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Фирменные наименования, образованные с использованием английских заимствованных компонентов, в торговле и бизнесе (коммерсонимы) г. Тюмени

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Аннотация. Целью исследования является выявление региональных особенностей формирования и функционирования фирменных наименований предприятий города Тюмени (коммерсонимов) с заимствованными элементами. Научная новизна исследования заключается в анализе выявленных коммерсонимов, их формальных и функциональных характеристик, степени декодирования заложенной информации; определении центров географической аттракции подобных единиц и причин локализации. В результате анализа обнаружено, что прагматическая ценность коммерсонима с заимствованными элементами определяется способностью реципиентов декодировать информацию, закодированную в семантике имени на этапе имятворчества.

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Proprietary Names in Tyumen Commerce and Business (Commersonymy) Formed with English Borrowed Components

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Abstract. The aim of the research under consideration is to identify the regional peculiarities of formation and functioning of Tyumen City proprietary names of businesses (commersonyms) with borrowed elements. The scientific novelty of the research lies in the analysis of the identified commersonyms, their formal and functional characteristics, the degree of decoding of the embedded information; determining the centres of geographical attraction of such units and the reasons for their localization. As a result of the analysis, it was found that the pragmatic value of a commersonym with borrowed components is determined by the ability of recipients to decode the information encoded in the proprietary name semantics at the stage of name creation.

Introduction

It is common knowledge that active social processes are triggered by the mass consumption of goods and services. Language, being historically the main way of transmitting information, is used as a means of influencing society. The laws of the market determine the emergence of new concepts and names in the incessant race in struggle for the consumer. Commerce relies on the latest achievements in the fields of psychology, sociology and linguistics to achieve greater effect, using linguistic means to influence a certain circle of people, the so-called target audience, attracting attention and prompting action. As noted by С. Ажеж (Ажеж, 2003), “the language has a remarkable feature – to serve as a secret source of power” (p. 30). Manufacturers and advertisers use various methods to attract people’s attention and make their products more appealing to the customers-to-be, one of them is the naming (of business, product, service, company or organization). The relevance of the research is based on the psychological value of proper names in the human society, thus, on the everlasting interest to the significance of nomination in the sphere of commerce and business and the necessity for understanding the phenomenon of proper names in modern world. The traditions of commercial nomination in Tyumen region are rather young, consequently the trends are not so well discussed and documented, which makes the topic worth researching.

The object of the research is properties (formal and semantic) of the proprietary names of Tyumen City with borrowed components from the English language at the word’s core. The material of the research is the list of proprietary names of Tyumen City with borrowed English components of various types (81 items).

The tasks of the research are:

- to understand the trends of modern marketing moves;
- to identify and compile a list of the names of organizations in Tyumen;
- to study the proprietary names with various angles to consider (graphic form, phonetic form, semantics, the relation between the name and the services (products) provided under the name) and to offer some stratification of the names;
- to suggest some ideas as far as the further research can be concerned.

The theoretical background of the research is the works of Russian and foreign linguists and business analysts. The proper name theory was developed by A. V. Superanskaya (Суперанская, 1973); business and commerce nomination is studied in the works of L. O. Butakova, T. S. Berezhnaya (Бутакова, Бережная, 2008), T. A. Novozhilova (Новожилова, 2005); the phonosemantic approach to the study of proprietary names is offered in the works of B. Shisler (1997); general characteristics of proprietary names nomination techniques are discussed by Gerald Lewis, Travis W. Harms, Alan Siegel in their articles (<https://www.entrepreneur.com/article/159678>; <https://mercercapital.com/article/whats-in-a-name-valuing-trademarks-and-trade-names>).

Research methods: the method of continuous sampling, the method of linguistic observation, quantitative method, descriptive method.

The practical value: the research might be of interest to the general public with some knowledge of the English language, although it could be of greater use to the students of linguistics, commerce, marketing and economics. The findings can be used in the courses of onomastics and onomasiology. From the marketing and advertising points of view the data analyzed in the article can provide some insight into understanding of social stratification, which will be valuable for business owners and marketers, as well as regional authorities for mapping the businesses in the promotional and navigational applications.

Results and Discussion

1. Proprietary names and their function in commerce and business

Proper names have been studied through the history of mankind, however it is in the 20th century that such interest was given to urban proper names. Proper names are used everywhere: on the packaging of goods, on billboards; each place has its own unique name, which is most often aimed at attracting customers, to increase demand and as a result, increase sales. Also, brand names “can represent substantial value in business transactions”, as “whether it’s the name of an entire business or a single product, trade names are recognized as a marketing-related intangible asset” (<https://mercercapital.com/article/whats-in-a-name-valuing-trademarks-and-trade-names>). Thus, a proprietary name is the cheapest way of advertising. Furthermore, the names can sometimes assist the client in understanding what exactly is sold in a particular institution, and if we are talking about specific products, such names can help people to determine which company the product belongs to, so that it is easier to choose depending on the already formed impressions. While discussing the proprietary names in business and commerce, we shall refer to the term “commersonym” defined by T. A. Novozhilova (Новожилова, 2005) as “a proper name belonging to a special category of toponyms, correlated with a single referent, performing identifying and influencing functions, the latter of which is the leading one” (p. 15).

2. Formal and functioning features of commersonyms

Commersonyms are unique and to achieve such uniqueness there are certain rules to follow:

- The very first and most important point is that proprietary names should have some kind of emotional coloring. The emotions that will be associated with the product will most likely remain in the memory for a long time. However, it should be borne in mind that emotions should be positive. To achieve the greatest effect in these areas of human activity, means are used that include all the necessary parameters of influence: expressiveness, often on the verge of aggression, uniqueness, memorability, informativeness and brevity.
- The second point is that the name should be unusual, concise. So that when a potential buyer pronounces it, he/she does not have any problems with the pronunciation. For proper names, the interaction of sound and meaning often plays a crucial role (Журавлев, 1991). B. Shisler (1997), studying the phenomenon of sound-symbolism in commercial discourse, notes: “Sound turned out to be an invaluable tool in the eternal struggle for power over the minds of people. From car brands to cornflakes crunching, popping and bouncing, sonic symbolism is used in product names and company slogans. If the English language was not so sound-symbolic, the advertising industry would lose most of its current business”.
- The third point is that commercial names should include the approximate content of the product or service that they sell. Gerald Lewis and Alan Siegel believe that the name should convey very quickly what the customer is going after... “The more your name communicates to consumers, the less effort you must exert to explain it” (<https://www.entrepreneur.com/article/159678>). L. O. Butakova and T. S. Berezhnaya (Бутакова, Бережная, 2008) emphasize the relevance of the associative relations of the name and the produced product (service) to get the response of the respondent: “...in the absence of a semantic area associated with the «body» of the sign, the respondent has reactions to the phonetic shell of the word” (p. 334).

- The fourth point is the fact that proper names should be unique, but at the same time, these names should be moderately “global” (<https://www.bigcommerce.com/blog/word-of-mouth-marketing/#why-care-about-word-of-mouth-marketing>). According to Yu. V. Kobenko (Кобенко, 2011), at its core, “globalization is of a financial-economic and information-political nature, which does not support the principle of cultural equality” (p. 22).

As we live in a post-industrial society dominated by modern technology and globalization, it is thanks to the fact that languages are intertwining with each other and as a result, word combinations with borrowed components are widespread in all spheres of life, including names. Thus, many entrepreneurs choose such method of nomination as combining Russian and a foreign language (in most cases, English).

3. Regional peculiarities of commercial nomination

To discuss the regional features of proprietary names, it should be first noted that Tyumen is the capital of a vast region. The city's population is 700 000 people and it continues to increase. According to the RBC Holding, Tyumen is one of ten the most fast-growing cities of Russia; in 2015, the City of Tyumen was recognized for the second time running as the best Russian city for quality of life by the Government's Financial University. Ranking first of thirty-eight Russian cities, Tyumen has a high standard of living, great quality of medical care and prime access to good education. It is also among the best Russian cities as far as housing quality and infrastructure are concerned (<https://www.utmn.ru/education-youth-competitiveness/eng/participants/tyumen>). The business and commerce as striving industries are trying to follow the patterns of all the regional assets, such as the social and material status of the Tyumen population.

Naming of the businesses is one of the ways to attract attention of Tyumen customers. Entrepreneurs can come up with names based on unusual sounds, a play of words or a code meaning, which in turn will also create a sound or additional meaning. However, the creation of names based on borrowed existing words or their elements from foreign languages, mostly English, is not always an easy task to make them popular. In addition, not everyone will be able to catch the idea that one wanted to convey initially. This misunderstanding can lead to a complete rejection of the store and its products. Some companies offer names either in Russian or in English. Still, if we can understand Russian names and wordplay (although sometimes they can also be rather obscure and confusing), it is almost impossible for a person without knowledge of the language to understand English words or their combinations and sounds. Though being a very progressive city, not every Tyumen resident knows English, French or other languages.

The proprietary names which we come across in Tyumen are of various types. It should be noted that we did not take into consideration the proprietary names of world-wide business franchises and net enterprises, such as *McDonald's*, *KFC*, *ZaraZara*, *Starbucks*, etc., as their foreign naming and graphic representation are globally and legally justified. However, we were more interested in the originally local brand names which have some borrowed elements in their structure, either graphical (e.g., Latin lettering) or a combination of borrowed and native letters or sounds (English words or phrases or their elements). We studied 81 **proper names** of businesses and commercial organizations of Tyumen altogether, although, their number is very likely greater than that.

Taking into consideration the sphere of business, it was noticed that the largest number of names with borrowed elements in Tyumen are in the sphere of Sport and Fitness: *Athletic Gym* (a fight club on 50 years of October Street), *Titanium*, *GarageGym*, *Bodyway Gym*, *EasyGym*, *A-Gym*, *Bright Gym*, etc. There are some examples in the business of cafés and restaurants (*Malina*, *Friends*, *Cult*, *Luna*, *Logovo*, *Coffee bank*, *Hobbit Hall Pub*, etc.). There are also some beauty salons, nail shops proprietary names with the English core element: *ManikBeauty*, *Cutofsky*, *YOU BEAUTY BAR*, *Red Glow*, *Stories*, *SlimLife*, *Prokeratin*, *Capsula Hair*, *Big Time Lite*, *Muza Arts*, *PROногти*, *Krashe*, *Modern*, *Lucky Studio*, *Голден Вунгс*, *Kry'lia*, *Familia*, *Shampoo*, *A-Club*, *Quality*, *Pavlova Beauty Studio*, *Bigudy*, *Kudri Life*, *Celebrity*, *Black Lady*, *Vesna*, *Melanin*, *Sister Beauty Bar*, *reD Key*, *L & G House*, *GoD стрижка*, *b'rush*, *Panda*, *Ego*, *Studio Svetlana Bugaeva*, *стрижка ONE*, etc. Besides, there are especially numerous examples of proprietary names with borrowed components among the names of barbershops (the word “barbershop” itself has become a common borrowed word in Tyumen): *Sheriff*, *Master_Lee*, *Odin's Sons*, *Brutalin*, *Friendly*, *Freshman*, *TopGun*, *13 by Black Star*, *Jack the Ripper*, *Hairurg*, etc.

The next large group of commersonyms is the names of shops: *HisStory* (a men's clothes shop), *Bagira* (a fur salon), *Gentleman* (a flower boutique), *One Love* (a wedding clothes shop), *Boudoir* (a wedding salon), *Happy Bride* (a wedding clothes shop). Car services and car washes: *SherServis*, *Luxury*, *Cars Yard*, *Seven*, *Грузовикoff*, *M12 Service*, *Luxury Detailing Pro*, *Green Light*, *HiMagic*, *Pit Stop*, *Als Carwash*, *Mr Car*, *Dad Detailing*.

The Russian thematic word groups of personal care services, car services, restaurants and fitness industry are characterized by a large number of borrowings from foreign languages. Some of them are partially assimilated or non-assimilated, like the words «кофе» (coffee), «пицца» (pizza), «фитнес» (fitness), naturally, these borrowed lexemes could become part of proprietary names: *SibCoffee*, *Drive Fitness*.

One of the most common cases of naming companies is the use of Latin letters. Sometimes the elements are pseudo lexemes; no such words exist in the foreign language originally, however, people with some knowledge of the Latin alphabet will decipher the brand name: “POL'ZA gym”. The pub “Podval72” is located in a cellar of the building, the number “72” is the code of Tyumen region.

As proper names do not follow the general rules of word formation, some of the proprietary names seem to be misspelt from the point of view of orthography. On the other hand, this may alienate people with some knowledge of English, For example, *Monolyte gym*. Although the word is misspelt, as far as the English language is concerned, however, the rules are quite often discarded while nominating.

4. Classifications of regional commersonyms

In the course of this research work, we compiled a list of commercial names of the City of Tyumen. We divided these names into several groups based on their characteristics:

- The **first sorting characteristic** is the graphic representation of the names. Three subgroups were compiled: Latin lettering: *His Story* (a men's clothes shop), *Coffee and Bordo* (a café), *Kry'lia* (a hairdresser's); Cyrillic lettering: *АндерСон* (a café), *ДокторБьюти*, *Nezabudka*. The third group is comprised of the names which are a **combination** of various letters: *ЧайCoff*, *Coffееварим*, *Зажигалка*, *Даудель kids*. The latter group is the least numerous of the three.

- The **second characteristic to sort out the names** is the semantic features of the components of the name: whether the core element of the commersonym correlates with an existing English lexeme as opposed to transliteration of a Russian lexeme: "*Salmon*" as a proprietary name is derived from English (семга), whereas "*Art-я*" is a combination of several components, both English and Russian, and is the name of the store for chefs (amateur and professional), giving the idea of something creative, and it is indirectly said that the pastry chef is "an Art of a profession". "Art" is an international word, thus, its meaning can be decoded by the non-speakers of English.

- The **third classification group** is formed according to the decoding principles: the idea about the product or a service given under the name (the level of decoding the information conveyed by the name – whether it is easy to decode for Tyumen residents whose background knowledge of English allows them to grasp the idea of the proprietary name or whether there are some troubles with decoding or the residents fail to decipher the idea of the product or service which is produced under the name). The degrees of decipherability cannot be identified precisely, however, we can offer some general idea of how the recipients of the brand names might interpret them. The first degree (or level) of decoding – it is of no difficulty to understand what kind of product the company provides or what this organization is (for example: "*Tesla Burger*" – people all over the world understand the word "burger"). There also can be some multilayered names to decode, e.g., "*CARaBASS*" (a garage) is a combination of several encoded meanings on several levels: the phonetic layer alludes to the villain character of the famous Russian children's book "Buratino" by A. Tolstoy, while graphically the name is presented in Latin letters focusing the attention on the double "ss" and the international word "bass" reveals the actual services the garage provides – tuning and selling the car sound systems. Sometimes decoding of the information of the inner core of a proprietary name might be problematic as far as what is sold or served in a particular organization, for example: "*Cutoffsky*" is a name of a barber-shop on Kotovsky Street, the name is a combination of the English phrase "to cut off" – as a reference to the service offered in the shop and the allusion to the name of the street, as many Slavic names in the tradition of transliteration are given with the ending -ff (or -fsky), there is also a deeper level of encoded information, as Russian people, especially older ones, can remember that the famous WWII general Kotovsky was bald. The third level is challenging even for English speakers to decipher the idea of the product or service provided under the name: e.g., the name "*MilaGus*" (a flower shop at 113 Nikolaya Chaplina St.) opens little possibility for deducting any useful information as far as the product or service provided are concerned from the name itself without knowing that the name of the shop is the Latinized abbreviation of the owner's name – Lyudmila Guseva.

Some commersonyms have meaningful names and promote the products served or sold in the venture. For example, a company that sells tea and coffee is called "Chaycoff", where the last 2 letters of the English word "coffee" are cut off and the last name of the composer Tchaikovsky is slightly alluded to (whose name in Russian has a part corresponding with the English "tea", so the manufacturer probably says that their products (tea and coffee) are as great as Tchaikovsky's compositions).

Another way to form commersonyms of the first type of decoding is to make them up from existing English words of a specific thematic group, "*Yourtime Coffee and Waffles*" (a café), "*KidsGrow*" (a showroom): the essence of the product or service is in the name itself, thus, the brand name serves as an open code for English speakers. However, if people are not competent in foreign languages, they are unlikely to decode the idea that the sellers wanted to present, as a result, they will not add to the number of potential buyers. For example, a flower boutique "*Gentleman*" on Gorky Street is a smart place Grunge-stylized, however, the name itself is given in much smaller lettering than the word «Цветы» (flowers) given in Russian.

Very often advertizers choose the method of brand promotion **combining** Russian and foreign languages either graphically or semantically or both: «*Двери Гуд*» ("doors good", where "doors" are given in Russian and the last element is a transliterated word "good"). The method of mixing foreign and native elements in one brand name is rather popular in Tyumen, judging by the number of such proprietary names. However, if the words are complicated, rare, unknown and incomprehensible for people who do not know foreign languages at least at A1-A2 levels, this will reduce the number of customers able to decipher the name without any extra help. Thus, commersonyms with an addition of "foreignness" to their name ("Соверски" – *spa resort*) are graphically and phonetically harmonious for a Russian speaker, unlike, for example, names graphically represented in Latin and having no transliterated Russian lexemes in the structure, e.g., "*ManikBeauty*" or "*REHOME*", which can be incomprehensible as far as both graphic and phonetic forms are concerned, as well as the inner meaning of the name – without some knowledge of the English language the names are cryptic – impossible to pronounce and to decipher the idea behind the name. Combination of components of the Russian language (or Cyrillic lettering) and foreign languages creates new fascinating words like "*KrasaDoors*" (a doors shop) or "*Good стрижка*" (a hairdresser's), which are likely to attract the attention of new customers or passers-by.

5. The pragmatic aspect of nomination with borrowed elements

The abundance of such names in the region can be interpreted through several aspects. **The first** is the social and commercial status of the region with rather advantageous financial and educational situations of the population.

It is necessary to observe that the largest numbers of the businesses with proprietary names with borrowed elements are concentrated on the central streets and closer to business centers, e.g., on Gorky Street near the business trade center «Мареллан» with international businesses' representative offices and Russian oil and gas corporations' local headquarters residing there, with a good quality hotel located in the building. Also, the place is close to the residential area of a rather expensive and high standard apartment complex. We counted 17 names altogether, using 2GIS service in Tyumen to find the businesses with borrowed components names: *White Tigers, InStyle, Даудель Kids, Bun Мен & Bun Вумен, Versal, Luna, Muza Arts, Bulker, Frau Madam Beauty, Salinger, Mila, Brilliance, Beauty Home, Drive Fitness, The Logovo, The Flex, Names* (<https://2gis.ru/tyumen/geo/1830210118877480>).

Another such cluster is located on Taimyrskaya Street with a high storey class-A residential complex being its center. The location can boast 12 such commersonyms (located in the building or in the proximity of the residential complex): *Monolyte Gym, Happy Bride, Friends, Garden, Boudoir, Drink, Floral kitchen, Blade King, Black Bear, Деву Гуд, Baguetteria, KrasaDoors*.

These locations are popular with educated people of certain social background, for whom it would be of no difficulty to decipher the idea of the proprietary name, e.g., the name of the coffee shop “*Star t Up*” (with a symbol of a star instead of the letter A). Thus, the concentration of such proprietary names in the area is logical. Deliberate artificial nomination with borrowed components is justified if the area falls into the pattern mentioned above. In this case, the semantic core of the proper name, which is rather modest as it is, is enriched with some pragmatically colored connotation thanks to the social and cultural background information known to the residents of the area.

However, in more working-class residential areas the number of such names decreases. The names with borrowed elements here belong mostly to the flower shops, nail shops or car services, e.g., “*Fresh buket*” (a flower shop at 10 Goltsova St.) – the part of the name (*buket*) is written as a transliteration of the Russian equivalent of this international word (“bouquet” in English). It might be supposed that the idea of “fresh” flowers is quite easy to grasp with some basic knowledge of the English language, however, the word “*buket*” is written in a more practical way, not a sophisticated correct foreign version of French origin for everyone to recognize it.

The second motif for giving a business a name with a borrowed component is the common popularity of everything foreign in our country. This piety to everything foreign and even more so if some pieces of Anglo-Saxon culture are under consideration goes back to the days of Peter I or even earlier than that. The idea that everything foreign is more advanced and efficient in every way has some deep psychological roots in the mind of Russian people. That can explain why there are borrowed proprietary names of businesses when the necessity of such complex names is not evident. It is obvious that no social survey or research or analytics had been conducted before the name was given. It is our belief that the reason for giving a foreign looking and/or sounding name is simply due to the wish for the “foreignness” of the name to stand for quality and some elitism. Sometimes a proprietary name with such elements can contain orthographic or lexical errors which are not part of a nomination process (at least not intentional); e.g., a car service for tinting car windows “*Tuning stuff*” (at 25 Malo-Zagorodnaya St.); here we have an example of misinterpretation of the meaning of an English word “tuning” which is sometimes used in its Russian transliterated version instead of the word “tinting”.

The third reason, and we believe it to be of utmost importance for owners to take into account, is the necessity for the companies to go online with advertisement of their goods and services and it is a much more practical move to have the brand name which is already in Latin letters to coincide with a website name and a hashtag name. That is also the reason for having the Latin transliteration given on the board together with the name (above or next to the original name if one is in Russian), e.g., *Rakiru/rakiru.shop* (a shop selling crayfish at 97/1 Sovetskaya St.).

Conclusion

Having studied regional scope of commersonyms, we can make the following conclusions. It should be noted that foreign elements incorporated into a proprietary name is a productive method of commersonyms nomination. A list of 81 Tyumen proprietary business names was studied, which was mostly compiled from the resource of 2GIS Tyumen, however, the list should be extended as new businesses with the names containing borrowed components are still appearing.

The proprietary names were studied with various angles to consider (their graphic form, phonetic form, semantics, the relation between the name and the services (products) offered under the name) and some stratification groups of the names were offered. The most numerous group of commersonyms with borrowed elements belongs to the thematic group of cafes and restaurants, businesses and personal care services. Graphically all three types of commersonyms are equally presented: Latin lettering, Cyrillic lettering and Complex type. From the point of decoding information incorporated in the name such commersonyms fall into three groups according to the degree of decipherability, only names graphically presented with Cyrillic letters are decoded to a full degree.

It should be noted that naming of a business can be a successful or an ineffective strategy in marketing the business. The use of foreign words or their elements while creating a proprietary name by entrepreneurs can be intentional and calculated for some and accidental, not well-thought beforehand, ill-considered for others. Thus, our research can stipulate that the process of commercial nomination in the region can rarely boast thorough preparation and psychological and sociolinguistic analysis as an initial stage of the nomination process.

Geographically several centers of the commersonyms concentration were identified, localized around or in prestigious residential and business areas of the city, targeting customers with some knowledge of foreign languages and a broader social and educational background. The commersonyms with borrowed elements are a trend nowadays

and such names are present in various parts of the country. However, to treat everything foreign with certain inherent respect and esteem is one of the reasons why there is such an abundance of commersonyms with borrowed components in such a provincial albeit prosperous city as Tyumen. Nevertheless, the principal motivation for naming a business with a borrowed element graphically presented with Latin lettering is driven mostly by the ability to match the brand name and website domains. Thus, the pragmatic value of the nomination is defined by the encoded information the creator of the proper name intends to broadcast to the recipients and the ability of those recipients to decipher the information encrypted in the proprietary name at the stage of name creation. The semantic core of the proprietary name can be enriched with time with some background and cultural elements, making the process of deciphering less confusing.

Further research perspectives. Further research can provide some deeper understanding of the cognitive processes of perception and reaction to commercial names with borrowed components in smaller towns and in the country, also, the attitude towards such names of younger generation people should be studied, thus the research can be of interest to the professional entrepreneurs who are going to open a new business in the region. Also, it would be quite stimulating to study the impact of a proprietary name with a borrowed component on the success of the company with the customers and stability of the product or service on the market conducting a thorough statistical analysis.

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