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## **Technological Aspects of Naming**

**Abstract:** This paper systematizes the technological aspects of naming including the development, promotion and semantization of a commercial name. Promotion implies informing about the origin of the name (choosing a name for a new product) or forced name change, i.e., renaming. The semantization of the name is aimed at ensuring the involvement of different groups of the public in the communication of the commercial name, answering the question “What does the name of your company / product mean”. This paper analyzes the commercial (advertising) name and advertising text as two independent marketing communication units and shows the main forms of their interaction in advertising. The forms of interaction between a commercial name and an advertising text are determined by the purpose of the promotion campaign and are aimed at increasing recognition or retention of a commercial name by advertising means, creating loyalty to the object of nomination or implementing more complex tasks.

**Keywords:** commercial name (corporate name, advertising name, brand name), naming, commercial name development, commercial name promotion, commercial name semantization, forms of interaction between a commercial name and an advertising text, methods of working with basic marketing information.

A commercial name (an *advertising name* in the conceptual tradition of the Volgograd school – [1]) provides the primary communication of a business, social or political entity (corporate name) or object of nomination (product name, service, event, intellectual result) and is an independent marketing information carrier [2, p. 259].

The company itself can act as the subject of such techniques. The development of a name can be entrusted to professionals, e.g. branding or naming agencies. The name of an object (less often of a subject) can be obtained through a name development competition.

The commercial name as part of company or product identity is an independent source of marketing information in the marketing communications system.

Researchers and practitioners focus on name development techniques. For example, the article “The commercial name in world onomastics: modern status”

presents an overview of the materials of the reports on “economic” issues at two international onomastic scientific events: the 26th International Congress of Onomastic Sciences (ICOS, Debrecen, Hungary, August 27 – September 1, 2017) and the 4th International Conference on Onomastics “Name and Naming” (ICONN, Baia Mare, Romania, September 5-7, 2017) [3, pp. 276-290].

Let us turn to some understudied key technological aspects of naming.

Technologically, a commercial name is developed according to all universal marketing communications procedures: analytical processing of customer information; competitive analysis, including a review of communications in the product category and the communication policy of competitors; the formation and justification of the communication company’s own creative concept of naming; development and testing of the proposed options, including a protection test, the only technologically unique procedure, and, finally, presenting the final version to the client.

Examination of a commercial name is a four-level analytical procedure, which includes an analysis of the content, speech form, linguistic, stylistic and cultural characteristics of the name. The name developed in accordance with the client’s brief is tested by checking:

1) content capacity (meaning of a word or words forming the name as recorded in dictionaries);

2) associations (what emotions, unanticipated feelings and impressions are caused by the communication of the name; since perception can be individual and unpredictable, it is all the more important to take into account this parameter – a potential property of communication – during the examination) [4, pp. 227-287];

3) figurative perceptions, formed by the reflection of the five senses (what I see, what I hear, what I taste, what I smell and what I perceive through touching) shape the sensory potential that increases the effectiveness of the name in the absence of visualization, an important impulse to form corporate identity as an already established system of primary communication of the subject or object of nomination;

4) assortment forming capacity (what already has this name and what could be given this name, whether the name may or may not hinder the development, expansion of the product range of the object of nomination);

5) adaptability (how it will exist in different communication environments and conditions of verbal communication: how it will sound when spoken or adapt to the Latin alphabet when transliterated, etc.);

6) protectability [5].

The analysis of the speech form includes quantitative (how many words are in a name) and qualitative parameters (grammatical properties of morphological and syntactic nature).

Linguistic analysis makes it possible to systematize the data obtained in the previous stages, e.g. functional style markers.

And finally, linguistic and cultural analysis will reveal the potential of intercultural communication of the name and prevent possible communication errors and verbal conflicts [2, pp. 141-175].

Let us emphasize: the commercial name is a complex form of microtext communication, when the minimum speech unit transmits a much larger amount of significant marketing information about the nominated object than is reflected in the formal characteristics of the name as a communication unit [6, pp. 261-278]. A rigorous examination procedure makes it possible to explicate this marketing information from the name as text.

When conducting an examination of a commercial name, we not only identify its content potential, but also - much more importantly – the corporate identity of the subject that is already inherent in this name. In the future, the company can include associative and subject-like representations inherent in the name fix in its corporate identity system or refuse to use them in its communications.

The facts obtained as a result of this kind of examination satisfy the needs of business communication as speech material, but they cannot be used in raw form when interacting with the internal or external publics when promoting the company or product on the market. The main speech form that allows one to translate information relevant to the object of naming from professional to a generally accepted and understandable language is the essay. The skill of working with this genre form is an important part of the linguistic training of specialists in public relations, because creating a name is only the beginning of communication. The company needs to be ready to answer the questions of who and when, how, why a particular name was chosen or created. These questions will certainly arise sooner or later, because they satisfy the archetypal curiosity of a person. Thus, information about the history of creating the commercial name should be on the organization's website (in the "About the Company" section or in the section on corporate identity). It can be presented in the form of a separate document as a fact sheet, as part of the background or the history of the company, or in the form of a question and answer page. The CEO should also be prepared to answer these questions. Renaming requires even more attention: as a highly risky and responsible procedure, the name change must be accompanied by information coming from the company itself, at all stages - before, during and after the name change, so that the rumors do not distort the picture and damage the company's reputation.

The children's question, "Why did you give me this name?" or "What does my name mean?" refers to the semantization of the name. It complements awareness with involvement. The more we understand something the more we value it. Therefore, to explicate the deep content of the name in an interesting form for the uninitiated is another important area of PR work.

The corporate commercial name should become an independent object of attention for the company's PR staff. It can be a regulated notion, fixed in its charter or commercial book, or one that has spontaneously developed in the speech practice of employees and customers. Companies pay little attention to explaining when, in which documents, this or that form of company name is used, what are the stylistic and pragmatic differences between the options, e.g., from the strictly official the Federal State Autonomous Educational Institution of Higher Education Peter the Great St. Petersburg Polytechnic University to the colloquial Polytech, which is a permitted nomination as well. With regard to the spontaneously evolving corporate name system, the PR service should develop a certain strategy either to promote a speech practice or to contain it.

Another aspect related to naming is unfair competition, based on borrowing someone else's public or advertising capital. This is when, using the similarity of names or focusing on the keywords of someone else's name, a company draws attention to itself or to its product. Examples include a search engine offering for *polytechnic university* Synergy University, for the confectionary brand "*A Bear in the North*" "Bears in the North", "A Mouse in the North", "A Northern Bear" and even "My brother has come back from the North."

It is important to remember that naming and advertising are applied and independent communications. It is interesting to trace their interaction, which is caused by the purpose of the advertising campaign and can be aimed at increasing the recognition or retention of a name, creating loyalty to it or contributing to achieving more complex goals.

Technologically, this is achieved in different ways: quantitatively by repeating a commercial name in the text; compositionally by changing the function of different elements of the complex heading and creating an echo phrase; using rhyme, metaphorization or semantization whose purpose is to remove cognitive dissonance and explain incorrectly perceived primary communication produced by the name; and de-semantization of the name when it is necessary, on the contrary, to weaken the impact of primary communication. In the latter cases, legend building can be useful.

Different types of repeats are necessary if the name is poorly recognized and remembered, often in medical advertising. For example, in a television advertisement for the cold medicine, Oscilloccinum, the name is twice

pronounced with a voice-over and twice read as text on the package – enough not to forget it or be afraid to pronounce it and to always spot it on a drugstore shelf in the future. The same technique, but complicated compositionally and metaphorically, is used in the audio advertising of the professional and leisure event, *The Night of the Ad Eaters*: “*The Night of the Ad Eaters! Eleventh season. Cinematheque Jean Marie Boursicot and Twin Media present! All the most delicious global advertising on December 17<sup>th</sup> in Oktyabrsky Concert Hall. Tickets on adshow.ru and by phone 279 60 33. Those who order before November 9<sup>th</sup> receive a gift! Password - 007! Hurry up! The Night of the Ad Eaters on December 17<sup>th</sup> in Oktyabrsky Concert Hall! Enjoy your meal!*” The purpose of communication is to draw attention not to the subject (*Cinematheque Jean Marie Boursicot* and *Twin Media*), but to the object, therefore the commercial name of the event is repeated twice; it occupies strong positions at the beginning and at the end of the text. Used metaphorically, it partly corrects or even anesthetizes the communication transmitted by the name, *eat*ers, through the use of the etiquette echo phrase, “*Enjoy your meal!*”

Rhyming as a method of attracting attention to a name is also often found in medical advertising (there are special naming laws in this product category), therefore achieving recognition and retention of a name requires additional care. This ad uses rhyming in the original Russian: “*Kogda kashlyayesh', primi Bromgeksin Berlin-Khemi. Kasha' vylechit' neslozhno, bystro, berezhno, nadezhno. Preparat davno proveren, i mishutka v nem uveren. Kogda kashlyayesh', primi Bromgeksin Berlin-Khemi*” (“*When you cough, take Bromhexin Berlin-Chemie. Cough is easy to cure, quickly, carefully, reliably. The drug has been tested for a long time, and the teddy bear is confident in it. When you cough, take Bromhexin Berlin-Chemie*”). Another similar example is from an audio advertisement from another product category: “*Dlya progulki i parada obuv' v magazinakh Brado. Dlya lyuboy nogi nagrada obuv' v magazinakh Brado*” (“*Shoes for walking and parade in Brado stores. A reward for any foot, shoes in Brado stores*”). It is important to note that in both cases there is a combination of several techniques.

A more interesting and complex phenomenon is the semantization of a commercial name. Keeping in mind that technological procedures for developing a commercial name are classified, we take for granted that in terms of content and association the name already communicates with the recipient, sometimes creating problems of associative, technological, linguistic, stylistic or cultural nature. In this situation, there is no point investigating how it has happened and who is to blame. It is more useful, using the possibilities of advertising communication, to try to rectify the situation. This audio commercial is a good example of this: A woman calls her husband in the office, he is very busy and annoyed, because she often distracts him over trifles, and when she says, “I found a Tomato,” he almost fails to stay polite, “Make it short!” Having caught this threat, the wife shifts to a patter: “*Tomato is a new building. It is great. Completed in Q4.*” Further, the dialogue proceeds in a

telegraph style: “Price?” - “Reasonable.” “Where?” - “At Leningradka, opposite the air terminal. There used to be the Tomato restaurant there”. The genius of the place: the name is not absurd, as it might seem, but is based on popular toponymy. Still, the name misleads the uninitiated; so at the end of the video, the main character makes an entry in his diary “Tomato.” But imagining with a smile how he would wrestle over the strange entry in the morning he qualifies it: “Tomato is a building.”

We find an example of desemantization of a commercial name in this ad of the Gastronom, a posh restaurant in the center of Moscow. In this case, the creators had to strip the name of its original meaning and the associations it carries, because Gastronom is not a grocery store, nor does it offer affordable prices (“The average bill is 4,000 rubles, the menu includes soup with truffles and oyster mousse for dessert”).

In the main “Merry Milkman” ad (“Once a boy saw a sad cow ...”), the legend builds the connection between the name and the characteristics of the brand itself (good deeds, positive emotions, care for others – always, since childhood).

A very interesting technique is creating a bold dialogue of the advertising name and the advertising text. It is used in a series of ads for the Schebekinskie macaroni. The name undergoes an evolution from Takiesptichkino (“a box with a bird”) to Krasnopachkino (“in a red box”) and, finally, Vsegdaburukino (“I always take them”). RA Instinct copywriters dared to build a communication on exposing the fact that we both know and love the product, but never remember its name (“Shebekinskie macaroni. Quality has a name! Only no one remembers it”).

We showed how using advertising can save or enhance the communication provided by a commercial name by listing the main forms of interaction between two communication systems – the advertising (commercial) name and the advertising text. The techniques are often combined to create a synergy effect.

The name as a type of microtext communication should satisfy the pragmatic communicative needs of a business, social or political subject, despite the fact that the volume of speech material is usually very small. Like a person, a company can change its name, but this is the norm neither for people nor for companies. Therefore, from the start they try to approach the choice of a basic verbal identifier very responsibly and are willing to spend a lot of money. However, once the name is created it ceases to play the rightful part in company activities. All too often companies fail to develop the potential that was laid down in the development of its commercial name.

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## Рецензия на статью

### **Фещенко Л. Г. «Технологические аспекты нейминга» (Fezchenko L. G. Technological Aspects of Naming)**

Нейминг как исследовательское направление отечественной и зарубежной ономастики развивается хорошо. Более того, с 2004 года в России издается единственный у нас специализированный научный журнал «Вопросы ономастики», полностью посвященный разным аспектам изучения имен собственных, включая коммерческую сферу.

Рецензируемая публикация отличается тем, что автор сосредоточен не на лингво-филологических аспектах исследования онимов, а на прикладных, технологически значимых для бизнес-коммуникаций аспектах. (В тексте статьи социальная сфера и политическая упомянуты вскользь, но, судя по авторскому обоснованию, описываемые технологические закономерности универсальны для ономасферы всех прикладных коммуникаций.)

В статье справедливо указано на то, что теории и практики в основном сосредоточены на вопросах разработки и систематизации коммерческих имен, но вне активного поля зрения оказываются значимые для компаний вопросы теоретически фундированного, системного тестирования и – шире – экспертирования разработанного (предложенного) клиенту-заказчику варианта имени. Имеющиеся во множестве рекомендации, описывающие критерии идеального имени, бессистемны и метафоричны. Вот как, например, выглядит рекомендация одного из известных авторов: «Идеальное имя должно отвечать следующим критериям: 1. Короткое и значимое; 2. Выражающее миссию бизнеса и взгляды владельцев/топ-менеджеров на бизнес компании; 3. Отличное от других имен и уникальное;

4. Связанное с реальностью; 5. Устанавливающее коммуникационный процесс; 6. Запоминающееся; 7. Приятное для глаз и для ушей; 8. Без негативных ассоциаций; 9. Защищенное от атак конкурентов; 10. Способное работать в разных сферах бизнеса». Методика проверки качественных характеристик нейма, предложенная автором, выглядит намного убедительнее и объективнее. Правда, рецензенту не хватило примеров. Но, возможно, этому препятствовал формат жанра (статья) и цель исследования – представить систему технологически значимых процедур корпоративного или товарного нейминга. Отметим, что в этой части предложенное автором исследование (сопровождение и продвижение коммуникации коммерческого имени) абсолютно новаторское. Еще один не отраженный в теории аспект, представленный в статье, – это взаимодействие двух самостоятельных коммуникаций – рекламного текста и коммерческого имени. Это интересная заявка на самостоятельную научную разработку, даже направление в рамках изучения межтекстовых взаимодействий (интертекстуальных отношений).

Текст хорошо структурирован. Написан хорошим профессиональным языком. Статья Л. Г. Фещенко «Технологические аспекты нейминга» (Fezchenko L. G. Technological Aspects of Naming) может быть рекомендована к печати.

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