

**LINGUISTICS**  
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***A.A.Medvedeva* Manifestation of the Nature of Brand Names in Presentation of their Partial Grammatical Characteristics in the Dictionaries.**

The brand name as the underinvestigated carrier of a number of actual system characteristics is representable for researching in Germanic languages. Its cognitive significance rises with the attention to the value plane of the objects in linguistic science. However different aspects of the name are investigated irregularly. That's why the objective to expose the connection between the nature of the brand names and their representation in the dictionaries is relevant. This connection reveals in two aspects: in the first part of the article, in the correlation of the notions "phenomenon" and its "nature"; and in the second part, in the connection between different characteristics of the brand name. As far as the brand names are concerned two basic features can be observed as relatively partial grammatical (morphological) characteristics: 1) the aspect of grammatical syncretism; 2) the aspect of partial grammatical features of the Noun.

Key words: brand name, dictionary presentation, grammatical syncretism, grammatical meaning.

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