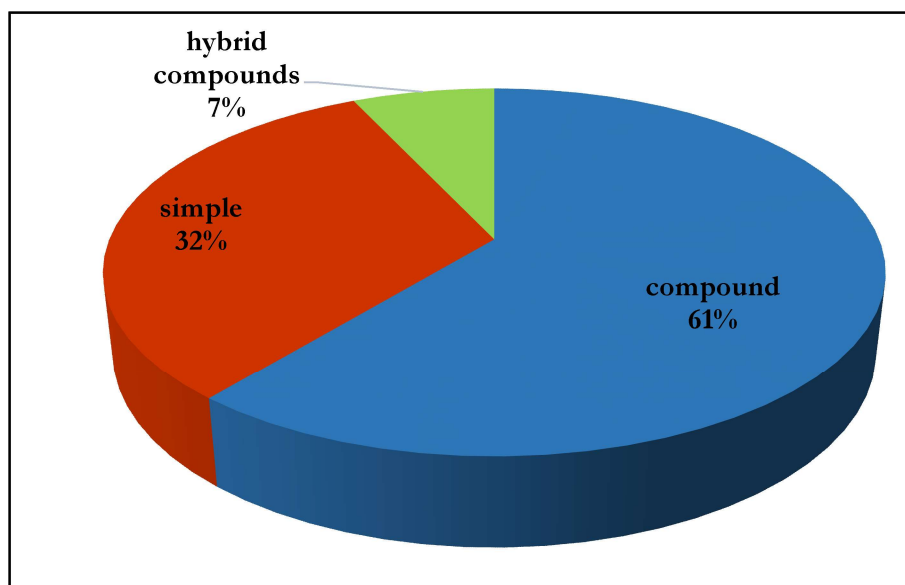
<sup>21</sup> *Litotopônimos mais comuns, que envolvem elementos como barro, lama, terra ou pedra, por exemplo, aparecem na nomenclatura geográfica brasileira em proporções significativas, principalmente o último deles*

Graph 4 allows us to observe that the most recurrent categories, considering the total of names, were *sociotoponyms* (34%), *phyto-toponyms* (12%), *anthropo-toponyms* (11%) *litho-toponyms* (9%).

It should be stressed that, with regard to motivation, we no longer classify the following names: *Alphaville*, *Bourbon Premium R. Spa Resort*, *Deltapark* and *Ecoville*. In a study on the urban toponymy from the city of Três Lagoas (MS), Bittencourt (2015, p. 59-60) proposes to classify the designations that retrieve letter names – such as “alpha” and “delta”, from the Greek alphabet – with the letter-toponym term.<sup>22</sup> We consider this a good proposal, but since we only adopted Dick’s (1990b) model, we prefer to leave this type of place name and others that could not fit the adopted model, “unclassified”.

Comparing this research’s results with those of others already carried out on Dourados’ human accidents’ toponymy, we see, for example, that Tavares (2017) found the following most recurrent categories for street names: *anthropotoponyms*, *chorotoponyms*, *phytotoponyms*, *zootoponyms* and *axiotoponyms*. Regarding the toponymy of rural locations (farm and others), Tavares (2015) found that the most productive ones are *hierotoponyms*, *animotoponyms*, *phytotoponyms*, *anthropotoponyms* and *hydrotoponyms*. Observing the results, we found that the names of people and the names related to vegetation stand out in the three cuttings surveyed.

In addition to motivation, another aspect analyzed was the structure of toponyms. Thus, in Graph 5, we can observe the proportion of searched names’ formal structure.



Source: Prepared by the authors.

**Graph 5** – Formal structure of toponyms

According to the graph, 61% are compound names, for example: *Porto Madeiro* and *Santa Felicidade*. Simple names like *Bonanza* and *Parizotto* total 32%. We also found 7% of hybrid toponyms, such as *Jardim Ibirapuera*, *Residencial Itaverá*.

It should be registered that the practice of using, for neighborhoods, the names preceded by “jardim”, “parque”, “residencial”, “vila” already justifies the greater occurrence of compound structures. In addition, when people’s names are used as place names for neighborhoods, they are followed by surnames.

With regard to the languages observed, naturally, toponyms in Portuguese are the majority in the *corpus*. However, we also highlighted the indigenous languages (Tupi or Guarani) and the English language.

<sup>22</sup> Our translation for *letratopónimo*.

As examples of indigenous names, we cite *Guassu*, *Itapitan I*. And indigenous languages also appear in hybrid toponyms, since they are constituted, in general, by Portuguese and indigenous languages as in the examples already mentioned and also in these: *Estrela Porã*, *Estrela Toy*. English names can be illustrated by the following: *Golden Park*, *Greenville* and *Green Park Residence*.

The choice of indigenous or indigenous-element compound names is a reality of Brazil's toponymy in general. In the case of this study, it is justified, above all, by the significant presence of indigenous peoples in the municipality of Dourados. The English-language names seem to denote the intention to give prestige to the identified places and are generally used in subdivisions or condominiums designed for the higher income classes. Other languages like Arabic, Italian and Japanese also appear in the names of neighborhoods, albeit to a lesser extent.

We reiterate that the research also proposed to compare this set of names of "new neighborhoods" with the set of names of "old neighborhoods" in the city, from the motivation's point of view. Thus, in Table 2, we present the second list of names collected.

**Table 2** – Toponyms related to existing neighborhoods until 1978

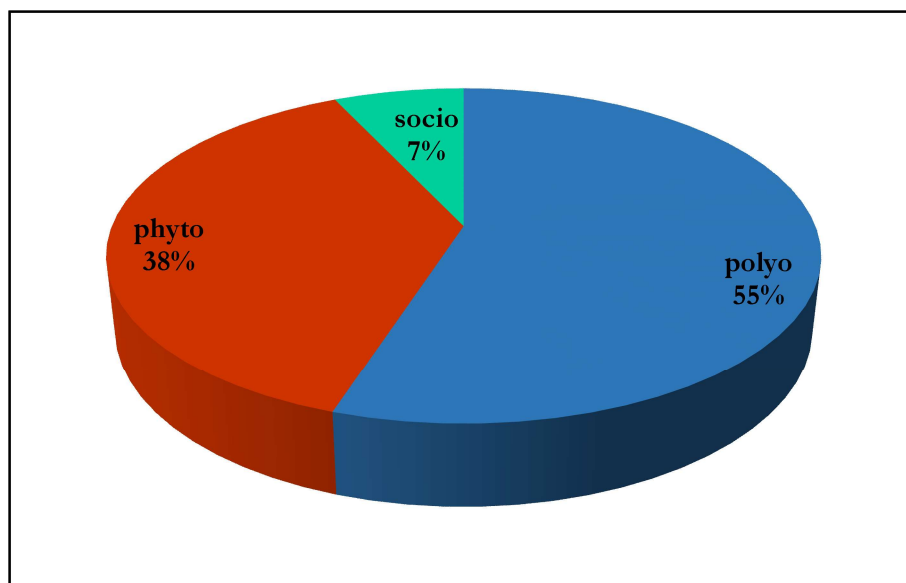
Toponyms		
Chácaras Caiuás	Jardim Ouro Verde	Vila Industrial
Conjunto BNH I	Jardim Paulista	Vila Lili
Conjunto BNH 2	Jardim Piratinga	Vila Martins
Jardim Água Boa	Jardim Santa Ana	Vila Mary
Jardim Bará	Jardim Veneza	Vila Matos
Jardim Brasília	Jardim Zeina	Vila Maxwel
Jardim Caramuru	Parque Nova Dourados	Vila Melo
Jardim Central	Parque Residencial Pelicano	Vila N. S. de Fatima
Jardim dos Estados	Vila Alba	Vila Planalto
Jardim Faculdade	Vila Alvorada	Vila Progresso
Jardim Flórida I	Vila Aparecida	Vila Rosa
Jardim Flórida II	Vila Aracy	Vila Rui Barbosa
Jardim Girassol	Vila Araponga	Vila Santa Catarina
Jardim Guanabara	Vila Aurora	Vila Santa Clara
Jardim Guarujá	Vila Barros	Vila Santa Maria
Jardim Itaipu	Vila Carioca	Vila Santo André
Jardim Leste	Vila Corumbá	Vila São Francisco
Jardim Maipu	Vila Cuiabá	Vila São Jorge
Jardim Marabá	Vila Eldorado	Vila Sulmat
Jardim Maracanã	Vila Esperança	Vila Tonanni I
Jardim Márcia	Vila Guarani	Vila Ubiratan
Jardim Marília	Vila Helena	Vila Vieira
Jardim Monte Líbano	Vila Índio	

**Source:** Prepared by the author, with data from the Map of the City of Dourados (1978).

From these data, that is, from the 68 oldest neighborhood names, we verified that 37 have as their first element "vila"; 26, "jardim"; 02, "parque"; 02, "conjunto"; and 01, "chácará". Thus, we found that all these toponyms are made up of a common word that started to compose the specific element as a toponym itself.

This trend, as we have seen, is also present in the toponyms of new neighborhoods, but to a lesser extent.

As for the categories related to motivation, the ones represented are as follows, in order of occurrence: polyo-toponyms, phyto-toponyms and socio-toponyms, as shown in Graph 6.



Source: Prepared by the authors.

**Graph 6** – Taxonomy of old neighborhoods' toponyms

It is noteworthy that all toponyms can be included in only 3 of the 27 categories of Dick's model (1990b). It is evident, at least in this case, that the use of the taxonomic model in an objective way “erases” what is perhaps the most important toponyms' motivation. We have, for example, *Jardim Brasília*, *Jardim Flórida*, *Vila Corumbá* that would have as their true motivation the homage to other places and would therefore be coro-toponyms if the words “jardim” and “vila” were understood as elements of the generic term. Virtually all toponyms in Table 2 could be classified differently, as to motivation, if these words were not understood as constituents of the specific name.

## FINAL REMARKS

In general, we can affirm that both toponymy of the first decade's emerged' neighborhoods, after the emancipation of the municipality of Dourados, as well as in the newly created neighborhoods, the character of homage, be it to people important to the history of the municipality or to other places (cities and countries especially), stands out. When a community decides, for example, to pay homage to a person at the expense of possible others, this action will always be loaded with intentions and ideologies, that is, it is necessary to decide which profile of people who deserve to be honored in the toponymy. Likewise, when choosing to pay homage to other cities, other countries or continents, those who give the name also make choices, almost always, for references to a prestigious place – *Barcelona*, *Dubai*, *Rome*, *Florida* (although this is not always a rule).

In this sense, we can confirm that historical and socio-cultural aspects can also be observed in the sections studied in this work, and also that the names chosen to specify geographical accidents say a lot about those who choose them. In addition, it should be remembered that, as stated by Dick (1990a, p. 22), “if the toponymy stands as the chronicle of a people, recording the present for the knowledge of future generations,

the toponym is the instrument of this temporal projection”.<sup>23</sup> It means that the toponyms chosen by us to name our spaces, will give clues to future generations about our way of living and thinking.

We remember that one of this study’s proposed objectives was to verify the neighborhoods’ nomination trends. From this, we found that the most productive categories in the set of “new neighborhoods” were those from socio-toponyms, phyto-toponyms anthropotonyms; in relation to the “old neighborhoods”, polytoponyms, phyto-toponyms and socio-toponyms stand out. There are some distinctions between the two toponym’s groups, observed during the work, but, in general, the trends are similar.

We reiterate that it is “on the table”, the question of the words that make up the names of neighborhoods and can “erase” the true motivation, when we adopt a more objective model for analysis. This reality is even more evident in the set of neighborhood names created until the 1970s in Dourados.

With regard to the toponyms’ formal structure, we found that the major part is composed of two or more elements – for reasons already mentioned – and, we also have names that are composed of elements from different languages, with emphasis on the language structure Tupi / or Guarani + Portuguese language. We understand that indigenous’ toponyms are a timid attempt to represent the significant indigenous presence in the municipality, but they could appear much more frequently in geographical designations.

Still in relation to the question of toponyms’ languages, we reiterate the presence of several names in foreign languages, especially from the English language, which seems to indicate the attempt to give prestige and sophistication to geographical spaces.

Finally, we note that Dourados presents accelerated urban and population growth. Thus, from 2008 to the present moment, several subdivisions and condominiums were created and are being created, which are already born with their names, which can be the object of a new research study. This will help to reveal other aspects of the culture, the physical environment and the intentions of the denominator who lives in that city.

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<sup>23</sup> se a toponímia situa-se como a crônica de um povo, gravando o presente para o conhecimento das gerações futuras, o topônimo é o instrumento dessa projeção temporal

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