

LINGUAL TECHNOLOGIES OF NAMING IN UKRAINE

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Abstract. The article contains the analysis of the Ukrainian names of the modern business discourse and the basic lingual technologies for making of an effective commercial name are described. The deviation aspect of the modern commercial naming is stressed, and the prospective lingual methods of naming for a successful marketing strategy are described.

Keywords: branding, naming, business discourse, commercial names, deviation.

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Introduction

In the business practice, the modern professional community solves not just a business problem itself, but at the same time a specific language product is made. Such a language product expresses the contents, features, problems, final goals, and the features of each area of business communication. Conversely, the “birth” of new business areas, their theoretical research, the popularization of new genres (summary, focus group interviews) and interaction forms (Internet), a kind of verbal explosion of business vocabulary at the end of the last century, and the development of the modern business language have a decisive impact on nature of the business communication. All increasing information flows, and its universalisation need a constant response, while maintaining a professional level, and eventually to keep own image. A modern business person understands that the linguistic aspect is always an actual part of this image.

It is obvious that each person has his own ideas about the world and its laws. Gradually, while studying, one gains knowledge, skills, experience, emotions and sensations, which are formed into a single real picture of reality. This reality is described by means of the national language: “Each ethnic language is a unique collective work of art, an integral part of the culture, a part of self-reflection, self-knowledge, and self-expression of the national culture” (*Kornylov, 2003:133*). Any modern enterprise, among other things, manages a system of marketing communications aimed at all consumers, intermediaries, and various contact audience.

Modern branding, on the one hand (let's call it a professional aspect), provides an in-depth analysis of the market, its comprehensive study, and emphasises on the product's distinctiveness, and on the other hand (a lingual aspect) - the ability to improve this economic nature by the national language instruments, i.e. *wording* it by the name, which is successfully selected due to the lingual methods, to influence on communication and to support / establish the necessary social connections.

Marketing strategy for naming a company

One of the decisive criteria for the success of any company has always been its name. However, only in the 19th century due to the growth of production and competition, technical revolutions, the expansion of the range of similar products and services, and increasing number of companies forced them to go out of the limits of the goods quality, while trying to point out at the specific features of their own product. It is during this period that branding has become a significant development as a marketing industry that is actively and directly based on the name of the product. Perhaps, since J.W. Thompson founded the famous JWT at the beginning of the 20th century, the attitude to branding and naming management has changed as an activity that professionals of various branches of scientific knowledge should deal with. In the professional environment, the last years are distinctive with active promotion of branding as a determining priority for the marketing strategies of any enterprise. Therefore, it is not surprising that a number of research works are devoted to the theoretical and practical aspects of this process, from which one can distinguish the brand's own definition, its growth, brand management, and modelling of the branding concepts. However, in the growing competition environment, and tough challenges for survival in today's globalized business environment, the idea expressed by Aaker (*Aaker, 1996*) on a brand value, which is a strategic asset and a source of competitive advantage for a particular company, is confirmed. Developing this idea, Kevin Keller and Donald Lehmann (*Keller, Lehmann, 2006*) describe the brand as one of the most valuable intangible assets owned by firms. As for our research context, the concept presented in the research by G. Round and S. Poper (*Round, Poper, 2012; Round, Poper, 2015*) is worth to be taken into attention. The authors focus on the analysis of the value of the brand nature itself and its elements for consumers, while experimentally identifying the relationship between the brand subject, the product nature (in the broadest sense), and the cost specifications of these elements. Although, there are consumers who do not pay much attention to these elements, reacting only to changes in pricing policies, and therefore, they are not "tied" to the product name. Others, by contrast, identify in the minds of the brand (name) both with the value of the product, and with its intangible value. It is obvious that the company begins to advertise itself on its own behalf, and does so, according to the experts, using the verbal tools by 50-80%. Therefore, some researchers in the areas of brand management and marketing distinguish *naming* among other branding components namely as the creation of names for a product, a service, a trademark, a company, a comprehensive analysis of the name, surveys among consumers, a brand-legend, the definition of a marketing strategy for Brand Selection (*Petty, 2008*). It is clear that every stage of such activity, from the processing of verbal information up to the analysis of its impact on the target audience, graphic representation, and subsequent use as part of the trademark, corporate style or packaging, is most closely related to the language (*Shamsollahi, Amirshahi, Ghaffari, 2017*).

The main task of the naming as a stages of building a strong brand is to find a unique name that corresponds to the laws of a specific language and psycholinguistics, fulfils the functions of positioning the brand (goods, services) on the market, is advertizable, and capable of being registered as a trademark. Several basic procedures can be distinguished in this process: identification of objectives, because it must be achieved by a successful combination of the name and subject of marketing; analysis of

competition in the market and the specific target audience, a detailed description of the subject of marketing, for which, in fact, the name will be created; matching of the name variations in accordance with style and image, visual suitability for communication, advertising suitability, and, finally, phonosemantics, as the name should call such associations and emotions that correspond to the subject of marketing (Fig.1).

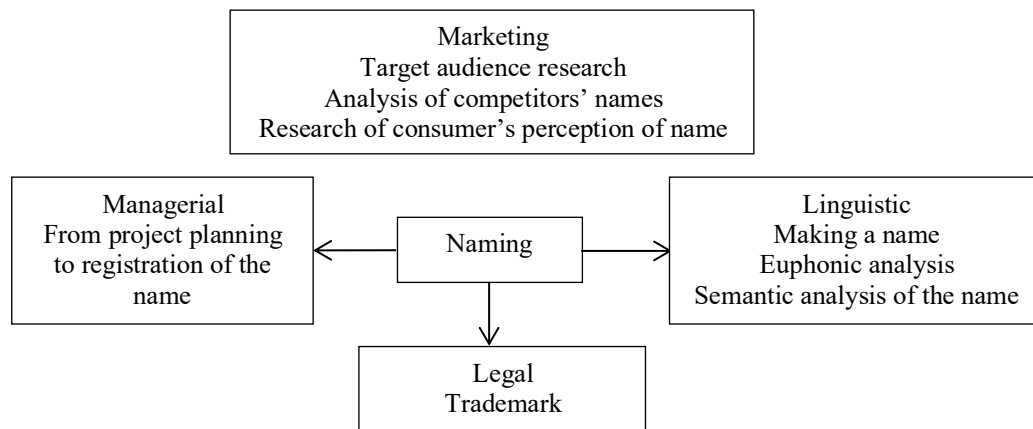


Fig.1. Naming procedures

So, among other things, here is described about creating a unique name that is most significant element of the brand, also the most accurate, logical, vivid, and concise expression of its basic idea. That is why it is worth analyzing the main language technologies and the tools that add some effectiveness to the business, and attract the attention of the researchers to the main trends of naming in the modern Ukrainian-speaking business environment.

Lingual component of creating a unique name

The features of proper names in Ukrainian linguistics, more narrowly, in onomastics, were investigated by V. Nymchuk, A. Popovsky, Yu. Karpenko, V. Luchyk, P. Chuchka and others. While researching various directions of modern business discourse, the most active is the analysis of advertising communication and individual linguistic aspects: from pragmatic linguistic to lingual stylistic aspects (Yu. Silvestrov, T. Khazagerov, I. Moyiseenko, I. Ivanova, etc.). Mainly, the modern linguistic studies of naming study the instances of commercial names, but the linguistic component remains the least theoretically described and practically developed, and the issue of a commercial naming or naming as the actual lingual phenomenon is devoted in few works. Among these works, we can mention the works by N. Slukhay (*Slukhay, 2000; Slukhay, 2009*), which is an attempt to develop the national linguistic theory of naming, as this aspect reveals the main tendencies of the present stage of world image development in the national language, and reflects the predominance of the communicative-functional paradigm in modern linguistics. The researchers consider naming both as a process and as a result of creating an object's original name, that is, as assigning a commercially relevant name (*Tepla, 2012: 192*). In these works the directions of linguistic research of modern naming are defined. From among them, we should mention the analysis of

commercial names basing on study of different languages, research of such nominations from the standpoint of linguistic culture, linguistic pragmatics, socio-linguistics, semantics, functional stylistics, etc., in various spheres of communication - economic, legal, and advertising. However, the modern namers, who have their active practice in the mentioned industries, often hinder the lack of developing the criteria for creating effective names, the desire to invent their own names, and tending to use the sophisticated methods of effective and impressive naming. In order to create a successful commercial name, which is effective both in the national and in the international consumer space, it is necessary to take into account the results of numerous interdisciplinary works, while deepening research on language methods for making a unique commercial name.

Therefore, our task is to analyze the modern lingual methods of naming implemented in the marketing practice at the Ukrainian market, to set the priority of naming methods and their effectiveness / ineffectiveness, to pay namers' attention to deviations and the ways how to avoid them.

There is no generally accepted classification of methods for creating an ideal commercial name, as well as no universal criteria for this process are defined yet. Some researchers believe the most appropriate criteria are such as contents and brevity, uniqueness, communicative effectiveness, singularity (originality), compliance with objective reality, memorability, sonority, and positive associations. Others add to this list such criterion as informativity or imagery, or a combination of imagery and informativity. The third ones add such criterion as functionality, provocativeness, etc. in the basis for the created name.

The analysis of the results of the naming practice, in particular in the Ukrainian business environment, shows how various techniques (methods) for creating commercial names is used, thus enabling their association at such highest structural level as linguistic methods:

- the method of associations, which is based on the link of a linguistic unit with a naming object that is caused by an appeal to senses and emotions of the target audience (i.e. kefir / milk / butter *Ferma* (the farm), fast food network *Pouzata Hata* (a fat hut), dumplings *Sytyj Tato* (a well-fed father);

- if we use the method of abbreviations, we can make a name using various types of abbreviations (i.e. *PUMB*, *ATB*, *MobiMania*, *TM Prozora*);

- if we use the method of neologization, we can make the commercial names based on different principles, including such as associations (i.e. vodka *Khlibna Slyzoza* (tear of bread), dairy products *Voloshkove Pole* (Voloshki field), pet shop *Limpopo*), or personal preferences (ice cream *Limo 1965*, vodka *Hetman*, vodka *Prezidentsky Standart* (Presidential standard), or semantic neologisms (entertainment center *Igroland* (gameland);

- if we use hyperbolization method using different ways of expressing the measure of definition (i.e. *Megamarket* store, *Extra* ice cream, *Super Chocolate* ice cream);

- if we use the method of using onyms in order to make the names of objects more individual, thus distinguishing them from the same type, in particular toponyms (i.e. *Morshynska* mineral water), anthroponyms (i.e. *Maria Service* travel agency, *Annet* foodstore), theonyms and characters from mythologies (i.e. *Antey* aircraft, *Venera Tour* tour agency, *Pegasus* travel agency), petshops (i.e. *Baghira* pet shop, *Umka* pet shop), chrononyms (i.e. *Secunda* clock shop, *Timebar* clock shop), chrematonyms (i.e. *Khatynka* (a small hut), *Pyramida* (pyramid)), as well as ergonyms with actual names for plants,

rivers, and buildings (i.e. *Lybid* Hotel, *Berizska* (berth) Cafe, *Vezha* (Tower) restaurant);

- if we use rhyming method by rhyming words that can be well put in memory by consumers (i.e. such TV programs as *Hata Na Tata* (a house for father), *Vid Patsanky do Panyanky* (From Tomboy To Lady), or *Zaychik-Pobegaychik* (Quick Rabbit) candy).

It shall be noted that the boundaries between the methods mentioned above are rather vague, as the linguistic methods of making commercial names are used in various methods (Fig. 2).

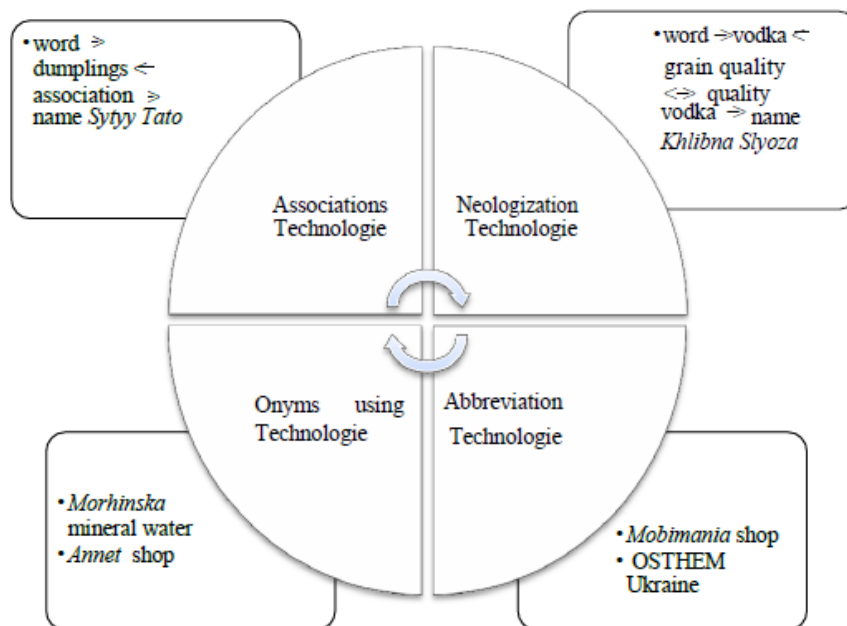


Fig. 2. The lingual technologies of naming

Following the linguistic results of naming in the Ukrainian business discourse, it is possible to distinguish several major linguistic techniques for creating commercial names. Among them, the most popular methods are allusion, metonymy, acronymization, transfer, imitation, abbreviation (i.e. MTS, PUMB, IBM), although the latter is not considered by some marketing specialists as the result of naming itself). In the name of mobile phone store *Handy4You* there are combined different units at the morphological level; in the name of *Meblium* - a proper Ukrainian lexeme is combined with a foreign language ending; but in the name *MaKFa*, *Cyn House* actually Ukrainian components are supplemented with foreign languages, with the preservation of the graphic form of both languages. In the complex ergonomy structure *MoZart* (Molodizhny Tsentz Art (Youth Art Center)) the last component of the acronym consists of initial sound combinations and individual sounds of the full name *Mo + Ts + Art*.

Such names as *Schwepps*, or *Top-Top* Children's Goods Store were created using imitation techniques, or imitation. The lexemes resemble by sound of a qualitative feature of a product or action (at the level of physical perception of taste or sound such as a small child walking).

The visual component of semantics in the names of mineral water *Prozora*

(Transparent), dairy products *Bila Liniya* (white line) indicates how the preserved natural purity of the product is important for a consumer. The names like *Imperia Mebliv* (Empire of Furniture), *Planeta Sushi* (planet of suahi), *More Touriv* (Sea of Tours), *Svit Parketiv* (World of Parquet) arise as a result of metonymization, in which either a partial meaning is converted into a general meaning, or general meaning is narrowed to a partial meaning.

There is a big group of the names that are made by the method of analogy, when a well-known notion, word, or name are used unchanged at the phonetic and semantic levels: *Eldorado* in the sense of 'a legendary rich locality searched by Spanish conquistadors' is used as a name for the supermarket of electronics; *Alisa V Shafi Chudes* (*Alice In Wardrobe Of Miracles*) is a name of Lewis Carroll's heroine used for an online clothing store; *Koza-Dereza* (*Goat Dereza*) is fairy tale character used as a restaurant name. We can also use just auspicious words, which may call in mind of a consumer certain emotions or figurative associations: *Desperados*, *Maximal*, *SSSR* (a network of restaurants), *Dream Town* (shopping center).

The namers can activate the cognitive activity of a recipient of information using a certain expression as a hint of a well-known literary, cultural, or historical fact, thus correlating the created name with the precedent. Thus, an illusive connection is established quite consciously on the basis of background knowledge, knowledge of texts, or a certain cultural connotation inherent to the Ukrainian linguistic and cultural society. When the allusive name outgrows its semantic framework, it prompts a consumer to experience again one's retrospective feelings and emotions. For example, the name of the travel agency *Zanzibar* for some recipients reflects the expectations of the amazing nature such as turquoise ocean water and white beaches (as an image on promotional posters), while others will nostalgically sing the famous single of the Arabesque band or the song "Tsozia z Zanzibara" by "Bunker Yo" band.

The presented linguistic material makes it possible to evaluate the effectiveness of linguistic methods / techniques used in the projection upon the marketing research. Therefore, we analyze the commercial names operating in Ukraine taking into account the following parameters: naming methods, name creation technique, linguistic assessment, predictive evaluation of consumer appeal. For example, the simple associative names of the children's goods store such as *O-la-la*, *Kukusya*, *Pupsik*, *Pustunchik*, the bookstore "E" can be effective in creating a brand due a unique name (as a rule, it's an author's neologism), euphony, and the ability to call positive associations at a recipient. Obviously, such a way of naming can be considered as universal for any commodity market. Whereas, occasionalisms with a connotation of usefulness and activity, such as the name of the confectionery *Smakolyky* (tasty goods) is associated with tasty and delicious products; the name of the toy store *Tigrulia* appeals to a person who likes to play "Ty+Gra" (you + play), which is limited to a specific market segment. On the one hand, if we use an owner's surname (i.e. *Vatsak* coffee house; *VOVK* clothing store) or an owner's name with the emphasis on the kind of one's activity or product (*Zubariy* dental clinic, *Gapchinska Gallery* is a name of the art gallery), this is a simple and effective way of naming for various market segments, and on the other hand, this is not enough, especially when it comes to brand promotion (i.e. international franchising). If expressed in logistical terms, this is not hard to use only name (i.e. travel agencies *Svetlana*, *Yana*, *Olexandra*, or stores for children *Dianka*, *Katrusya*) or the names related to the corresponding products (i.e. gift shop of *Mriyi Mariyi* (Maria's Dreams), the marketplace

name *Moloko vid Slavka* (Milk from Slavko), *Natalie Voyage-Service* travel agency), as well as it is simple to make a name in semantically transparent way, because it is directly associated with an owner or a producer, and therefore it is often used in naming of small and medium-sized business, in retail, or service. However, a reputational aspect should be taken into account, because the owner's reputation is directly related to the company's reputation. Using the onyms method is quite common in the Ukrainian market, especially if we use toponyms with indication of location or origin: sausages *Yatran*, dairy products *Galichina*, *Lvivska Maysterniya Shokoladu* (Lviv Chocolate Workshop), *Poznyakoff* shoes shop, *Theophanivska* water delivery service. These names use Ukrainian geographical names with the connotation of 'native Ukrainian origin', which creates a positive association for a consumer. As a rule, this method is effective for the name of a popular, usually food product brand, and it will work well for the mass consumer. However, if such names as *Galychyna* or *Lvivska Maysterniya* only promote and advertise the Ukrainian products to international markets, while *Poznyakov's* shoes shop is rather local, which would limit its access to a wider market, either at intercity or interstate level. Many commercial names are stereotypical names with the significance of comprehensiveness, intentional exaggeration (children's supermarket *Krayina Dytynstva* (Country of Childhood), travel agency *Planeta*), which enhance the expressiveness of a distinctive feature of a product, commodity, or service. On the other hand, such denominations should be used for large corporate entities, since the name of the small store *Svit Dverey* (World of Doors) sounds like an oxymoron.

Using abbreviations is very common in the Ukrainian naming practice. Such names as *ATB*, *DTEK*, *PrivatBank* are used as a way to transform a long or hard-to-pronounce name into an euphonious name, while writing the name in Latin letters (i.e. *OTI-TOUR*) enhances the company's image. Such names as *KievParkTransService*, though difficult to pronounce and memorize, are often used in industry, transport, etc., since they indicate at an enterprise size. The combination of an actual Ukrainian word with transliterated Latin word or the full transliteration of the Ukrainian name into Latin is a popular technique in the domestic naming: furniture *Divanko* (*sofa+ko*), shops *Kovdra* (*carpet*), *Kalynka* (*guelder rose*), *1000mebliv* (1000 furnitures), *modnaKasta*. Obviously, this method attracts namers due to it is versatile and relatively simple graphic expression. This method is also used by foreign companies entering the domestic market, or by the Ukrainian companies seeking how to promote their business abroad. However, that's just this method can become a stumbling block on the linguistic level, because the wrong transliteration can call at a consumer not the same associations as the author of the name was counting on. For instance, is *Divanko* a boy named *Ivanco* on the couch, or still a sofa store?!

As an expression of globalization trends in the domestic naming practice may be the following names of the coffee shops recently opened in Kyiv: *City Lunch*, *Spicy NoSpicy*, *One Love Coffee*, *Blur Coffee*. They are considered effective and versatile for any segment of the market, provided that they are easy to write and are euphonious. On the other hand, admiring to foreign names their authors lose the chance to use the entire national-cultural potential at naming. Two opposing trends among nationally-registered commercial names are obvious. On the one hand, the name will be as successful as is much it is associated with the brand's **nationality**, but, in the same time, it is transparent within the broader boundaries (*Columbus* travel agency, *Paspertous Tour* travel agency, *Hetman* vodka). On the other hand, there are so-called "national" names (slangisms,

dialecticisms) that never go beyond the national boundaries. Thus, it is necessary to explain for the consumers who are in a different cultural space that in the former Soviet Union the "non-Soviet world" was called "za bugrom" (i.e. travel agency *Zabugoria*); also, in 19th century in Lviv the eccentric people (which today would be called rather a subculture) the word *Kumpel* was a 'friend or colleague' (i.e. *Kumpel Tour* travel agency).

If successful, the naming contributes to commercial success that is directly linked at the minds of consumers with the reputation of the owner and his company; at the same time, the conflict in the name, if discovered, between the way of thinking and means of expression in the national language, inhibits to promotion of the product in the commodity market. As for the brands with successful names that are well known in the world, often they may hide a secret meaning caused by its language form, which the consumer will try to find in the product name. Whatever you search, it is unlikely to find any such secret meaning with the names such as *Colibris* or *Profiss*. As it was confirmed the by the result of survey at the focus group, the associations that the names of the companies called among the recipients were far from indicating their type of activity (i.e. grocery stores and travel agency). Similarly, the association of such names as *Taurus*, *Karat* or *Venus Tour* did not meet the criteria of linguistic and commercial truth: "difficult to know", "office supplies", "jewellery store", "individual tours erotic for the rich tourists". This is actually the names of travel agencies.

Namers often do not take into account the semantics of the names they make. For example, calling the building hypermarket *Epicenter*, its owners, apparently, sought to be in the center of a special attention by buyers, but they did not consider that the epicenter is 'a place on the earth's surface, which is located above or under the hearth of destructive forces'. The long names, abortive combination of multilingual elements in the name, transliteration of the Russian word in the Ukrainian name (*Slivki* beauty salon) are the most common deviations in the language practice of the namers making commercial names. As another display of deviations we can consider such names as *Golf-Strim*, *Extrim Travel*, *Pegas Touristik*, *Expressiya-SV*, *Moyo Sonechko Store*. Therefore, it is hardly possible to talk here about one of the most effective naming techniques, which is a conscious mistake programmed to attract a consumer's attention, and then lead to commercial success. Most likely, it is a question of ignorance or gross violation of any linguistic rules; the namers while making the names should also care about the linguistic culture of their professional space.

Conclusions and suggestions

A truly successful commercial name is unambiguous in connection of the product and name, which is accessible and understandable to a particular target audience, thus it has an associative connection with a concept meaningful for a particular consumer, and it is consistent with its values and hidden emotional meanings. Certainly, the commercial name in the modern business environment of Ukraine is a product of active linguistic activity by the specialists from various spheres of the society. The Ukrainian namers use different techniques and naming methods, among which the most demanded are such methods as associations, neologisms, abbreviations, and using onyms. Simultaneously with foreign names, the commercial names with a national-cultural connotation are getting into the trend such as the restaurants *Vulyk*, *Korchma*, *Kolyba*, and *Kotygoroshko* cookies.

Of course, there are perspective directions for the development of naming activities in the national branding for modern linguistics, such as further details of the criteria for developing an adequate name, analysis of the ways of word formation used for new names, research of pragmatic features of names, and adaptation of the commercial discourse of foreign-language nominations into Ukrainian.

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