

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

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FUNCTIONAL PERSPECTIVE OF INDUSTRIAL NOMINATIONS

Research article

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Abstract

The special attention is paid to industrial communication, analysis of macro and microsystems of the industrial discourse vocabulary at the present stage of the social development. The following research is devoted to the functional aspects of modern industrial nominations and their role in everyday speech communication. Industrial nominations include names of enterprises (ergonyms), names of trademarks or services (pragmonyms), individual terminology.

Industrial nomination becomes a part of industrial communication and functions in any language. Industrial nominations are reflected in speech practice and become some parts of social consciousness, language and culture. The analysis is based on materials of regional media space, data of media marketplaces, automatic offers in social networks and technical catalogs.

Industrial nomination is the basis of informational, cognitive, pragmatic and advertising messages. Many industrial brands have only informational advertising for a narrow circle of people. Industrial naming is distinguished by modal, emotive and expressive senses. Their boundaries are often blurred. Industrial nominations form thematic groups, such as: "person", "locus", "properties" and "function".

We propose a conditional division of industrial names into eight groups, such as: oil and gas, electric power and pharmaceutical and others. All groups have similarities and differences in composition and adaptation in language. Industrial nominations implement special functions of language and reflect the subjects' cognition of the world.

Keywords: industrial nomination, industrial communication, modality, emotivity, language functions.

ФУНКЦИОНАЛЬНАЯ ПЕРСПЕКТИВА ПРОМЫШЛЕННЫХ НОМИНАЦИЙ

Научная статья

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Аннотация

На современном этапе развития общества особое внимание уделяется промышленной коммуникации, анализу макро и микросистем лексики промышленного дискурса. Предлагаемое исследование посвящено функциональным аспектам современных промышленных номинаций и их роли в повседневной речевой коммуникации. К промышленной номинации относятся наименования предприятий (эргонимы), наименования товарных знаков или услуг (прагмонимы), индивидуальная отраслевая терминология.

Промышленные номинации, функционируя в любом языке, становятся частью производственной (промышленной) коммуникации. Промышленные номинации отражаются в речевой практике и становятся частью общественного сознания, языка и культуры. Анализ основан на материалах региональных СМИ, а также на данных из медиаландшафта маркетинговых, автоматических предложений в социальных сетях и технических каталогах.

Промышленная номинация является основой информационных, познавательных и рекламных сообщений, визуализируясь на прагматическом уровне. Многие промышленные бренды имеют лишь информационную рекламу, ориентированную на узкий круг. Промышленный нейминг отличается модальными, эмотивными и экспрессивными семами, границы между которыми часто размыты. Промышленные номинации формируют тематические группы, такие как «персона», «локус», «свойства» и «функция».

Мы предлагаем условное разделение промышленных названий на восемь групп, включая нефтегазовые, электроэнергетические и фармацевтические, с возможностью дальнейшего дробления. Все группы имеют сходства и различия по составу и адаптации в языке. Промышленные номинации реализуют особые функции языка, отражая познание мира субъектами.

Ключевые слова: индустриальная номинация, промышленная коммуникация, модальность, эмотивность, функции языка.

Introduction

The purpose of the following research is to determine the specifics of naming in the industrial sphere. This purpose consists of the solution of the following tasks:

- to analyze scientific literature about brand naming;
- to reveal the concepts of nomination, in general, and industrial nomination, in particular;
- to define main functions and tasks of industrial nominations;

- to consider the terminological apparatus of naming;
- to define types of industrial nominations;
- to analyze the effectiveness of creating industrial nominations;

The object of the research is the functional variability of industrial nominations.

The main research methods are general scientific and specialized methods: the method of theoretical generalization, comparative-classification methods, and the method of questionnaire survey.

The general theoretical basis of our research is the work of N. Golev, I. Kryukova, E. Kubryakova, G. Madieva, N. Podolskaya, S. Sulak, Yu. Stepanov, E. Tarasov, N. Ufimtseva, M. Beera, M. Beria, H. Horst, D. Miller, R. Jackendoff and others.

T. Romanova, A. Trapeznikova, S. Goryaeva and others research the field of onomastics; N Taylor, VV Uchenova, Y. Elvuda and others work in the field of the marketing naming aspects.

Special attention is currently paid to various components of communication, the interaction of languages, cultures and linguistic picture of the world in Russian linguistics. Psychology, psycholinguistics and other humanities show that even minor external and internal influences can lead to significant changes in language systems. Particular attention is paid to semiotic and cognitive-discursive approaches to the analysis of mass communication texts [1]. The media research is currently relevant because many borrowing words and expressions are firstly use in media, and then they subsequently fix in the language [2]. It is no coincidence that some scientists underline the importance of their influence on the human psyche [3].

Industrial media discourse is interested in science, although, there is no generally accepted opinion on the status of this type of discourse. All researchers consider that industrial discourse is institutional according to the well-known classification of V. Karasik [4].

Logic of world social progress and high intensity language interaction lead to an influx of numerous foreign foreign-language words into native dictionaries. Current trends of modern linguistic development, historical patterns, systemic transformations of the Internet space acquire significant proportions and find their reflection in industrial nominations.

The distinctive feature of the modern era is the interaction and further development of language contacts, the emergence of new industrial companies, goods and services, the development of scientific and technological progress. This process becomes a source of replenishment and change of the dictionary. Thus, these aspects are put forward among the most studying problems of modern linguistics [5].

Especially relevant issue is the consideration of the fund of industrial nominations in the course of language contacts between Russian and foreign languages, primarily English. Research of nominative processes has theoretical and practical value. It becomes necessary to find new optimal problem solutions of functioning and speech adaptation of industrial nominations in the nominative language system.

A characteristic linguistic feature is its anthropo-centric nature. Yu. Karaulov notes: "linguistics has imperceptibly entered a new period of its development, a phase of overwhelming interest in the linguistic personality" [6]. It means increased attention to a person as a linguistic personality participating in the act of nomination (the subject and addressee of naming).

The nomination phenomenon includes many aspects. The ambiguity of its interpretation is due to the term "nomination" which can be used to denote both the form of naming and the method of naming. This phenomenon represents "the individual path from subject, phenomenon, concept to the word" [7].

The act of nomination is aimed either at language designation of phenomena and thoughts or to create a suitable name [8].

Nominations depend on designated object and are distinguished into two kinds, such as:

- 1) situational nomination (modal words);
- 2) elemental, emotional nomination (synonyms) [9].

Naming is a complex of works on the development of brand names, verbal trademarks which include a creative component and legal supporting. The name formation process is considered by its practical application in this definition.

The status of naming is currently rather uncertain because naming is researched by onomasiology, commercial linguistics, psycholinguistics, marketing, law and economics.

But the existence of nomination with its subject, objects and methods of research is no longer in doubt. There are some famous classic works and theoretical provisions in this field of linguistics.

One such provision is to consider the process "of the emergence of lexical units according to their creator" [10]. It is the nominator who is the organizing principle of the entire nominative process. Nevertheless, we think that it is so difficult to study "author," "subjective" aspect of the nomination.

The main research methods are general scientific and specialized methods: the method of theoretical generalization, comparative-classification methods, and the method of questionnaire survey.

Main results

We analyze industrial names and propose a conditional division into the following groups by industry:

- oil and gas nominations

(names of oil and gas companies, oil depots, plants, equipment, fields, pipelines: Priobskoye field, Samotlor. Prioby, Fyodorovskoye field, Druzhba oil pipeline, Nord Stream, Atlant self-propelled drilling rig, Gazprom, Sabur, etc.);

- engineering nominations

(names of industrial equipment, engineering companies: Qwen, Auer, De Dietrich, Sidoroff, Nordex UTair-Engineering, Azimut, Progress, Sot, Kub-A, Princip-K, Buderus GE315/105 hot water boiler, Guentner air coolers, Friga-Bohn heat exchange equipment, GYS Gysflash charger, Scandoc auto scanners, etc.);

- construction and woodworking nominations

(names of companies, construction concerns, equipment and services: Tegola, Woodfocus, Open Village, Archi, WoodArt, Biofa, Tulstor, KLM-Art, Lesprom, Anton Litovsky's architectural workshop, DDM-Stroy, Snegiri Yuga, Alpbau, concrete

mixer Denzel B-180 700 W, 180 l 95423, deep vibrator Hammer Flex VBR1100 1100 W 4000 rpm, concrete mixer Specialist B-120, etc.);

- pharmaceutical and medical

(names of pharmaceutical companies, medical equipment and installations: Teva Pharmaceutical Industries (Israel), Otsuka Pharmaceutical (Japan), Biogen, Procter & Gamble (USA), UCB (Belgium), Grifols (Spain), Servier (France), Zimmer, Olympus, Karl Storz, Capiex SX oxygenators, Mindray BC-5000 hematology blood analyzer, VHT-375 Helmke drum with particle counter, Pilot hearing aid for children, etc.);

- household nominations (light industry)

(names of companies, brands of household appliances: Dyson, Kenwood Limited, Morphy Richards (Great Britain), BLANCO, Bosch, Braun, Liebherr (Germany), Groupe SEB (France), General Electric, Hewlett-Packard, Keurig, Dr Pepper, Vitamix, Whirlpool Corporation (USA), REDMOND RMG electric meat grinder, BRAUN razor, Zanussi washing machine, Kitfort KT-5241 washing vacuum cleaner, etc.).

All proposed groups have certain similarities and differences in composition, derived foundations, functional variability and adaptation features in the language.

The content analysis technique of quantitative characteristics makes it possible, to draw reasonable conclusions about the pragmatics of the content of printed messages, websites and other texts in order to identify manipulative strategies of speech impact. Industrial nominations function actively in mass media communication. Mass media discourse has become actively used in connection with the growth of industrial consumer demand. The following fact requires an effective choice of media and coverage of the maximum number of potential consumers through various channels of information.

The nomination of many industrial trademarks is based on a motivating factor, such as the name of the company, for example:

- 1) Tefal — household appliances and the Tefal company;
- 2) LIMING YG mobile rotary crusher and the LIMING company;
- 3) Kawasaki — a motorcycle and an airliner Kawasaki of the same company;
- 4) Grundfos pumps and the Grundfos company;
- 5) KATO — a mobile crane and the Kato Works company, etc.

Therefore, quite often the structure of industrial trademarks repeats the structure of a company and, conversely, an industrial trademark can serve to create a derivative basis on new words.

Many industrial nominations have only informational or implicit cognitive advertising which aims at a narrow circle of interested persons. The creation of new labeling names sometimes includes their pragmatic direction and objectivity. It means that a phenomenon, action or state of industrial goods forms the main thematic groups and takes on an ideal embodiment in the industrial nomination.

There are some thematic groups in the industrial nomination, such as:

- "person/ face"

an indication of the manufacturer of the product, company or owner

(for example, Bosch, Peugeot, Zanussi);

- "locus"

in indication of the place of production

(for example, the Baku-Tbilisi-Ceyhan pipeline, Saratov refrigerator);

- "properties/feature"

an indication of indirect properties

(for example, a mobile Rainbow machine, Gnome pumps);

- "function"

an indication of the use of a mechanism

(for example, a three-phase separator for deep oil dehydration).

Industrial nominations implement special functions of language and reflect the cognition of the world by subjects. Industrial nomination is the basis of various messages, and it is visualized at the pragmatic level. The improvement of methodology and the knowledge expansion is required to research industrial nominations in linguistic pragmatics.

Since the beginning of the last century industrial communication has been actively used in connection with the growth of industrial consumer demand. However, many industrial names have only informational advertising aimed at a narrow circle. Industrial nominations form thematic groups such as "persona," "locus," "properties" and "function."

We propose a conditional division of industrial names into several groups according to industrial branches. All groups have similarities and differences in composition, functions and adaptation in the language.

Conclusion

Thus, the implementation of special functions of language is carried out in the process of subject-pragmatic functioning of industrial nominations. These functions relate to the knowledge of the world by subjects, their minds, emotions and impressions. The relevance of this problem is due to the growing interest of scientists in different nominations, their linguistic pragmatics and semantics. So, industrial nominations require the improvement of methodology and the expansion of research. The industrial nomination is the basis of informational, cognitive and advertising messages, visualized on a pragmatic level.

As signs characteristic of both layers of vocabulary, one should mention the wide involvement of industrial nominations, that represent a kind of "language" of industry and production.

Thus, the process of subject-pragmatic functioning of industrial nominations, the creation of industrial artificial formations, the implementation of special language functions are carried out in everyday speech communication. Industrial nominations are analyzed by subjects, people mind, emotions and impressions, the world cognition. Industrial is distinguished by modal, emotive and expressive seeds, the boundaries between which are often blurred.

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.

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