

Onomastic Strategies in Contemporary Fiction

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Abstract

The paper attempts to demonstrate, on the basis of 'reading names', that the major world changes occurred from the nineteenth to the twenty-first centuries have been accompanied by a significant reconsideration of the basic tenets of literature. Since culture cannot be viewed at present as unitary and homogeneous, it is arguable that contemporary fiction has made it into its duty to reflect the heterogeneity and frontierlessness of the contemporary context, while providing possible answers to issues related to identity and the communication between cultures. British and American contemporary fiction can no longer be spoken of as 'national' or 'mainstream', the role of names being to draw attention to diversity by pushing the 'other' to the fore of the literary discourse.

Keywords: *contemporary fiction, identity, otherness, intercultural communication*