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M. Madieva

Termez branch of TSTU named after I. Karimov
researcher

THE FOUNDATIONS OF THE BRAND NAME: STRUCTURE AND SEMANTICS OF NEW COMPLEX BRAND NAMES

Abstract: This article presents an attempt to consider brand communication from the linguistics point of view. Attracting new customers and gaining the attention and trust of the target audience is one of the key tasks for the development of businesses of any size and scope. Brand cannot be considered the object of one science because of its integrative nature, special social specificity and complex structure that can be interpreted in different scientific paradigms.

Accordingly, brand research today is conducted in the context of various sciences: psychology, sociology, marketing, philosophy, culturology, law and, finally, linguistics.

The possibility of linguistic interpretation is explained by the fact that the communicative approach to brand and branding is distinguished in the works of specialists of other sciences.

Key words: brand, semantic, company, market, structure, information, reveal, linguistic.

Language: English

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Introduction

The language of business is not a set of words, but a clear and well-thought-out structure that includes brand names, complex ideas and popular stories with deep meaning. Almost all of these elements, with a few exceptions, are figures of speech that affect the behavior of customers, customers, employees, and most importantly, make a profit. The behavior of market participants is largely determined by the language of business.

In modern society, the brand and its linguistic semantics act as one of the mental units of the language picture of the world, accumulating various associative images, concepts, representations, attitudes, evaluations, which are realized in English and other languages.

Semantic keys of the business picture of the world are pragmatism, rational perception of time, optimism, expansion, constructiveness,

communicativeness, project thinking¹. Semantic and conceptual filling of a brand name is carried out on the basis of revealing and analysis of methods of formation of brand names.

Any brand has a certain image (Brand Image) – a unique set of associations that are currently in the minds of consumers. These associations express what the brand means right now, and are a momentary promise to consumers from the authors of the brand. For even greater impact, many enterprises create brands. In addition, it very often happens that a brand is created by itself when a product enters the market. But the spontaneous formation of consumer impression may not be in favor of the company (buyers may not understand the advantages of the goods, not to assess the advantages, exaggerate existing disadvantages and even come up with new ones). Managed brand, on the contrary, reveals, exhibits all the advantages of the goods, selects it from

¹Ширяева О.В., Хачмафова З.Р. Концепт «проект» в деловой картине мира (на материале дискурса деловых СМИ) // Вестник Адыгейского государственного университета. Сер.

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the total mass of similar goods or services offered in a favorable light. In practice, you often come across the fact that two close concepts – brand and brand - are confused.

We come across brand names every day when we make small and large purchases. It can be a frequently purchased bread roll or such a rare purchase as a car. A brand is a symbol designed primarily to identify the manufacturer. Consumers use these signs to make purchases. If a product they have previously purchased has fully satisfied them, a similar product is usually re-purchased with a memorable [trademark](#). When buying, the consumer makes a choice between products that are similar to those produced by competitors' firms, focusing exclusively on the brand. Therefore, a properly designed brand directly affects the popularity of the product and its recognizability among consumers of similar products. There are many aspects, both linguistic and extra-linguistic, that affect the popularity of the brand. Their consideration makes the brand name easy to remember and original.

Brand – a term in marketing that symbolizes a set of information about a company, product or service. The word «brand» comes from the ancient Scandinavian «brand», which translates as «burn, fire»². It was the name given to the brand that cattle [owners used to](#) mark their animals.

The brand is perceived as a well-known [brand](#) or company that occupies a special place in the consciousness and psychology of the consumer segments of the mass of its own kind. Thus, its main functions:

- 1) drawing buyers' attention to the product;
- 2) providing an opportunity to distinguish goods and services of one manufacturer from those of another.

At present, the term «naming» is widely used³. Naming is the process and result of professional development of the original name of the object, which is carried out as part of a more general branding process and even wider marketing process. Naming shows the current trends in the language picture of the world of society, demonstrates the language tastes of the era and the power of this is inevitably among the priority research linguists. Giving the brand a bright personality and making it noticeable among competitors, the name expresses the unique advantages of the product and due to compliance with current market trends and audience expectations ensures high competitiveness of the brand.

Brand names that meet all criteria simultaneously are rare. But knowledge of linguistic

and extra-linguistic aspects allows optimizing the process of brand creation, on which the commercial success of both an individual product and the firm-producer as a whole will depend in the future.

A brand must become an integral part of any company. It shapes customer loyalty, which in turn creates sustainable competitiveness. Brand determines the constancy of demand and its independence from many market factors, including the overall price level in the market. We can safely say that the brand insures the manufacturer and creates the willingness of the buyer to pay more. Such favorable circumstances allow the company to improve its financial efficiency and planning process.

The components of the brand include: product design, external design, thoughtful advertising campaign, promotion and direct contact with the consumer. Through its actions, the manufacturer must create expectations of the consumer by giving him the promise of the brand.

Reliability of the goods. One of the most important aspects of the quality of the goods is their reliability - the ability of the goods to fulfill their purpose under adverse external influences. There are four aspects of reliability.

Fail-safe – the ability of the product to maintain basic quality parameters in the process of functioning.

The process of creating new names of firms by means of verbalization in the last decades is quite rapid and dynamic. The creation of new forms of economic activity in the late 90s of the twentieth century in Russia and Uzbekistan has led to the creation of a huge number of names of firms, companies and enterprises. It is characteristic that the most part of names of single objects of economic activity is created by means of addition.

In various dictionaries and selections such words are not fixed, though, in our opinion, they are of great interest from the point of view of creation of a new word in unrelated languages, selection of objects and signs of real validity to reflect important characteristics of a new object-firm, selection of word-forming means, I am also the process of interlinguistic interference.

Let's enumerate the basic rules and principles of naming, which have an impact on the creation of complex firm names, typical for all languages:

- the name should automatically work for a positive image of the company;
- the name has to be unique;
- the name should reflect the scope of the firm;
- the name shouldn't be too long or too complicated;

²Кожанова А.И. Основы наименований брендов (на примере английского и [русского языков](#)): диссертация... кандидата филологических наук: 10.02.19 Краснодар, 20 с.

³Артёмова. А. Ф. Английские товарные знаки. – М., 2004. 72 с.

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- the name must be easy to pronounce and easy to write;
- the name should be easily memorable and interesting;
- the name should reflect the values of your target audience;
- name should be easy to use as the name of the website.

The effectiveness of the latter depends on many factors, among which are the following: the level of knowledge of the native language, the degree of mastering the background knowledge, the amount of knowledge about the significant realities of foreign language culture, etc. Such a complex system of knowledge relevant to speakers of interacting cultures allows to understand not only the worldview of the interlocutor, but also the motives for using certain language units.

From the point of view of everyday language functioning, the theory of naming, understood as brand processing, enjoys unflagging interest. The term is interpreted in two ways: on the one hand, it is a naming activity, which is the selection (search, inventing) of a suitable brand name⁴; on the other hand, it is the result of this activity, or the name of the firm (goods, services)⁵. The peculiarities of the brand name are fame and stable fixation in the mass consciousness [in the same place] and its purpose for differentiation from the competitors' goods or services⁶.

From these positions each enterprise tries to choose such name that thanks to its originality it allows to distinguish the named object from a number of similar. As an interdisciplinary field involving methods of linguistics, psychology, marketing, the theory of naming is the subject of many unrelated disciplines.

Consideration of the linguistic side of this theory will make it possible to reveal the specifics of the semantic motivation of brand names, as well as to reveal a pragmatic effect in the process of their daily functioning.

Stating on the methods of creating brand names, we note that the latter are divided into two main ones:

- 1) the use of words of actual lexicon of a particular language;
- 2) creation of an artificial word (including the use of borrowed words).

The first refers to the creation of the name:

- (a) Based on the surname or name of the founder (*Johnson & Johnson, Philips'*);

(b) Using a toponym (*Air Asia, Bangkok Bank*);

- c) By alliteration (*Coca Cola, Chupa-Chups*);

d) Using the word everyday vocabulary (*Apple, Jaguar*) and some others [Brand name generation].

A variant of the second method - the use of foreign words in creating brand names is not sufficiently studied in modern linguistics.

«In the public consciousness there is a conviction that everything western is, by definition, better and more desirable than its own, native - especially in terms of culture»⁷. The knowledge that the traditions of national, Russian and Italian cuisine are long established, as well as the notion that these cuisines are considered exquisite, has led to the fact that the owners of many Uzbek restaurants and cafes specializing in Russian and Italian gastronomy, emphasize this feature in the names of their establishments. Owners of cafes or restaurants strive to express the essence of the institution in one word or word combination that forms the name of this institution: its gastronomic specialization, location, concept, peculiarities of decoration, etc. Let us analyze the names of cafes: and restaurants:

AGAT PECTOPAH

ALLEGRO

AL-QASR PECTOPAH

AMARETTO

AMPHORA

ACTYOR

ARABIKA

ARISTOKRAT

ARISTON PARK

ART CHINOR

AZIZBEK

BAHOR

BAQQOL RESTAURANT LOUNGE BAR

It should be noted that the names are phonetically well chosen, as the ends -a and -o adjust the visitor to the Italian way. Besides, the following words and expressions of the Italian language that are quite famous for their narrow speaking language are used: names of administrative units of Italy (*Calabria, Bergamo, Fornello*), surname of a famous Italian film director and scriptwriter (*Fellini*), word combinations (*Buon Appetito* «Bon appetit»).

We also note that the interior of these places, as a rule, is decorated in Italian style (for example, the

⁴Панкрухина А. П. Маркетинг: большой толковый словарь. - М. : Омега-Л, 2011. 230 с.

⁵Шарков Ф. И. Магия бренда: Бренд как маркетинговая коммуникация : учеб. пособие. - М. : Альфа-Пресс, 2006. 268 с.

⁶Котлер Ф. Основы маркетинга. М. : Прогресс, 1990. 652 с.

⁷Кравченко А. В. Взаимодействие культур и гибридизация языка // К. Янашек, Й. Митурска-Бояновска, Р. Гаваркевич, НОМО COMMUNICANS : человек в пространстве межкультурных коммуникаций. Щецин : GRAFFORM, 2012. С. 80–86.

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restaurant *AMARETTO* reminds Italian trattoria).

All names of national character are decorated according to the rules of Uzbek language: *ART CHINOR*; *BEK-NUR*; *AL-QASR*; *DIYOR*. The focus of the name on Asian gastronomy is a rare exception, particularly restaurants.

The methods of the language game, based on the graphic design of the name, are different. Firstly, writing a foreign word in Cyrillic creates the effect of an imaginary word fame to the consumer: the name, for example, *CREDO* can be read easily, but to decipher the meaning it contains. Secondly, spelling of a Russian word in Latin creates false expectations on the one hand, and certain difficulties in reading on

the other. Thirdly, using a foreign word as part of the name of a cafe or restaurant (or the whole name) involves background knowledge, including knowledge of the basics of the foreign language, from the addressee.

The manifestation of linguistic creativity is due to the realization of mainly emotional, attractive, exotic functions. The language game is decomposed into types: spelling, graphic, word formation, morphological, syntactic. The most active among brand names is the graphic language game in its semantic variant, which is supplemented by other types.

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