

**ТЕОРЕТИЧЕСКАЯ, ПРИКЛАДНАЯ И СРАВНИТЕЛЬНО-СОПОСТАВИТЕЛЬНАЯ ЛИНГВИСТИКА /
THEORETICAL, APPLIED AND COMPARATIVE LINGUISTICS**

DOI: <https://doi.org/10.60797/RULB.2024.58.2>

INDUSTRIAL NOMINATIONS IN MODERN DISCURSIVE SPACE

Research article

Isakova A.A.^{1,*}

¹ORCID : 0000-0003-3312-3034;

¹Tyumen industrial university, Tyumen, Russian Federation

* Corresponding author (isakovaaa[at]yandex.ru)

Abstract

The article is devoted to the research of industrial nomination in modern discursive space; the psycholinguistic specificity of discourse in general and industrial discourse in particular is determined; the process of interrelation of language, thinking and reality is identified and analyzed in industrial discourse. The following research is especially relevant in the context of modern linguistics. Industrial discourse is a form of mass communication, a social phenomenon of reflecting reality and a priority guideline of correct life values. Industrial discourse requires to pay attention to nominations. The industrial nomination is a core of any informational, educational, conversational or advertising message. Industrial nominations function, influence, model and subordinate the communicative space to specific laws and rules. Industrial names abound in everyday life. Firstly, industrial nominations find generalization in the speech practice of society, then they enter the common language of all social members and become facts of social consciousness. The following research is based on content analysis and discourse analysis of scientific literature and media publications.

Keywords: industrial nomination, discourse, language, consciousness, environment, cognitive approach.

ПРОМЫШЛЕННЫЕ НОМИНАЦИИ В СОВРЕМЕННОМ ДИСКУРСИВНОМ ПРОСТРАНСТВЕ

Научная статья

Исакова А.А.^{1,*}

¹ORCID : 0000-0003-3312-3034;

¹Тюменский индустриальный университет, Тюмень, Российская Федерация

* Корреспондирующий автор (isakovaaa[at]yandex.ru)

Аннотация

Статья посвящена изучению промышленной номинации в современном дискурсивном пространстве; определена психолингвистическая специфика дискурса в целом и промышленного дискурса в частности; выявлен и проанализирован процесс взаимоотношения языка, мышления и действительности в промышленном дискурсе. Исследование промышленного дискурса в контексте современного языкознания видится особенно актуальным, поскольку промышленный дискурс является одной из форм массовой коммуникации, общественным феноменом отражения действительности и приоритетным ориентиром для формирования правильных жизненных ценностей. Номинация в промышленном дискурсе требует определенного внимания. Являясь ядром любого информационного, познавательного, разговорного или рекламного сообщения, промышленная номинация активно функционирует в языке коммуникантов, имплицитно влияя и моделируя коммуникативное пространство, подчиняя его конкретным законам и правилам. Промышленные названия изобилуют в повседневной жизни, они сначала находят обобщение в речевой практике общества, затем входят в общий для всех членов общества язык и становятся фактами общественного сознания. Основу предлагаемого исследования составляет контент-анализ и дискурс-анализ научной литературы, публикаций СМИ.

Ключевые слова: промышленная номинация, дискурс, язык, сознание, окружающая среда, когнитивный подход.

Introduction

The concept “discourse” has been actively used in many humanitarians’ scientific works. Moreover, the discourse research is not so unambiguous by linguists. It is a communicative function of linguistic expressions, a language area of the information and transmit meaning [1]. Many linguistic and psychological scientific schools pay attention to interaction of language, thinking, consciousness, mental processes, culture, ethnos and related processes of intercultural communication.

The relevance of the following research is based on the priorities of modern linguistics. The main task of modern linguistics is to investigate language as a system of verbalizing knowledge, consciousness and mental processes. Industrial discourse is a form of mass communication, a priority guideline of further progressive social development, self-orientation and formation of life values. So, industrial communication research is especially relevant in the context of modern linguistics.

The theoretical basis of our research is an idea of the content and patterns of linguistic consciousness functioning. The research of language consciousness is a part of some activity approach.

The purpose of the research is to study industrial nominations in the modern communicative space. The goal determines the solution of a number of tasks, such as: the analysis of scientific literature on the topic, substantiation of the theoretical need to discourse research in general and industrial discourse in particular, to identify the peculiarity of speech impact in industrial discourse, to show the functioning of the industrial nomination in informational, educational and advertising texts.

The language interpretation of the content side turns out to a problem of the relationship between language, thinking and reality. This circumstance determines the unabating interest and special methodological meaning of connection between linguistic and cognitive concepts [2]. Consciousness is a product of the human brain activity. On the other hand, consciousness is a social phenomenon, a socially mediated form of reality's reflection. It is necessary to use specificity and differentiation of linguistic, metalinguistic and non-linguistic consciousness. Linguistic consciousness is the structural totality of consciousness associating with linguistic signs. First of all, this consciousness is presented by the modal image of the world. Linguistic consciousness is represented by a combination of mental language images. The world picture of a certain culture ethnic group contains cognitive and axiological components. The picture of the world is a research object of various sciences (linguistics, psychology, ethnography). The value system of peoples shows differences in the social people experience [3]. Cultural concepts create a value picture of the world. The linguistic world picture is understood to be "the world in the mirror of language". So, the world picture (the world image) is amenable to conscious reflection, a result of the human past which we consider ourselves [4].

The principle of consciousness understanding is developed in the works of A. Leont'ev. He notes that a characteristic of activity is its objectivity. Firstly, activity is controlled by the object itself, then it is controlled by its image (a product of the mental reflection of the object properties) [5]. The image depends on needs, motives, attitudes, emotions. The formation and development of the image is carried out through the most important mental processes (sensation, perception, memory, imagination and thinking). So, the consciousness is a meaningful reflection of the world. Consciousness is an external and internal objective content and a direct existence of the mind [6]. E. Tarasov notes that the social nature of the structural consciousness is associated with linguistic signs [7]. I. Sternin rightly believes that linguistic consciousness is a component of cognitive consciousness [8]. Yu. Sorokin emphasizes the multi-layered nature of consciousness. The continuous interconnected process is the relationship between consciousness and mental processes in the cognitive-communicative system (ecosystem, social landscape, typical economic work, activity, worldview, etc.) [9].

The industrial discourse is a social phenomenon of reflecting reality and a priority guideline of technical life values. A nomination requires to pay high attention to the industrial discourse. The industrial nomination is a core of an informational, educational, conversational or advertising message.

The research is based on content analysis and discourse analysis of scientific literature and media publications. The following methods are used in this research, such as: content analysis; cognitive analysis, statistical and analytical methods.

Author Contribution Statement

We have made a selection of industrial names from the information, educational, conversational and advertising space, revealing the regular processes of functioning of industrial nomination in industrial discourse. Our research develops the theory of speech activity in a private linguistic sense and represents a contribution to the general theory of communication pragmatics. The study of the functional and semantic characteristics of industrial discourse allows us to understand the process of functioning of industrial nomination in the human mind, indicates the possibility of using the tools of pragmalinguistics and the analysis of changes in the semantic and cognitive thesaurus of the speaker.

The anthropocentric paradigm of language research is determined in connection with human consciousness, cognitive sphere, culture, behavior, communication and human discursive space. Discourse covers the collective practical activities of interpersonal communication. It is determined by the extralinguistic factors and the idea of social orientation. The commonalities of mental processes and assignments of human knowledge give the possibility of mutual understanding between speakers of different cultures and languages. Therefore, the universality of the global world picture is a condition of mutual understanding in intercultural communication.

The environment is constantly reflected in the human consciousness of a language carrier, culture, spirituality, life experience. Industrial nomination has a significant impact on the worldview of modern people. The main purpose of some informative and advertising message is to influence the human cognitive system. The most powerful means of this influence is a verbal trademark (brand). The most common and historically stable nominations penetrate into all spheres of communication. They are recorded in dictionaries. Moreover, they influence the development of the lexical system.

The industrial nomination is a core of all informational, educational, conversational and advertising messages. It is designed to "conquer, seduce, charm." The nomination repetition contributes to its memorization. It becomes some signal to awaken an original text, a set of verbal and non-verbal units in the addressee's consciousness. The original, sonorous and memorable tradenames becomes an integral part of effective advertising in conditions of fierce competition. A scientific approach requires knowledge and understanding of the potential addressee's consciousness.

Many factors play a significant role in the industrial nominative system, such as: knowledge modelling and terminological systematization of the subject areas, speech modelling, sociolinguistic expertise in the scientific formation. The functional analysis of industrial brands, the mechanism of their perception and language functioning impact the ecology of the Tyumen region and Tyumen residents [10]. There is a formation of a special flavor in the perception of one or another industrial nomination in Tyumen and the Tyumen region.

Nominations influence the human environment. The cognitive level allows us to form a space of individual and collective linguistic consciousness. The identification processes and awareness of human knowledge occur at this level. For example,

Apple,
Microsoft,
Saudi Aramco,
Alphabet,
Amazon,
Toyota,
Tesla,
KAMAZ, etc.

The effectiveness of communication consists of many factors. These factors are aimed at one thing: achieving of optimal understanding between some communication participants. English is one of the connecting elements of mass communication. It has a powerful psychological effect on mass consciousness.

Mass media is replete with industrial naming. English borrowings are very often in the industrial nominations. It confirms the functioning of industrial discourse. For example,

Meta Platforms,
Berkshire Hathaway,
Tencent,
Visa, etc.

Besides, we can say that industrial discourse is a communicative unit. The donor of informative and advertising messages uses a certain set of influence according to the ranking of the mass recipient in the media language. In particular, industrial discourse makes socio-psychological changes of society according to direct, implicit or indirect impact in the psyche of its members in time and space. Some forms are used in this case, such as: main components of the sender, addressees, some transmission channel and message content.

The industrial communicative process is an interesting linguistic unit, a kind of the anthropocentric phenomenon, linguistic consciousness reflection of the speaker and the listener.

Industrial communication is considered to be a process of interaction between a man and a mechanism. The basis of this process has specific methods and creating means of informative, advertising and conversation texts. The semantic and formative core of this process is a part of culture in the concrete historical personification of stereotypical thinking.

The pragmatic orientation of industrial communication can be seen in both Russian and foreign texts. Industrial naming penetrates all spheres of life, surrounds consumer meanings and fills a person's everyday images throughout a person's life. The content of consciousness is a result of the suggestion. The suggestion is difficult to comprehend and adjust because it is a set of inspired attitudes. The perception and assimilation of certain information depends on the people willingness to accept this impact.

The industrial communication reflects the whole range of philosophical, social and psychological views on the totality of social, physical and spiritual qualities, worldview guidelines a humor sense according to the corresponding historical era. For example, industrial advertisements of the Tyumen region.

Discussion

The findings contribute to the expansion of existing ideas about the role of industrial nomination in the life and personal linguistic picture of the world. The analysis of the industrial nomination functioning in everyday and professional linguistic consciousness makes it possible to present industrial nomination as a multidimensional linguistic reality, and not just a quasi-word. We propose to consider industrial discourse as a sphere of existence of industrial nomination in the information base of a person as a bearer of linguistic consciousness.

Conclusion

The results of industrial nominations find generalization in the speech practice of society. They enter the common language of all society. So, it becomes a fact of social consciousness. Special techniques are used in industrial nomination creating. These techniques allow using verbal (all levels of language) and non-verbal means to influence the people consciousness and to achieve desired progress.

The results of our research are based on some methods of the scientific knowledge. And we think they are reliable. It is possible to identify similarities and differences in the structure of multilingual industrial communication.

Thus, in our opinion, industrial communication and industrial nominations are forms of representation of the linguistic consciousness structures. Moreover, industrial communication evolution is determined by nominative evolution.

Конфликт интересов

Не указан.

Рецензия

Все статьи проходят рецензирование. Но рецензент или автор статьи предпочли не публиковать рецензию к этой статье в открытом доступе. Рецензия может быть предоставлена компетентным органам по запросу.

Conflict of Interest

None declared.

Review

All articles are peer-reviewed. But the reviewer or the author of the article chose not to publish a review of this article in the public domain. The review can be provided to the competent authorities upon request.

Список литературы / References

1. Blucher F.N. Mythology as an aspect of historical knowledge / F.N. Blucher. — Philosophical Journal. — 2019. — № 27. — P. 97–111.
2. Хоркашев С. Два взгляда на вопрос о словообразовании / С. Хоркашев // Вестник Педагогического университета. — 2014. — № 1-1(56). — С. 337–344.
3. Карасик В.И. Языковое преобразование реальности / В.И. Карасик. — М. : Государственный институт русского языка имени А.С. Пушкина, 2023. — 500 с.
4. Красных В.В. Психологическая структура значения и лингвокреативность: союзники или враги? / В.В. Красных // Дискурс и язык в эпоху "больших данных": вариативность, креативность, эксперимент. — М., 2023. — С. 66–79.
5. Леонтьев А.А. Языковое сознание и образ мира / А.А. Леонтьев // Вопросы психолингвистики. — 2016. — № 27. — С. 296–299.

6. Hegel G.W.F. Werke in zwanzig Banden. Theorie Werkausgabe, Suhrkamp / G.W.F. Hegel. — Oxford : Claredon Press, 1975. — Vol.18.
7. Тарасов Е.Ф. Методологические основания построения теории "язык и личность" / Е.Ф. Тарасов // Метафизика. — 2023. — № 3(49). — С. 118–128.
8. Рудакова А.В. Психолингвистические толковые словари в проекте «значение как феномен языкового сознания» / А.В. Рудакова, И.А. Стернин // Язык и национальное сознание : сборник научных трудов. — Воронеж : Центр коммуникативных исследований, 2022. — С. 86–94.
9. Сорокин Ю.А. Антропосемиология: основные понятия и их предварительная интерпретация / Ю.А. Сорокин // Мир лингвистики и коммуникации: электронный научный журнал. — 2011. — № 22. — С. 68–71.
10. Isakova A.A. Transport nominations in cross-cultural communication training / A.A. Isakova // IOP Conference Series: Materials Science and Engineering. — 2019. — Vol. 483. — № 1.

Список литературы на английском языке / References in English

1. Blucher F.N. Mythology as an aspect of historical knowledge / F.N. Blucher. — Philosophical Journal. — 2019. — № 27. — P. 97–111.
2. Khorkashev S. Dva vzglyada na vopros o slovoobrazovaniiy [Two views on the question of word formation] / S. Khorkashev // Vestnik Pedagogicheskogo universiteta [Bulletin of the Pedagogical University]. — 2014. — № 1-1(56). — P. 337–344. [in Russian]
3. Karasik V.I. Yazykovoe preobrazovanie real'nosti [Linguistic transformation of reality] / V. I. Karasik. — Moscow : Pushkin State Institute of the Russian Language, 2023. — 500 p. [in Russian]
4. Krasnykh V.V. Psihologicheskaya struktura znacheniyai lingvokreativnost': soyuzniki ili vragi? [Psychological structure of meaning and linguistic creativity: allies or enemies?] / V.V. Krasnykh // Diskurs i yazyk v epohu "bol'shih dannyh": Variativnost', kreativnost', eksperiment [Discourse and language in the era of "big data": variability, creativity, experiment]. — M., 2023. — P. 66–79. [in Russian]
5. Leontiev A.A. Jazykovoe soznanie i obraz mira [Linguistic consciousness and the image of the world] / A.A. Leontiev // Voprosy psiholingvistiki [Questions of psycholinguistics]. — 2016. — № 27. — P. 296–299. [in Russian]
6. Hegel G.W.F. Werke in zwanzig Banden. Theorie Werkausgabe, Suhrkamp / G.W.F. Hegel. — Oxford : Claredon Press, 1975. — Vol.18.
7. Tarasov E.F. Metodologicheskie osnovaniya postroeniya teorii "jazyk i lichnost'" [Methodological foundations for the construction of the theory of "language and personality"] / E.F. Tarasov // Metafizika [Metaphysics]. — 2023. — № 3(49). — P. 118–128. [in Russian]
8. Rudakova A.V. Psiholingvisticheskie tolkovye slovari v proekte «znachenie kak fenomen jazykovogo soznaniya» [Psycholinguistic explanatory dictionaries in the project "meaning as a phenomenon of linguistic consciousness"] / A.V. Rudakova, I.A. Sternin // Jazyk i nacional'noe soznanie [Language and national consciousness] : a collection of scientific papers. — Voronezh : Center for Communication Studies, 2022. — P. 86–94. [in Russian]
9. Sorokin Yu.A. Antroposemiologija: osnovnye ponjatija i ih predvaritel'naja interpretacija [Anthroposemiology: basic concepts and their preliminary interpretation] / Yu.A. Sorokin // Mir lingvistiki i kommunikacii: jelektronnyj nauchnyj zhurnal [The world of linguistics and communication: electronic scientific journal]. — 2011. — № 22. — P. 68–71. [in Russian]
10. Isakova A.A. Transport nominations in cross-cultural communication training / A.A. Isakova // IOP Conference Series: Materials Science and Engineering. — 2019. — Vol. 483. — № 1.