

Etymological Interpretation of Brand Names Based on Anthroponym

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ABSTRACT

In this article, anthroponyms (names, surnames, nicknames, nicknames, patronymics, etc.) play an important role in the formation of brand names, and the etymological features of brand names formed on the basis of personal names and surnames are discussed.

A brand is a unique name, symbol, design or image used to identify a specific product or company.

The representatives of the American Marketing Association define the brand as follows: "A brand is a word, expression, sign, symbol, design work, or a combination thereof, used to identify the goods and services of a specific seller or group of sellers in order to distinguish them from competitors."

According to another famous scientist David Ogilvy: "Brand is the sum of product features: its name, packaging, price, history, reputation, advertising method. A brand is a complex of impressions left by a customer after using a product.

A brand is a distinctive sign of a product, service, company, business. A brand is a name, term, design, symbol that distinguishes a seller's product or service from other products and services. 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 consumers, and have unique characteristics. Accordingly, the etymological characteristics of brand names also differ from each other.

"As pragmatonyms, trademarks should have such a positive meaning in their name, that with the help of the trademark, it is necessary to encourage the potential buyer to take the action necessary for the producer - to buy his goods. In many cases, there is an effort by the creators of the names of a certain product to emphasize its superior quality: Super, Absolute, Excellent. When creating a trademark, don't rely solely on adding emotion to the product name. It is also necessary to take into account the taste, habits, and capabilities of the consumer[1]." Therefore,

one of the main tasks of brand names is to present positivity and encourage the purchase of the product.

Anthroponyms (names, surnames, nicknames, nicknames, patronymics, etc.) also play an important role in the formation of brand names. Because 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. Brand names based on anthroponyms can be divided into two groups:

1. **Brand names formed from single anthroponyms;**
2. **Brand names formed from the combination of several anthroponyms.**

1. Brand names formed from single anthroponyms. Brand names derived from single anthroponyms form the largest group. Most of the brand names that came from English and German and were formed through anthroponyms are taken from the surnames of the founder or manager of the company. There are also brand names derived from names. For example,

Ford began to be used as the name of a modern car manufacturing company at the beginning of the 20th century, and this name was named after the founder of the company, Henry Ford.

The name **Mercedes** is the name of the daughter of one of the partners of the car manufacturer, and the 11-year-old girl was named after 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, **Tesla** is a world-famous electric car manufacturer. The name Tesla is actually based on an anthroponym, and cars are named after the famous electrical inventor Nikola Tesla. The naming of cars by Tesla means that they run with the help of electricity. Nikola Tesla was an Austrian, and he was a famous scientist in the field of electrical energy and electrical engineering [2].

The name of the cars produced under the **Bentley** brand is also based on an anthroponym, named after the founder of the company, engineer Walter Owen Bentley.

Givenchy is a fashion brand founded in 1952 by Hubert James Marcel Taffin de Givenchy. Today, the company produces perfumes, clothes and jewelry. The logos of famous brands were supplemented with another famous symbol of the fashion house. The logo design is very simple but attractive and charming at the same time. It's the four "G's" that take up the entire field. The Givenchy logo is reminiscent of Celtic ornate jewelry[3].

Lacoste is one of the oldest and most respected brands, its logo is a green alligator, known to everyone who is interested in the world of fashion at least once. In 1933, Jean-René Lacoste created a company producing tennis shirts, and the name came from the combination of the founder's own sports nickname, which sounded like "crocodile skin".

Fendi - the founder of the brand is the famous designer Karl Lagerfeld, who invented the logo of the fashion house of married Edward and Adele Fendi. From now on, the well-known symbol of the fashion house will appear in every document signed by Fendi representatives as a fashion edition of Fendi collections.

Burberry - Thomas Burberry founded the fashion house in England in 1856. The company has been known for producing high-quality outerwear and blanket models for decades and remains at the peak of popularity.

Versace - the symbol of the famous brand is symbolically associated with Greek mythology, depicting intertwined serpentine heads that often adorn the logos of the bags. There are several well-known brands, but it is difficult to confuse the Versace logo with any other company. The

designer of the logo in 1978 was Gianni Versace, who was obsessed with the classics in art, so the option that turned the audience into stone became a symbol of the designer's fateful involvement in the world of fashion.

Berluti is a well-known European manufacturer of luxury men's shoes and accessories. The company was founded in 1895 by the Italian master Alessandro Berluti. Since 1993, luxury Bernard Arnault has been part of the LVMH empire. Berluti shoes are hand-stitched from special Venetian leather, then patinated to achieve deep colors. The average price of shoes of this brand is 2 thousand dollars. such shoes - billionaire Bernard Arnault, former Russian president Dmitry Medvedev, actor Robert De Niro and Alain Delon. Regular customers of the company are John F. Kennedy, Yves Saint Laurent, Frank Sinatra, Andy Warhol. There are even fans of this brand. His name is called "Swann" (the character of the novel Marcel Proust)[4].

Hennessy. The most famous French drink in the world was invented in 1765 by the Irish Englishman Richard Hennessy.

2. Brand names made from the combination of several anthroponyms. Such brand names are formed by combining two or more anthroponyms. Often, two names or two surnames are combined to create a brand name. For example, the name of the **Dolce & Gabbana** brand was formed from the combination of the surnames 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 electrical equipment manufacturing company, and the founders of the brand A combination of the surnames Bill Hewlett and David Packard.

Johnson & Johnson is a large company that manufactures medical and pharmaceutical equipment and hygiene products, and the brand name is derived from the surnames of its founders: James Wood Johnson, Robert Wood Johnson, and Edward Mead Johnson.

The name of **Ben and Jerry's** ice cream is derived from the names of the founders of the brand, Ben Cohen and Jerry Greenfield, who have been friends since childhood.

Patek Philippe is a famous Swiss luxury watch brand. Patek Philippe S.A. Founded in 1839 by Polish immigrant Anthony Patek and French watchmaker Adrien Philippe. This brand produces the most expensive watches in the world. Patek Philippe's Supercomplication model costs 11 million dollars, and the price of Patek Philippe watches is 10 thousand dollars.

Procter & Gamble. William Procter and Joseph Gamble became friends because they were married to twins (one of each). In fact, their father-in-law, whose last name has not been preserved, advised them to start a business. There's a myth that P&G is to thank for being able to wear anything but a suit to work. The company promoted washing powders, conducted research and proved that employees in plain clothes were more profitable. Suits were no longer worn and there was no dry cleaning, sales of powders increased[5].

In conclusion, it can be said that a brand is a trademark and a set of characteristics that make a company recognizable. Translated from English, a brand is a symbol. A presented brand attracts customers and creates a positive image. A brand can be a brand name, a logo, an image, a phrase, a tone or set of sounds, a combination of colors, etc. Names and surnames play an important role in creating brand names. So, in addition to the tasks of being catchy and attracting consumers, brand names also perform the linguocultural task of expressing national identity.

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