
PHILOLOGY

UDC 81

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FUNCIONAL AND LINGUISTIC-CULTURAL ASPECTS****[Гаран Е.П. Товарные знаки и реклама:
функциональный и лингвокультурный аспекты]**

Due to the globalization of commerce the competition of products among different countries has become more and more fierce and obvious. Almost all worldwide companies and corporations are making every effort to make known their products, trademarks and services. Before entering the world market, an important thing that should be done is to let foreign customers become familiar with and have a favourable impression of the relevant products and services. Customers choose products according to the quality of the products or the impression they have of the products, the latter of which usually comes from the influence of good trademark interpretation. It is considered the attitude toward a trademark which is able to demonstrate advertising effect.

Key words: verbal trademark, branding, cultureme, pragmonym, advertisement, products and services.

Branding is the activity to create long-term commodity preference based on mutual intensified influence on consumer of trade mark, package, advertising message and another advertising products united certain idea and character, standardized design gives prominence to the article and creates its own image among competitors [3]. Compare Novikov's reflection (a famous linguist and writer) for the word definition *brand*: "Brand is not any trade mark but only that which has got an advertising affect. The creation of the original brand requires long period it is like English grass is grown for centuries. The tradition is important. Brands help consumers to be guided by in the market chaos. For instance, it is time to buy a new jacket but I am not Roman Viktiuk (a famous Russian stage director and playwright), I do not need three hundred different colours jacket. How can I

choose one jacket which will be presentable but not stunning. I'll buy a tweed jacket. The brand "Harris Tweed" has long history and impeccable reputation (V. Novikov "Romance with Language").

The original brands are known to not only one generation. Compare the mention of the company "Nestle" in K.I. Chukovskiy's memoirs in the beginning of twentieth century: *Once in 1920 in the period of terrible famine in Petrograd she [Anna Akhmatova] got a big and beautiful tin which was full of super nutritious, super vitamin "powder" made in England by fame-worthy company "Nestle". One small tea spoon of this thick concentrate thinned down with boiled water seemed to our hungry stomachs as the superior substantial lunch. And this whole tin seemed to be more expensive than all diamonds of the world...*

– *It is for your ... for Mourochki..*

– *I holding in my hands **the precious "Nestle"** [4].*

A.A. Isakova remarks the difference between trademark and brand consists of at first the notion of "trademark" is highly specialized and mostly lawyers use it; secondly brand cannot be registered but trademark can be. Trademark is a mean of goods and service individualization, brand is a complex of name, exterior appearance, reputation of a product and connected with customer's expectations. Brand cannot be registered but it can be valued [1]. As known the concurrent view on linguistic nature of ergonyms marking notations does not exist. Their transient nature is often emphasized (between proper names and common names), their exceptional position on lexical system. Apparently these units also "send from code to code". Proper name according to R.O. Jakobson's ideas is considered "additional coded sign" sending to another coded sign which is a common name itself. Common name defines the content which the additional code hints at [9].

The presence of a person or group of people who assign this name to a certain class of goods, unites trademarks with proper names. At the same time a verbal trademark correlates a certain sample with the whole class of goods and this attribute brings together with common names. Many authors underline artificial character of these words in as much as they were created from national and international language material for identification of series produced goods. These words (before their registration) did not exist in natural language (however it does not exclude secondary use of common names and also anthroponyms and toponyms). The successful trademarks are the important funds of enterprise.

The cost of some of them is calculated billions of dollars. Annually dozens of thousands of trademarks appear at the same time dozens of thousands another trademarks lose their status and disappear together with products which were used for their identification.

The term of pragmonym is often used for the marked notations, in this case this vast group is multi-language by origin and forms another particular group of onomastics [1]. The explosive development of the fast moving consumer goods sphere predetermines the distinct structuring of pragmonymy, segmentation of subspaces for different consumption fields: equipment, products, consumer goods industry etc., what is more, each of these fields is supposed to have its inner gradation. In a quantitative sense pragmonyms in each language compose a huge corpus which is not lexicalized in its entirety. The terms of “cultureme” or “linguocultureme” are validly used for nomenclative signs (pragmonyms). As distinguished from a word and lexico-grammatical variant form of a word as language units, linguocultureme includes language segments (meaning of language expression) and culture (extralinguistic). Linguocultureme as a complex interlevel unit is a dialectical unity of linguistic and extralinguistic content, it is a unit as a word-symbol and has got a deep meaning than a general word.

The symbolic valeur of realia consists of a certain fact which is known to all mother-tongue speakers and is connected with a realia role in this or that culture. The comprehension of this fact helps an individual to feel a part of ethnicity determines his/her verbal behavior by word stereotypes (clichés). This symbol activates a traditional image, a typical situation in a mother-tongue speaker’s memory. The powdered laundry detergent “Persil” has been a unique realia in Germany it was widely used in the Western Germany after the Second World War. It was popular after Perestroika in Russia. However, it is a nomenclative (marked) notation with country specific potential only for German linguoculture. Brand can lose its initial motivation during the time. For instance: *Brand is some kind of a hieroglyph (character). It is not always important what it meant before. <...> Name recognizability is important, hence abundance of nostalgic brands today* (V. Novikov “Romance with Language”).

J. Seguela writes about the reasons of the global successful US trademarks that they can out-play universal human values with advertisement help; “American dream was not promulgated by US novelists and philosophers but

by simple US products which have all fundamental American values made them be preferable and sparkling in the world. *Coca-Cola* – youth, *Marlboro* – maternity, for instance:

“The advertising world is a fairyland. It is the very talented invented “Marlboro Country”. Listen to such a pathetic text which sounds off the screen and there are magnificent landscapes, mountains, prairies, herds of horses and above all handsome courageous cowboys on the moving background. And here is remarkable original text of advertisement: *Come to where the flavor is... Come to Marlboro Country...* You can imagine! The aim of this magnificent fairy tale is to sell us one more packet of cigarettes of this brand [5]. *McDonald's* – family, *Levis* – freedom, *Nike* – responsibility. These five trademarks became the largest brands in the world having emblazed the American way of life as their moral [6]. Having unified tastes and demands of people, identified consumer priorities marketing experts turn goods into symbols of the country for instance, “the American way of life is not valued in our mind on the base of presidential speeches but on the base of popular “brand names” which took the basic American values and with the help of these values they won the world” [5]. Compare the same tactics in Russian advertisement: *Since olden times people went to search for gold to Siberia. And our land is a legend and everybody has got his/her legend: someone finds gold nugget, someone has got skillful fingers (in Russian “golden” fingers), someone gets “gold” from fields (compare wheat with gold). Everybody can get Siberian treasures. We say: “If a person is not tight-fisted but he/she is generous this person is a really rich”. Be generous to your land, to your friends and gold will never run out. Beer “Siberian Legend” is the world created for you.*

The advertisement of the sparkling wine “Silver Age”: *“Silver Age” is an enjoying classics.*

The English sociologist Williamson J. writes about “new totemism”: “The drivers of “Rolls Royce” form “totemism group” – unnatural but such differentiation makes up “natural status” [7]. Totemism becomes a part of ideology: you cannot buy a product without being connected with some social group. In this case the product is not physical reality it gets into sphere of symbols – concentration of real emotions”. There are brands of prestige for example watches of *Rolex*, *Patek Philippe*. Compare: “I remember one more advertisement of the watch of “*Longine*” in the magazine “*Life*”. Contrary to the tradition some quali-

ties of the watch were mentioned but the watch did have them: *This watch has not got a crash proof mainspring and a shatter-proof glass. It is not shock proof and water resistant. But it is Longine!* The name of the watchmaking company was a prestige guaranty” [5].

In the work Wells W., Burnett J. Moriarty S. an idea of productive advertisement of the company *Honda* is mentioned: when it is more difficult to purchase and drive vehicle for consumers the company *Honda* offers high quality cars it is easy to drive and park them (their slogan is in their advertisement, brochures, TV advertising and even on shopping bags – *We make it simple*) [8].

Brand awareness/unawareness can be a decisive factor in the distinction of one’s own/foe. Compare: *The ninth grade pupils gave me an inoffensive nickname of “Bolkonskiy”, at the beginning of each lesson they wrote with a piece of chalk on the blackboard one of the banal Latin aphorisms something like “Omnia mea mecum porto” taken from some dictionary. I read it aloud and I was as cool as cucumber translating it into Russian. They expressed approval every time. Great abilities and erudition are highly valued in our motherland. I fell behind my age mates in this case I could hardly distinguish famous brands of jeans and tape recorders. Once I was asked about “Levi Strauss” and I replied in my sleep that he was a structural anthropologist, his name in French “Lévi-Strauss” and I wondered how come you know him. It seemed to me my authority was undermined. Twenty years passed, I wore out many pairs of jeans of different colours and brands, I realized that unlike elite Claude with his double-barreled surname famous jeans manufacturer had a simple surname Strauss and Levi was his first name (Novikov V. “Romance with Language”). Brand is inseparable from the notion of prestigious value. I am going to her school to take her hardly squeezing through a number of “Audi”, “BMW” and other prestigious cars (Novikov V. “Romance with Language”).*

The famous brand can be a representative of the whole sort of goods or services. Xerox is not only the name of a certain company in the world it is a name of any copying device and a synonym of copying itself.

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