

## PRAGMATONYMS AND BRAND ELEMENTS REPRESENTING BRAND NAMES

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### ABSTRACT

The article talks about how today the brand names has become a broad concept that includes several elements.

**Keywords:** Pragmatonyms, brand name, alliteration, rhyme, syllable repetition, brand identity, brand values, brand mythology, brand positioning .

### INTRODUCTION

In late 19th century America, increased competition led to the search for additional differences between products, and these differences were no longer limited to the specific characteristics of the product. When communicating with consumers, the term brand name began to be used to refer to all the features associated with the product at once. During the 20th century, brand image, brand personality, brand identity, brand values, brand mythology, brand positioning and other concepts appeared.<sup>1</sup>

As a result of the development of production and industry, the branding of manufactured products began to develop and the need to create brands and brand names increased. Today, the brand has become a broad concept that includes several elements.

### MATERIALS AND METHODS

#### Brand elements include:

1. Brand name. Choosing a brand name is based on several aspects. In particular, social, psychological and linguistic factors are important in choosing and popularizing a brand name.
2. Logo. Logo is a special sign of the company, through this sign it is possible to get information such as the name of the company, the name of the product it produces, and its characteristics. A brand's logo serves to distinguish it from other companies or products.
3. Slogan. Many companies have a slogan, which is usually a short statement about the quality of the products and the benefits the company and the products bring to people. For example, the motto of the Artel brand is: "Always together". The motto of the Humans communication company is "Humans – created for people"; Disneyland: "The happiest place on the Earth" – "The happiest place on the Earth"; Nike: "Just do it" – "Just do it"; M&Ms: "Melts in your mouth, not in your hands"; Apple: "Think different" – "Think differently"; L'Oreal Paris: "Because you are worth it" – "You deserve it"; BMW: "Designed for driving pleasure" LG: "Life is Good" – "Life is good".

<sup>1</sup> Яковлева О. Е. Прагматонимы в системе собственных имен: семантика, функции, национально-культурная специфика. <https://cyberleninka.ru/article/n/pragmatonimy-v-sisteme-sobstvennyh-imen-semantika-funktsii-natsionalno-kulturnaya-spetsifika> (murojaat sanasi: 15.12. 2021).

4. Shape. Some brands have a unique shape that sets them apart from others, and shapes also convey specific meanings. For example, the logo of the LG company is round in shape, it contains the letters L, G and a dot. The given letters and a dot serve to create the image of a human face.

5. Color is also one of the elements of the brand and serves to distinguish products. The Pepsi brand is composed of blue and red colors. The Coca-Cola brand's choice of red also has its own history. Coke was sold in kegs when the product was just starting to be produced. Coca-cola barrels are painted red to distinguish the soft drink from alcoholic products. As a result, this color has become the color that represents the brand.

6. Sound or tone is also considered a structural element of the brand. For example, mobile phone manufacturers Nokia, Apple, Samsung have different ringtones. You can find out which phone model it is by listening to these ringtones.

7. Expression. World-famous expressions are also considered an element of the brand, these expressions cannot be stolen by another company or manufacturer.

8. Taste is also considered a brand element, popular brand flavors should also be unrepeatable. For example, the recipe of Coca-cola drink is kept secret, this taste is an element of the brand.

9. Motion. Some brands are also distinguished by unusual movement of products. An example of a brand movement is the upward opening of the doors of Lamborghini cars.

## RESULTS

A brand name is a name that distinguishes the goods and services of a manufacturer or seller from those of other competitors. The linguistic approach to creating a brand name is considered both a scientific and a creative approach – it achieves a creative combination of morphological, phonological and semantic principles. Therefore, a brand name formed on the basis of the above principles is characterized by a creative and imaginative structure with a rich meaning in layers of associations and pleasant psycho-acoustic effects that serve the recognition value of the product<sup>2</sup>.

Brand names must meet the following requirements:

1. The brand name should match the product. The brand name for the product must be a suitable name that can include all the main features of the product.
2. The brand name should be unique and unrepeatable. The uniqueness of brand names makes them easy to remember. It is also legally required that brand names do not duplicate the names of other manufacturers of similar products.
3. Brand names should also be suitable for different languages and cultures.

## DISCUSSIONS

It is also very important to pay attention to the relationship between ergonym and pragmatonyms. An ergonym is the name of an enterprise or organization, a company, and a pragmatonym is the name of products produced by these companies. There are many similarities between ergonyms and pragmatonyms. First of all, both ergonyms and pragmatonyms have commercial purposes, that is, the name of a product or the name of an

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<sup>2</sup> Panic O. Brand Names: A Linguistic Phenomenon//SKYJournal of Linguistics 16 (2003). –P. 247-248.

institution or place has the purpose of attracting a potential buyer. Second, both ergonyms and pragmatonyms are widely used in advertisements. A seller can use both ergonym and pragmatonym as a brand name. Thirdly, stylistic tools are widely used in ergonyms and pragmatonyms, and there is a strong desire to make the names sonorous and memorable. Fourthly, both ergonyms and pragmatonyms perform an informative function, that is, information is given to the buyer about the product, product or service and its producer. Fifth, both ergonyms and pragmatonyms have the function of linguistic manipulation. "Linguistic manipulation is the influence of speech on the addressee based on the choice and use of language tools"<sup>3</sup>. Language tools are used in linguistic manipulation in such a way that when the buyer sees a pragmatonym - the name of the product, some knowledge and memories come to his mind, he makes an independent conclusion, and with the help of linguistic means, he encourages the consumer to buy the product.

### CONCLUSIONS

In some cases, the name of the product and the name of the manufacturer may be the same. For example, the name Coca Cola is the name of the company - the manufacturer and the product at the same time. But the Coca Cola company produces not only Coca Cola, but also other drinks. According to information, five of the six world-famous drinks are produced by the Coca Cola company: Coca Cola, Diet Coke, Fanta, Schweppes and Sprite<sup>4</sup>.  
cultural task.

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<sup>3</sup> Курбанова М. Эргонимы современного русского языка: семантика и прагматика: Автореф. дисс. ...канд. филол. наук. – Волгоград, 2015. –С. 15.

<sup>4</sup> En.wikipedia.org (murojaat sanasi: 8.02. 2022).