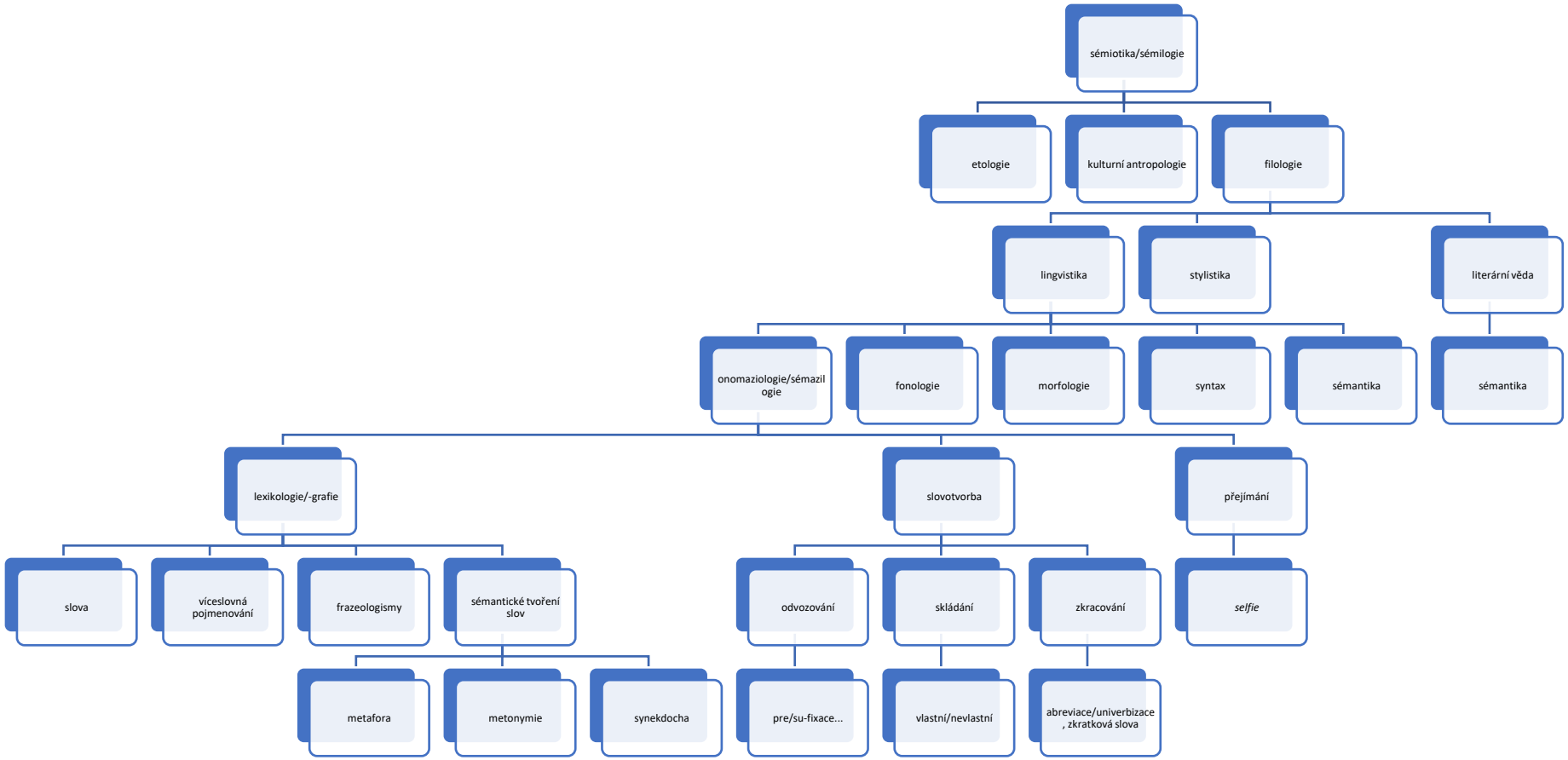SCHÉMA DĚLENÍ SÉMIOTIKY S OHLEDEM NA ONOMAZIOLOGII A SLOVOTVORBU