



ETYMOLOGICAL AND LINGUACULTURAL STUDY OF BRAND NAMES STRUCTURED WITH THE HELP OF ANTHROPONOMYS

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Abstract

The article talks about how anthroponyms play an important role in the formation of brand names. Help anthroponyms emerge. The system of proper nouns has a sizable collection of anthroponyms that represent nouns. When interacting with customers, the word "brand name" is increasingly used to refer to all of the characteristics of the product at once. The brand name's sonority and memorability play a key role in competing products. The primary purpose of brand names is to draw customer's attention and set the product apart from competing products of a similar nature; sonority and memorability play a significant role in this. The adoption of such names accomplishes the following artistic goals: produce sonority and melodic quality through mimicry of words, taking into consideration

Keywords: Pragmatonyms, brand name, alliteration, rhyme, syllable repetition

Introduction

A brand is a name, term, design, symbol, or other characteristic that distinguishes a seller's product or service from others of the same kind. Brand names are studied within the framework of pragmatonyms, which are part of the field of onomastics. Brand names are important because they need to be catchy, attract the consumer, and have unique characteristics. Accordingly, the etymological characteristics of brand names also differ.

Anthroponyms also play an important role in the formation of brand names. Most of the world famous brand names are based on anthroponyms. The main part of such brand names are names of cars, names of technical and technological tools, names of clothes and perfumes. They can be classified into several groups: brand names derived from single anthroponyms, brand names made from the combination of two anthroponyms, anthroponym + type of activity, brand names with anthroponym + adjective device, brand names made from abbreviations of anthroponyms.



Materials and Methods

Brand names derived from single anthroponyms form the largest group, the majority of brand names derived from English and German, formed through anthroponyms, are derived from the surnames of the founder or manager of the company. There are also brand names derived from names.

Ford began to be used as the name of a modern car manufacturing company in the early 20th century, named after the company's founder, Henry Ford. The name Mercedes is the name of the daughter of one of the partners of the car manufacturer, named after an 11-year-old girl - Mercedes. Jellinek. Enzo Anselmo Ferrari was a famous Italian racing driver and car enthusiast who later founded a car manufacturing company and named the brand Ferrari after his surname.

Today, the development of techniques and technology has led to the expansion of companies in this field, the creation of new brand names. The Dell brand is also the name of a world-famous computer and electronics manufacturing company and Michael Dell is the company's manager today. The engineering company known to the world as Bosch, whose full form is Robert Bosch GmbH, is also derived from the name of its founder, Robert Bosch, and the name of the Philips company is derived from the name of Gerard Philips. The name of the famous British publishing house - Macmillan Publishing House is also derived from the surname of the founders of the publishing house, brothers Daniel and Alexander Macmillan. Bayer is a world-famous pharmaceutical company, the brand name is taken from the name of the founder of the company, Friedrich Bayer. Another brand, one of the company names that became popular especially during the pandemic, Pfizer, refers to the surname of one of the founders of the company, Charles Pfizer.

The name of the world-famous fast-food company McDonald's is derived from the surnames of the twins Richard and Maurice MacDonald, who founded it. Among the brand names in Uzbek language Tokhtaniyoz-ota, Rozmetov Z.M. etc. are formed on the basis of anthroponyms.

There are also brand names that are formed by combining two anthroponyms. The name of the Dolce & Gabbana brand was formed from the combination of the last names of its founders - designers Domenico Dolce and Stefano Gabbana. The abbreviation HP, the full form of which is Hewlett-Packard, is the name of the computer and electronic equipment manufacturing company, which is a combination of the surnames of the founders of the brand, Bill Hewlett and David Packard. The name Ben and Jerry's ice cream is derived from the names of the founders of the brand, Ben Cohen and Jerry Greenfield, who were childhood friends.

There are also brand names made based on anthroponym + type of activity, these names are directly related to how the company operates or what type of product it produces. For example, the company Abbot Laboratories is a diagnostic laboratory clinic, as well as a company that manufactures medical equipment and pharmaceuticals. The name of the company was formed based on the addition of the word "Laboratories" to the name of the founder of the brand, Dr. Welles Abbott. The name of Murad Buildings, one of the famous Uzbek brands, is derived from the name of the founder of the company, adding the word "buildings", which is the field of activity - construction products. The name of the confectionery company Safia Bakery is also derived from the addition of the name of the type of activity to the anthroponym.



Brand names made by shortening an anthroponym and type of activity. The name of the Artel brand is derived from the contraction of the first syllable of the words Artiqhodzhaev + telecom, the company produces technical and technological products.

Brand names with anthroponym + quality device are also found. The name of the Akbar Rich door brand in Uzbekistan was created in this way, by adding the English word Rich to the anthroponym Akbar.

An example of brand names based on abbreviated anthroponyms is the name of a doll manufacturing company - Barbie. The name is shortened from the name of Barbara, the daughter of the founder of the company, created by petting.

There are also anthroponyms created on the basis of the abbreviation of several anthroponyms. For example, NRG, one of the famous construction organizations in Uzbekistan, is derived from the abbreviation of the surnames of its founders, Murad Nazarov and Odil Rakhimbaev. Nazarov Rakhimbayev

Results

In many languages of the world, especially in English, first and last names are also characteristics for communication. We witnessed this based on the above analysis. Brand names derived from anthroponyms are generally derived from a surname or a first and last name. But in some languages, patronymics are more widely used than surnames. Patronymics (patronymics) are more typical for the Russian language, and they are common in Russian-language brand names. "U Palycha", "Ivanych", such brand names can be recognized as linguistic and cultural units representing the national culture of the people. The chain of restaurants opened by the famous Uzbek chef Bahriddin Chustiy operates under the Chustiy brand, and this name can be evaluated as a means of expressing the national-cultural identity, showing the possibilities of the Uzbek language. Also, the name of the Tokhtanyoz-ota brand means such a national identity. Addressing anthroponyms in Uzbek language by adding words such as father, mother, aunt, uncle, brother, brother, sister, and uncle not only shows the age of the person being addressed, but also expresses respect for that person and is considered a part of the Uzbek communication criteria. From this point of view, Tokhtanyoz-ota brand name is a linguistic and cultural unit expressing nationality.

Discussions

Industrialization and globalization have led to a tremendous increase in global production of products and services. Colloquial word formation and combination devices intended to appeal to customers' "less intellectual desires," that map from ideals and entities of the highest qualities onto product brands that the consumer wants to purchase. These characteristics work together to demonstrate that the products being offered are the only ones that will completely solve the need that the customer is experiencing.



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Conclusions

So, in addition to the tasks of being catchy and attracting consumers, brand names also fulfill the task of expressing national identity - the linguistic and cultural task.

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