

# **Linguistics, Memory, Geography and Culture: Place and Street names as a Model**

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The names of places have their own significance in the memory of people, their identity, culture, spatial affiliation. The names of places and streets are deeply rooted in the history of people, their religion, culture, ideology, and nation. For instance, Jerusalem is the preferred name for Jews to call which is not acceptable word for Arabs and Muslims, while Bait al-Maqdis is the right name for them. There is a load of history, identity and ideology behind that. Likewise, The names of places and streets in a certain country. The names and change of names has some meaning in the historical cultural collective memory, the change of Bombay to Mumbai has its roots in the Hindu religion and politics and the names of streets carry the load of the history of Mughals and Muslim rule of India. To be more specific, as an Arab who was born and lived in Yemen, studied in India, teaching in Kingdom of Saudi Arabia and speaking Arabic, English, Hindi and Urdu and specialized in my M.A in English Literature and in Ph.D. in Comparative and cultural studies I will reflect on my own experience and observations on such subject matter. In Yemen, there are still names of places and street that carry the historical load, names of national figures, old heroes, revolutionary figure, and even the Turkey heritage in Yemen. During the 'Arab Spring' many names of streets have been changed or renamed due to historical memory and different political attitudes. In Saudi Arabia, you can find that the names of the streets are rooted in the religious background of the country, the names of the companions and followers of the prophet Mohammed and this can be noticed in all the cities of KSA. A place name has to do with the emotional relation between human beings and places Ideology and politics play also a great role in geography and naming of place of which the Arab World and The Middle East are only an obvious example. Thus, issue of naming an renaming places therefore has its roots in the collective memory of people in a certain space in connection with their historical, cultural, religious, national values and power and power conflict also contribute to the naming and renaming of places and streets. Hegemony also and power domination play a role in the linguistic shapes that the names of the streets signs are taken in a certain place.

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