

THE TERMINOLOGY, GENESIS, AND LINGUISTIC FOUNDATIONS OF "BRAND NAMES" IN THE WORLD OF LINGUISTICS

Toshboyeva Odinahon Elbek Qizi,
independent researcher.

Abstract: This article conducts detailed research on the linguistic basis of brand names, terminology, and genesis in world linguistics and covers its opinions comprehensively. In the countries of the world, the brand, that is, the naming of a new product or company and how important it is, also explains that their linguistic basis is important. In addition, it is dedicated to the genesis (origin) of naming a new product and its linguistic basis.

Keywords: brand, name, principle, rule, genesis, linguistic, product, design, company, structure, identity.

Аннотация: В данной статье проводится подробное исследование лингвистической основы торговых марок, терминологии и генезиса в мировой лингвистике и всесторонне освещаются ее взгляды. В странах мира бренд, то есть наименование нового продукта или компании и то, насколько оно важно, также объясняет важность их языковой основы. Кроме того, оно посвящено генезису (происхождению) наименования нового продукта и его языковой основе.

Ключевые слова: бренд, имя, принцип, правило, генезис, лингвистический, продукт, дизайн, компания, структура, идентичность.

Annotatsiya: Ushbu maqolada jahon tilshunosligida tovar belgilarining lingvistik asoslari, terminologiyasi va genezisini atroflicha o'rganib, uning qarashlarini har tomonlama qamrab olinadi. Global brendga ega bo'lgan mamlakatlarda, ya'ni yangi mahsulot yoki kompaniyaning nomi va u qanday ma'lum va taniqli bo'lishida ularning lingvistik kelib chiqishini ham hisobga olgan holda yoritib beradi. Bundan tashqari, u yangi mahsulot nomining genezisi yani (kelib chiqishi) va uning lingvistik asoslariga bag'ishlangan.

Kalit so'zlar: brend, nom, tamoyil, qoida, genezis, lingvistik, mahsulot, dizayn, kompaniya, tuzilma, o'ziga xoslik.

Introduction. In the modern era, the concept of "brand" is widely considered, and the etymology of its origin has a long history. In ancient history, "branding" began with the branding of livestock to prevent theft [3,84]. Today, branding is one of the main concepts in every industry and company's product too. A brand includes a company's strategy, differentiation from competitors, pricing policy, and unique values that are created for consumers.

"Branding" means not only a name but also style and design, which are significant when naming a company. For example, imagine that there is a red color in Brand. It can be Coca-Cola or KFC. The brand colors may be the same, but the style, as well as the way the color is used, is different. That's why both brands are very different in terms of design style. The style is the main factor that sets a brand apart from others.

The brand genesis is considered to be the direction that researches the emergence of the brand, meaning its name; at the same time, it studies how it emerges in what style and by whom, for what reasons and experiences.

Regarding brand terminology, it refers to a specific set of words used to understand issues in branding, marketing, and business. For example, the following words can be used to provide examples: branding, target audience, brand identity, brand equity, brand ambassador, and others.

The linguistic foundations of branding are based on creating a unique identity through a

brand name, logo, and other distinctive symbols that differentiate it from others. These foundations encompass various languages, words, colors, images, and symbols.

Methodology. The following article also employed classification, systematization, and word building. The researchers have found that the brand names should be both appropriately correct to spell and to understand in order to not confuse the product. Once I. Bulatovic pointed out that, aside from all of this, it's important to remember that consumers assign a brand's worth, and not just for illogical and emotional reasons. Conversely, when customers respect a brand solely because they expect a certain level of quality from it, they are acting extremely rationally [2, 1329].

Literature Review. In the world, various scholars have analyzed the concept of branding in various ways. For example, P. Feldwick emphasized the concept of giving a name to a company as the main brand concept that distinguishes it from others [5, 19]. A. Старов [6, 4] has developed the idea of a brand as a symbol that represents a product and a mark. The concept of creating a name, or brand, is analyzed by V. Y. Kojanova [2,789] as the name that represents the face of the company and should be memorable and enduring in the minds of both customers and consumers. The three factors that need to be considered when creating a brand genesis, or the emergence of a name, are:

1. The brand name should be easy to pronounce.
2. From a phonetic standpoint, the brand names should be correctly linked to each other for quick recall.
3. When creating a brand, especially when using abbreviations, it is necessary to consider other languages to avoid discomfort in pronunciation.

Meaningful names convey relevant product information and can be seen as perennial advertising, with a consistent message, for the product [3, 3].

Research and results. V.Y. Kojanova states that brands first express a set of specific expectations for stability in society and, secondly, occupy a strong position in achieving functional goals in society's favor, bringing about a general concept and a positive image [5, 11]. If the process of branding genesis, i.e., naming practice based on the above-mentioned criteria, is implemented, the said name will be quickly and actively recognized by the public, will have its place and position in the market, and will ensure service to its customers for many years to come.

If we consider the branding genesis, in many cases, the name of the brand is derived from the names and surnames of individuals or place names. For example, one of the famous electric vehicle manufacturers aiming to become world-renowned, TESLA, produces electric cars. This name is built on an anthroponym basis, chosen for electric vehicles by the renowned Austrian scientist Nikola Tesla in the field of electrotechnics. Apart from that, there are also brands named after places, one of which is AMAZON, founded by Jeff Bezos as an online bookstore, which later expanded its assortment and became one of the world's largest online retailers.

In the field of international linguistics, the term "brand terminology" refers to the collection and aggregation of specific words and phrases studied in marketing and branding. Examples of these include terms such as branding, corporate identity, slogan, logo, brand value, and more. The line above discusses the importance of brand strategy and its role in increasing and maintaining branding success. For example, one of the terms mentioned above, Logo, is a graphic symbol that represents and visually identifies a company or organization. Logos capture the symbols, symbolic elements, and iconographic images associated with a company. Logos represent the image and identity of the company, and their purpose is to promote and emphasize the branding in advertising, which is used to be recognized among customers and clients [4, 214].

One of the main concepts of branding is to produce high-quality products that can meet

high standards. An example of this is the perfumes produced under the world-famous “Chanel” brand, which has already become famous worldwide. Products manufactured by such well-known brands are considered to be of significantly higher quality and value compared to those produced under other “labels”. The reason is that the “Chanel” brand has been recognized as a trustworthy brand by its loyal customers worldwide.

According to K. Dzyuba, the emergence of brand names consists of the following structural components: 1. creating a marketing model and shaping goals. 2. conducting experiments [4, 17].

The branding has important linguistic aspects, one of them being the role of language in communication with customers, where language plays a crucial role in facilitating quick and easy interaction with customers, that is, not only how to deal with customers but also how to respond to their needs and develop mutual relationships with customers. The subject of production, for an entrepreneur, encompasses putting the name of their company on the product being manufactured. Creating a name is a complex creative linguistic process that involves a thorough understanding of the language standards by the creator, giving proper evaluation to the power of its influence, utilizing language elements in a significant and purposeful manner in product naming, and demanding the ability to create effective communicative interactions through the name [2, 11]. A brand is name, term, sign, symbol or design or a combination of theory intended to identify goods and services of one seller or group of sellers and to differentiate them of competitors [1, 20]. The table below illustrates the linguistic principles of branding, that is, naming.

| Criterion | Description |
|-----------------------|---|
| Uniqueness | Any successful name should be humble and modest, not boastful in the market. |
| Attractiveness | The acceptability level of the name you chose for your target audience. |
| Easy pronunciation | Ensure that the name is easy for your target audience to pronounce. |
| Correct pronunciation | Try to pronounce the name for your target audience and see if it is as you expect (especially if the name is complex or in a foreign language). |
| Easy to remember | Is it easy for your target audience to remember the name and can they repeat it after a few minutes of use? |
| Level of brightness | How much recognition does the name you have chosen enjoy among competitors and major market players? |
| Market orientation | The company's product name or product names correspond to which extent to the market or product category? |

| | |
|---------------------------------------|--|
| Compatibility with the price category | How much does the company's product name or product names correspond to the targeted price segment? |
| Imagination and simile | When hearing the product name, at least three images and perceptions that can come to the forefront of the target audience's mind. |

<https://www.norma.uz/bizning sharhlar/kompaniya eki mahsulotga nom qanday tanlanadi>

Conclusion. In the field of linguistics, there is currently no universally accepted definition or terminology for how to name a brand and its terminology, as well as its linguistic foundations, as recognized by world linguistic scholars. In English, these concepts are variably defined based on researchers' findings and results. By analyzing the opinions of many linguists who are well-versed in various languages, it becomes evident that the naming of brands, terminology, and linguistic foundations plays a crucial role in global linguistics and how they are utilized. When it comes to brand names, they express the characteristics, qualities, history, and values of a product or service. Typically, a brand name is the name of a product or service sold by a company or corporation. This name encapsulates the company's image, objectives, and philosophy.

Brand Terminology is a collection of specialized words, where we can only see a combination of words related to marketing, branding, and business, and this combination of words is also called a specialized lexicon.

When it comes to the concept of brand genesis, branding is the primary means of identification that companies and sellers use to introduce and differentiate their products to consumers. Nowadays, brands play a very important role in distinguishing companies, services, and products from one another.

The linguistic foundations of branding enhance the connection of the brand with consumers, encapsulating related emotions and holding significant importance in shaping relationships with the company's services or products.

References:

1. Bhattacharjee H., Chowdhury S.A., Hossain M. N. Impact of Brand name on consumer preference // Journal of Business, 2012. – Pp.91-115.
2. Bulatovic, I., Škorić, S., & Jovanović, V. (2016). Branding a business name. Economics of agriculture, 63(4), 1323-1332.
3. Cole, F. C., Lee IV, R. E., Armbrister, R., Rowe, A. P., Loeffler, F., & Gunn, J. M. (1963). The Alumni Magazine of Washington and Lee University, Fall 1963.
4. Dedamirzayeva M. "Lexical – semantic characteristics of brands and principles of naming brands." Innovations in Technology and Science Education 2.8 (2023): 787-793.
5. Kohli C., Sure R. Brand names that work: A study of the effectiveness of different types of brand names // Marketing Management Journal, 2000. – Pp. 112- 120.
6. Александров Н, Н. Genesis of the brand and it is system model. Bulletin of the Nizhny Novgorod Commercial Institute, 2007. - № 12. – С. 5- 10.
7. Домнин В. Н., Старов С. А. Evolution of key concepts of brand management. Bulletin of St. Petersburg University. Management, 2017. - № 1. – С.5 – 32.
8. Старов С. А. Brand: concept, essence, evolution // Bulletin of St. Petersburg University. Management, 2008. - № .2. – Pp. 3 – 39.