

LEXICAL AND SEMANTIC FEATURES OF BRANDS AND PRINCIPLES OF BRAND NAMING

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Abstract: This scientific work discusses the semantic characteristics of brands, aspects that should be taken into account when naming them, and the main principles of brand naming. The rules are illustrated with examples.

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Creating a name is a specific process governed by certain requirements, rules, and linguistic criteria. In every language, a new name is formed primarily based on that language's internal potential using specific linguistic tools. Names can be selected from existing lexical resources that correspond to the object's nature or can be formed by borrowing foreign words. A name is the creative product of the language speaker. In the process of naming, new semantic units appear, additional meanings are attached to words, or existing lexical units acquire completely new meanings. During this process, traditional methods of word formation are used, and sometimes new methods are invented.

At first glance, name creation may seem like a simple task, but it requires specific skills and linguistic competence. As stated by researchers:

1. Those engaged in name creation must have a perfect knowledge of linguistic norms.
2. They should be able to properly evaluate the internal potential of a given language and use it skillfully.
3. They must be familiar with the national and cultural values and moral standards of the people and avoid creating names contrary to them.
4. The name creator should consider not only the customer's but also consumers' needs and preferences [1].

Thus, the process of naming imposes certain requirements on specialists. A properly chosen name can help a product gain a strong position in the global market, while a poorly chosen one can lead to its downfall.

Names differ depending on the type of object they designate. For instance, the names of industrial, commercial, and service entities or brands have specific purposes that distinguish them from other types of names. Brand names differ significantly from other kinds of names; their creation is a distinct creative process that must comply with phonetic, orthographic, and grammatical norms. The pronunciation of a name should be easy; otherwise, it distracts the consumer and is easily forgotten. Likewise, overly long names are inconvenient and quickly forgotten. Short, clear, and memorable names are considered the most successful.

V.Y. Kozhanova, when discussing naming technologies in English and Russian, defines naming as the “creation of a brand name.” According to her, naming is not merely the selection of a word from a dictionary—it is the creation of a special communication system in which a brand becomes a subject of interaction between language and its users.

A name is an essential element of any brand—it is the first thing a buyer encounters and forms the first impression. Therefore, three main principles must be considered when developing a brand name:

1. General (Formal) Principle:

- a) The name must be short and concise.
- b) It must differ significantly from competitors’ names.
- c) It should be expressive, emotionally appealing, and positive in tone.
- d) It must be easy to read and pronounce.

2. Important Principle:

- a) The key idea of localization.
- b) The main distinction from competitors.
- c) The main benefit or advantage for consumers.
- d) Certificates indicating high product quality and/or high-level service.
- e) The brand’s core value from the consumer’s perspective.
- f) The lifestyle or social level of consumers.
- g) The price category.

3. Legal Principle:

When developing a brand, one should consider public perceptions of the country’s global specialization, its image, and national character.

In general, a brand name should not be random. It must include the following:

- Distinction from other brands (e.g., not Abibas instead of Adidas),
- Ease of pronunciation, recognition, and memorization (Adidas),
- Reference to product benefits (Rita),
- Product characteristics (Green Mata) [2].

According to experts, when creating a brand name, the following features must be considered:

1. Evoke positive emotions and attitudes.
2. Be easy to pronounce and remember.
3. Express brand advantages and strengths.
4. Stand out among other names.
5. Not violate existing copyright or trademark rights [3].

If a brand name is created following these principles, it helps the product become well-known, establish a position in the market, and serve its customers for many years.

In many cases, brand names are derived from personal names, surnames, place names, or product-related terms. For example:

- Tesla — named after the inventor Nikola Tesla.
- Bentley — derived from the surname of founder Walter Owen Bentley.
- Nokia — named after the Nokia River in Finland.
- Adobe — from Adobe Creek near founder John Warnock's home.
- Amazon — named after the Amazon River by Jeff Bezos in 1994.

Sometimes, brand names gain fame not because of their literal meaning but due to the product's high quality and market success. For example, Adidas (from founder Adi Dassler's name) and Mars (from confectioner Forrest Mars) have become global symbols of quality.

In other cases, brand names reflect personal interests or preferences. Apple, for instance, was named after Steve Jobs's favorite fruit, showing how a simple, familiar name can become iconic through product success.

In conclusion, a well-chosen name combined with a high-quality, desirable product ensures brand success and global recognition. However, even a perfect name cannot compensate for poor product quality. Therefore, attention to both naming and product excellence is essential in brand development.

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