NATIONAL AND CULTURAL FEATURES OF CREATING A NAME (NAMING) IN THE LANGUAGE

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ABSTRACT

Objective: This article investigates the national and cultural features of creating names (naming) in language, aiming to explore the underlying principles and influences that shape the process of naming across different cultures and linguistic contexts. The objective of the article is to analyze the intricate interplay between language, culture, and individual identity in the act of naming.

Methods: The method employed in this study encompasses a comparative analysis of naming practices in diverse linguistic and cultural settings. Through the examination of naming conventions, etymology, and socio-cultural factors, the study seeks to unveil the cultural nuances and linguistic mechanisms that underpin the creation and significance of names.

Results: The results of the article illuminate the profound connection between names and cultural identity, reflecting the rich tapestry of traditions, beliefs, and historical legacies within diverse linguistic communities. The analysis reveals the intricate ways in which language and culture intersect to imbue names with layers of meaning and symbolism, encompassing familial, societal, and spiritual dimensions.

Conclusion: Conclusion part includes, the findings emphasize the intrinsic link between naming and cultural identity, highlighting the intricate web of linguistic, historical, and social influences that shape the process of naming across different cultures. The study underscores the importance of honoring and understanding the national and cultural features of creating names, fostering cross-cultural appreciation and respect for the diverse ways in which language and culture intertwine in the act of naming.

Keywords: naming, name, names, naming technology, ergonims, lingvopiaeology, linguistic bases of name creation, brand names, product name, name creation.
CARACTERÍSTICAS NACIONAIS E CULTURAIS DA CRIAÇÃO DE UM NOME (NOMEAÇÃO) NO IDIOMA

RESUMO

Objetivo: Este artigo investiga as características nacionais e culturais da criação de nomes (nomenclatura) na linguagem, com o objetivo de explorar os princípios subjacentes e influências que moldam o processo de nomeação em diferentes culturas e contextos linguísticos. O objetivo do artigo é analisar a intricada interação entre língua, cultura e identidade individual no ato de nomear.

Métodos: O método empregado neste estudo abrange uma análise comparativa das práticas de nomeação em diversos contextos linguísticos e culturais. Através do exame de convenções de nomenclatura, etimologia e fatores socioculturais, o estudo busca desvendar as nuances culturais e os mecanismos linguísticos que sustentam a criação e o significado dos nomes.

Resultados: Os resultados do artigo iluminam a profunda conexão entre nomes e identidade cultural, refletindo a rica tapeçaria de tradições, crenças e legados históricos dentro de diversas comunidades linguísticas. A análise revela as formas intricadas em que a língua e a cultura se cruzam para imbuir nomes com camadas de significado e simbolismo, abrangendo dimensões familiares, societais e espirituais.

Conclusão: A parte de conclusão inclui, os achados enfatizam o vínculo intrínseco entre nomeação e identidade cultural, destacando a intricada teia de influências linguísticas, históricas e sociais que moldam o processo de nomeação em diferentes culturas. O estudo ressalta a importância de honrar e compreender as características nacionais e culturais da criação de nomes, promovendo o apreço intercultural e o respeito pelas diversas formas pelas quais a língua e a cultura se entrelaçam no ato de nomear.

Palavras-chave: nomeação, nome, nomes, tecnologia de nomeação, ergonims, lingvopiaeology, bases linguísticas de criação de nome, nomes de marca, nome do produto, criação de nome.

1 INTRODUCTION

Every language has certain linguistic laws of name creation. In particular, the names of production and trade facilities, products, their brands should contain not only information about the object, the product, but also the national and cultural views of the speakers of the language. Through the name in the human mind is formed an image of the objects of production and trade, products, the most important aspects of their brand. This combination of perceptions leads to the formation in the human mind of an image of a product, its brand or object of production. Of course, a certain product or object of production, such an image of trademarks is a semantic image enriched with national-cultural views, worldviews, perceptions, subjective attitudes.

Creating a name is an art form. Whether you want to start a company or a cafe, a restaurant, a shop, a sewing factory, a sports club, a beauty salon, the first thing you do is choose a name for it. But the name you create will not always be successful. Today, if you walk the streets of our city not on beautiful landscapes, but on the names of different
objects, it is clear that as an important Uzbek, your taste will be blurred: “Somsa City”, “Lenta”, “Pyramid”, “Behemoth”, “Three oranges”, “Arbuz”, “Triumph”, “Pristij”.

It is, of course, the responsibility of the manufacturing entity, the entrepreneur, to name his company, the product he produces, his brand. Creating a name as a complex creative linguistic process requires a perfect knowledge of language norms from its creator, the ability to accurately assess its impact, the appropriate and purposeful use of language units in the formation of the name, the creation of effective communicative communication through the name requires the ability to retrieve.

2 THEORETICAL FRAMEWORK

We see in scientific sources that the term naming is defined differently. naming is a basic terminological unit of marketing, which is explained in detail in dictionaries in this field. In particular, A.P. Pankrukhina’s dictionary “Marketing: Great Explanatory Dictionary” defines the term naming as follows: It means choosing a suitable name (searching, inventing) for everything that needs a specific name [1].

The Encyclopaedia of Marketing explains the term naming as follows: “Naming (“name”) - the process of creating company and brand names based on the use of phonosemantic and psychoanalysis tools of linguistics” [3].

In “Financial Vocabulary”, naming is described as a set of activities related to creating a resonant, memorable, and accurate name for an organization, project, or website [4].

In “Wiktionary”, naming is defined as creating a resonant, memorable, and clear name for a company, product, or project.

The history of naming began with the development of production and increased competition. It was necessary to distinguish between different goods. In the past, companies have taken the names of their founders, whose last names guarantee a certain quality of the product. “The naming convention was built in the late 19th century, when the American consumer struggle was on a large scale. The term profession was coined in the early twentieth century. Thompson is dedicated to brand issues, with the author focusing on creating names on their pages”[6].

With the development of market relations and increasing competition, naming has become an integral part of marketing. If for a long time “Name creation” had metaphysical information, names were given in an intuitive and descriptive-associative
way the developing science began to explain logically, advancing various theories and methods of correct name formation. Specialists in various fields: philologists, psychologists and marketers were involved in this type of research. History has been studied, experiments have been conducted, hypotheses have been put forward and rejected. As a result, a practical academic approach to the selection of names has begun. Naming has become a discipline.

Naming got its own research apparatus, found an interested audience, and became a service. Tens and hundreds of thousands of dollars were spent to develop the brand name. The relevance of the name has grown over the years, the market has developed more slowly and was initially included in the “name” marketing services package. Initially, there were no specially structured naming agencies. Its assets were not formed, and the market immediately went bankrupt. That's why the business started as a paid service in advertising, branding or marketing companies in general. In 1981, the first brand name development agency opened in San Francisco and was renamed NameLab. Its founder, electrical engineer and doctor of linguistics, Ira Bakhrah, laid the foundations for the “Name Formation” methods of structural linguistics.

Another American company, Lexicon, was founded in 1982 and has a unique motto: “We give a name and the customer makes a brand out of it.” The founder of Lexicon was David Plasek, who is still its president, and later naming bureaus and agencies began operating in Europe.

While marketing was booming in America and Europe, it was almost non-existent in Russia. This was not necessary due to the specifics of the domestic economy and production. Advertising directed people to certain values and was not a weapon of competition that completely disappeared with the advent of the Soviet Union. Promoting ideas was an advertising task. In the absence of competition and competition for the consumer, the need to classify the range of goods led to the fact that in the former Soviet Union, naming was not required as a service. Accordingly, the names not only did not try to be attractive, but almost did not reflect the essence of the product (for example, “Radium candies”, “Drujba chain”, etc.).

An example of this is V. Trenin’s article published in “New Lef” in February 1928. In it, the researcher studied the origins of the names of various Soviet products, pointing out many inconsistencies. Changes in the socio-political development of the country led to the emergence of specialists, translated literature on marketing, began their
own research on the topic of naming, taking into account not only foreign experience, but also the characteristics of Russia. Naming companies specializing in naming services in Russia started operating 10 years ago.

3 METHODOLOGY

The first specialized naming agency in Russia was Naming.ru (www.naming.ru), founded in 2000. In 2003, the specialized naming agency LEXICA (www.lexica.ru) entered the domestic market, which immediately set the task of professionalizing the naming service, attracting specialists in this field, linguists, philologists and paying a high salary. In 2004-2005, several other naming agencies (www.mynamesis.ru) and (www.goodname.ru) appeared in Russia.

Many entrepreneurs are faced with the need to develop a name, for example, the name of their company. If a company is creating goods or services for retail customers, then the development of names independently or with the help of brand experts must be done several times. At first glance, the invention of names does not require special skills and is open to anyone who knows the language well. However, thousands of examples show that business owners and employees spend a lot of time and effort to find a decent name.

The development of high techniques and technologies has transformed the modern business world into competitive brands, thereby creating an advantage in capturing the market. Modern namings have become an important component in the company’s operations. The company’s brands have created confidence, robustness, and a certain level of consumer confidence in them. The Namings have stepped up their strategies to capture the attention of consumers. Brands are not made like a product they are shaped in the minds of consumers, and at the same time create an emotional connection to the product.

“It is clear that names are fundamentally different from other names. Creating such names requires a special activity, a creative process. Although they are adjectives, they are subject to certain criteria phonetically, orthoepically, and grammatically. The ease with which these names are pronounced indicates that they are strictly phonetic-orthoepic. Names that are difficult to pronounce confuse the consumer and quickly fade from his memory. Even when names are too long, they can be difficult for the speaker,
and long sentences can be easily forgotten. The fact that the names are short, concise and easy to remember shows that he was chosen successfully. ” (7)

It is also not appropriate to match the company name to the type of product you are producing because over time, you may want to start selling other types of goods. You may need to re-register the company to change its name to match the name. Some entrepreneurs try to stand out from the crowd by using complex words and incomprehensible sentences. True, if the name you choose sounds different and is spelled differently, it will be unique. But isn't that what your customers or clients are up to? It's not enough to just find a nice word. The name may indicate the type of activity. A good name is one that gives you an idea of what the company is doing and what services it is providing.

While the name is linguistically perfect, it should not have a negative effect on the human psyche, but should be in line with the national and cultural views of the speakers and the national code of ethics. The process of developing a brand is called a name. “Product names may exist or may be the result of the use of figurative words. For example: Apple, Volkswagen, Black Berry brands. Typically, during an advertisement, the name and logo are associated with a particular story, myth, fact, or fiction. In marketing, it’s called brand mythology.

Today, most entrepreneurs are willing to pay a good fee for a professional leveling service, naming, which is a commercially effective name development service for a brand. But it doesn’t hurt to try to find a name that works for you before spending a lot of money on a naming specialist. In many cases, the results of such a risk approach are considered to be more successful when examined by reputable branding experts.

It is no secret that the competitiveness and popularity of a production facility or product in the world market depends to some extent on the well-chosen name. Since ancient times, people have used various methods to create a name: to name an object of production, trade or product based on its characteristics, to name the city, village, street where the production, trade object is located, or to name the enterprise after its founder named after the product owner.

In the history of Naming, there are many cases of naming people after a production, trade object or product. In our opinion, in such cases, the name is not enough for the product to rise to the level of a world brand. The name should be intended to describe the product, demonstrate it, and act as a means of communication between the
product and the consumer. Any name that is successfully selected can attract the attention of consumers to the product (8).

4 RESULTS AND DISCUSSION

Names in the Uzbek language are mainly formed by selecting words that exist in the language reserve as nouns or forming compound nouns with their participation, as well as by using other language units and attaching another language unit to a certain language unit. is formed. Based on the analysis of neims available in Uzbek, we observed the following trends in neim modeling:

The first trend. Naming chooses real internal models, models that are incomprehensible to other speakers. For example, pure linguistic puns (word games, tajnis), tagmatn, etc., which linguists call cultural-linguistic background. The Tashkent cafe “Osh bolsin!” Is a model of domestic neiming, amphibole, which means two voluntary or involuntary: a) “Yoqimli ishtaha!”, “Doim osh bor bo’lsin”

“Osh bo’lsin!”– it’s like notes that only real speakers can read. This name can be interpreted differently depending on the articulation and intonation. The neutral form of the command line is “Let there be soup”, the command is “Let there be soup for dinner”, the etiquette is “Let there be soup!” (Pleasant appetite!) Can be understood. The linguistic background here is so unique that it takes hours to explain a single aspect of the name to a foreigner.

The names of famous people, literary heroes, cultural objects, ie precedent units, which are known worldwide or within a certain nation, are sometimes chosen as the name of the object of production, consumer services, trade. For example, the restaurant “Kavkazskaya plennitsa” (Caucasian captive) is a clear example of the precedent text, which attracts customers as an internal user text and a well-known text, which serves as a basis for modeling other texts in modern linguistics selected for the purpose. Or: The name of the restaurant “TOJMAHAL” means an ancient architectural monument of the reign of the Baburi dynasty of India, the era of Shah Jahan, and the name of the cafe “Alibobo” means the famous hero of the famous Arabic fairy tale “Alibobo and the Forty Thieves”. These precedent units are important as a central neym to the center.

The second trend. Pseudo-aesthetics (also known as pseudo-exoticization) is the use of words and other cultural models. In other words, a model who is somewhat
fundamentally unfamiliar, who is different from the locals, who is more beautiful and glorious, is chosen for the naming.

In Uzbekistan, unfortunately, there has always been a tendency to encourage the use of foreign names. For example, the names “zebo” from a foreign language, which are chosen as the names of modern hairdressers, beauty salons, fashion stores, boutiques, etc., are very popular and popular. In this case, some abstract exoticism is cultivated. As a rule, in recent years, the Uzbek neyming has effectively used English words (gallo-neiming) and some Uzbek-English “tonality”. Later, English and Eastern Namings began to gain popularity. The result is a strange sight. If you look at the name of Uzbek cafes and restaurants, such as “Cleopatra”, “Lotus”, “Flamingo”, “Melange”, “Versailles”, “Classic”, “San Marino”, “Hummingbird”, We can see exotic patterns such as “Dragon”, “Orpheus”, “Chile”, “Palace” and so on. Hundreds and thousands of public places with such names can be found. They are usually used in conjunction with the Uzbek names Anor, Anjir, Baraka, and Antiqa. In general, the choice of name for businesses is somewhat poor. For example, paradoxically, the exoticism that is mobilized to make the landscape of Neiming seem colorful, turns out to be strange. In many cases, “beautiful” exoticism inevitably contrasts with the denomination of the name, that is, the appearance of the building, the menu, the level of service. For example, the restaurants “Versal” and “Florence” in Tashkent are weddings for weddings and celebrations. witnesses that the neym for the object is placed completely illogical. The naming of these objects is based on the exterior design, which is built in the French and Italian styles, that is, the interior is called neym. This results in a combination of pure oxymorons.

In foreign countries, when a restaurant or cafe is named after a famous building of a country, of course, the cuisine of that nation is on the menu. This is because tourists sometimes miss their national cuisine when they travel to other countries. Such a semantic oxymoron, derived from a strange denotative and inappropriate name, is one of the real pain points in Uzbekistan today, and it will undoubtedly have a negative impact on the tourist image of our country.

The third trend. The inevitable impact of trans-territorial neiming on internal neiming at the level of archetypal collective misunderstanding. Of course, we are talking about English and Russian templates. For example, the following trans-territorial naming models are popular:

- Planeta + noun («Planeta sushi»);
Determiner + **ray (jannat)** («Mexovoy ray»);

Nominative case noun + **plaza** («Grand Plaza»).

The pattern of making such neym, which is formed by adding different language units, is also referred to in the sources as the macaroni model. In other words, such a neimming model consists of two elements: the first is the existing internal neimming (mainly English) element; the second is a local “attribute”. There are many such colonial-macaroni models in modern Uzbek naming. Some came from abroad, some were created voluntarily in the language: “Bakery La Sugar”, “Ayran Zone”, Sarbon Appetit, “Palace Art Teahouse”, “Tea Navvat Lounge Bar”, “Restaurant Gallery Sarbon appeitit” , Chaykoff Café, Firdavs Garden. All of these are, in essence, macaroni oxymorons. Unfortunately, free-spirited Neimers, accustomed to such eclecticism, are increasingly accustomed to this pasta. This situation is getting worse. So far, transnational firms are not bothering to look for any regional naming markers. In many cases, they add a trans-territorial element to their names, such as “export.”

The above classification of Namings don’t claim perfection. It may serve to shed light on pure linguistic neimming-problems in the future. In general, the classification of neimings specific to a particular language is a very topical issue. Without them, it is very difficult to understand the colorful Uzbek world.

There are a number of ways to create a name. D.Khudoybergenova shows the following methods of formation of object names: 1. Onomastic method: **Tashkent, Andijan, Hasan and Husan, Jayhun, Nasaf, Surkhan.**

2. Description: **Archazor, Boston, Dombokcha, Baxtli oila, Shohona.**

3. A method based on associative meanings of words: **Pokiza, Zakovot, Ko‘zmunchoq, Baraka, Diydor.**

4. How to use foreign words: **Eleganza, Assorti, Allegro, Chenson.**

5. How to name a product related to the operation of the object: **Go'sht, Buxoro kaboblari, Adras.**

6. How to name in ethnocultural terms: **Tandir, Tanovar, Atlas, Dutor.**

7. How to name it with exotic words: **Mango, Bonjur.**

8. How to name famous brands: **Shanel, Adidas, Coca-Cola.**

9. The method of naming with popular linguistic units (precedent units): **Alfraganus, Raj Kapur, Kleopatra, Evrika etc. (10)**

The currently available methods of generating Name include the following:
1. How to create a name based on a toponym (geographical name). Focus on where your business is located or where your product or key component comes from. There are quite a few popular brands that have emerged in the same way: “Rublevskiy” – meat processing plant, “Esentuki” – mineral water, “Klinskoe” beeri, “Vologodskoe” oil, “Finlandiya” vodka, “Ochakovskoe” kvasi, “Shatra” furniture, “Winston” cigarettes, Nokia (Figure 5) is a telecommunications company. Tashkent city, Chilanzar district, 10th district, Farkhod street, 21 “B” house “TASHKENT FAYZ”, Navoi region, Kyzyltepa district, Oq oltin, Oqsoch mahalla, Urgenji village “ZARAFSHON-KUZATUV” located in Zarafshan city, Navoi region, “EST NAVOI” LLC in Navoi city, Tashkent city, “KOKKA BEAUTY” LLC in Shayhantahur district, Tashkent city, “TASHKENT-BIODARU” LLC in Shayhantahur district, Tashkent city An example is NURAFSHON ELEGANT BUILD LLC located in Shayhantahur district.

2. How to create a name based on names. Naming a company or product after a person is the simplest way of “naming”. In this way, many famous brands have emerged and succeeded: Alenka chocolate, Afanasi beer, Darya frozen semi-finished products, Maxim men’s magazine, Lisa women’s magazine, Mercedes, Diana.” Dry cleaning service network. The company that supplies and installs large power plants is called AnRi, which is part of the names of two founders, Andrey and Rita (Figure 6). GRAND-SOBIY OTA LLC located in Navoi city, Navoi region, KHONDAMIR-SAVDO BARAKASI LLC in Karmana district, Navoi region, AYUBXON-GROUP 777 LLC in Chilanzar district, Tashkent city, KAYUMOV’S FAMILY ZMX LLC Examples are “SAMARUDDIN GROUP TRADE”, “SAMIRA AND SAFIYA BUSINESS”, ROBIYAKHON AND OMINAKHON ASL BUSINESS LLC.

3. How to create a name based on last name. In addition to first names, surnames can also be used as a basis for brand naming. Usually, the name of the brand does not use the last name of the person, but the name of the person who founded the company. For example, “Ford”, “A.Korkunov” chocolate products, “Bochkarev’ beer, “Smirnoff” vodka, “McDonald’s” restaurant chain, Levi’s jeans, “Brooke Bond” tea, Manufacturer of Jacuzzi hydromassage equipment, Martini vermouth, Boeing aircraft, Parker pens, Adidas sportswear. Tinkoff is probably the most

3 https://www."Brend nomini qanday tanlash kerak?"
popular brand in Russia today, known as the founder. Oleg Tinkoff is a legend and, as he puts it, “a man is a brand.” (11). But in fact, his last name is no longer associated with Oleg, but with companies with the same name.

4. A method of creating name based on the names of nature and animals. Not only does nature inspire artists and musicians, but it is also a source of ideas for Naming professionals. It should be noted that often a natural phenomenon, the characteristics of any animal or plant can represent the characteristics of any product: “Grad” jet firing system, “Sapsan” high-speed train, “Utkonos” Internet hypermarket, “Kangaroo” salon for expectant mothers and children, “Jaguar” (Figure 7) cars, “Puma” sportswear, “Alligator” car alarms, “Mustang”, “Yakut”, “Lochin”, “Almaz”, “Mongus”, “Qayin” and others.

5. A method of creating name based on historical names or facts. There are many brands that are named after historical events or celebrities who have left their mark on human history. It is worth noting that the historical theme is often used, especially in the naming of restaurants. Examples are Godunov, Pushkin, Graf-Orlov or Petrov-Vodkin restaurants in Moscow. In other areas of business, there are many cases of “historical naming”: “Napoleon” (Fig. 8) cognac, “Stepan Razin” beer, “Belomorkanal” cigarettes, “Bolshevik” confectionery, “Lincoln” car, Borodino Group of Trade and Production Companies.

6. How to use mythologems. The names of the gods, the names of the imaginary states, the names of the various heroes and antriorors - they are all interesting, unusual, well-known and therefore ideal for brands. For example, Mazda got its name from the Zoroastrian god Ahura Mazda, and the name Sprite appeared in the 1940s. At the time, Coca-Cola advertising companies were known for Sprite, a silver-haired elf and a big smile that wore wine instead of a hat. It was later renamed Sprite. There is a famous wine "Golden Amphora" in Ukraine. In general, if you look closely, many brands derive their names from ancient Egyptian and Asian mythology. Naming experts also use mythology effectively, so mythological heroes are very helpful in naming brands. One of the consequences of using the name of the legendary creature is the name of the company Asus. Power, adventure spirit, agility, these features were characteristic of the legendary horse in ancient Greek mythology - Pegasus. But the owners of the company
wanted to allow the name to occupy the top lines on the company’s phone desk. So the first part of the horse's name disappeared and Asus appeared.

7. Composition method. Often, two-word compound words are also used to name brands. For example, “Alba-Bank” commercial bank, “Aeroflot” airline, “Beeline” mobile operator, Volkswagen automobile concern, ‘Aquafresh” toothpaste, “Sunsilk” hair care product line, “MasterCard” (Figure 10) credit cards, Euronews, Newsweek.

8. How to use abbreviations. Another popular way to create names is to shorten them. Often the names and surnames of the authors are taken as parts or letters, and the letters of the phrases can also be connected. For example: MTS, Lenovo, IBM, HP (Figure 13) (Hewlett-Packard is derived from the surname of the founders of the brand. Friends determined the sequence of surnames by simply coinage).

Abbreviations are abbreviations derived from the first words of a noun. Abbreviations were used very often in the Soviet Union and are still heard a lot. VAZ, ZAZ, KAMAZ are the names of cars derived from the first letters. For example, VAZ - Volga car plant. Also, the name of the band ABBA is formed from the first letters of the names of its members: Agneta, Byrne, Benny, Annie-Fried. IBM (International Business Machines) is a well-known brand in the field of IT. Abbreviations are very popular these days because they have the ability to significantly shorten a company name. In the future, this name can be used as a domain name, which will be very convenient. Today, some companies around the world deliberately choose long names that consist of a few words. After all, the abbreviation of the company name is important to them. For example, abbreviations such as IBM, BMW (Figure 11), IKEA, and GM are thought to be memorable. However, it is important to keep in mind that abbreviations also have their downsides. And I don’t completely agree with the idea that abbreviations are easy to remember. For example, someone knows that “AFQ” is Ahmedov Farhod Kadyrovich, and for others, the meaning of this abbreviation is obscure. After all, people are more likely to remember symbols, words that mean something, rather than names. In particular, if we take only the brand “IKEA” (Figure 12), IKEA is not a word that means anything in Swedish. The company’s founder, Ingvar Kamprada (IK), has the initials of her name, her family farm Elmtaryd (E) and the capital of the nearby village of Agunnaryd (A).
9. How to use precedent units. Movies, musicals, cartoons, the way they choose the name of their protagonists or the famous phrases in them as a brand are also important to the success of a brand. For example, Prostokvashino, a dairy company, and “Snezhnaya Koroleva”, a chain of natural leather and fur clothing stores.

10. How to use alliteration. In this method, the brand name consists of words that have the same vowel sounds repeated in the same rhythm, or words that are pronounced in the same sequence. For example, Coca-Cola, Sam Samich semi-finished dumplings, “Chupa-Chups” candies, “Naf-Naf” clothing store, “KitKat” chocolate bars, “Milaya Mila” milk products, “Kitekat” pet food.

It is understood that name creation activities require people in the industry to meet certain requirements. Because a well-chosen name can help a product gain a foothold in the global market, an incorrectly chosen name can lead to a crisis.

5 CONCLUSION

In short, naming is a very complex process. Sometimes companies take months to develop a mechanism for naming their products. The product name plays an important role in the development of the company. A strong, well-chosen name helps a company grow faster than the market, creates a more accurate image of the product in the minds of the target audience, more easily conveys a positioning strategy, and increases the value of the product in the eyes of the consumer. Hence, the method of creating a name (neyming) covers not only the linguistic process but also the extralinguistic process.

Naming is a complex creative process. In creating a name, along with the norms of language, it is necessary to take into account the culture, worldview, mentality, psychology of the people. Only then does the name serve as a communicative benefit link between the product and the consumer or production facility and the consumer.
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