

BRAND NAMES BASED ON ZOONYMS

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ABSTRACT

This article analyzes etymological and structural features of brand names based on zoonyms.

ЗООНИМЛАР АСОСИДА ҲОСИЛ ҚИЛИНГАН БРЕНД НОМЛАРИ

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АННОТАЦИЯ

Ушбу мақолада зоонимлар асосида ҳосил қилинган бренд номлари этимологик ва структурал жиҳатдан таҳлил қилинади.

АННОТАЦИЯ

В статье анализируются этимологические и структурные характеристики наименования брендов на основе зоонимов.

A brand is a name, term, design, symbol, or other feature that distinguishes a seller's product or service from others of the same type. Brand names are studied within the framework of pragmatonyms, which are part of the field of onomastics. The term pragmatonym is derived from the Greek words *πραγμα* - object, thing and *ονομα* - name, names the meaning of the type, brand, trademark of products. As pragmatonyms, trademarks should have such a positive meaning in their name that the trademark should induce a potential buyer to take the action necessary for the producer - to buy his product. Brand names are important because they need to be catchy, attract the consumer, and have unique characteristics. Accordingly, the etymological characteristics of brand names also differ.

Zoonyms are a rich source of metaphors and phraseological elements that illustrate typical national cultural perspectives. They depict how people have perceived animals over time, highlight some of their features, become symbols, serve as the foundation for every language's cultural and informational resources, and shape the mindset of every country. The study of animal names is fascinating in many ways since these names serve a variety of purposes, the most notable of which is that they can represent human character traits.

It is known that human life is closely connected with nature and animal world. As animals are important in people's lives, their names - zoonyms are reflected in it as part of the language system. Brand names can also be created from zoonyms. For example, a cougar is a yellow-brown, jaguar-sized feline, also called a mountain lion or panterra. The German company

operating under the PUMA brand produces products such as sports uniforms, shoes, and sports equipment.

Rudolf and Adolf Dasslerdar, brothers, as partners, start a small company producing shoes for the disabled. Later, the factory specializes in the production of sports shoes and special sports clothes. After some time, the brothers create their own independent company. Adolf Dassler opens the ADIDAS (abbreviations of his first and last name) and Rudolf Dassler RUDA (abbreviations of his first and last name) companies. RUDA company name is later changed to PUMA. In our opinion, the cougar's speed and agility were compared to the actions of athletes, and this name was chosen.

RedBull is cool energy drink brand name was originally used by Chaleo Yuvidhya from Thailand as Krating Daeng in Thai. After Chaleo Yuvidhya and Austrian Dietrich Matesshitz agreed to start a joint venture, the English translation of Krating Daeng - Red Bull - was chosen as the brand name.

Firefox is a world-famous browser name, and the brand name means "fiery fox" in English. This brand name was originally Phoenix. Phoenix is the English name for the predatory bird. Later the name of the browser was changed to FireBird. But after problems with the brand name arose, the name Firefox was chosen. Since the dawn of time, animals have accompanied man, leading to the emergence of numerous phraseological units that assess and compare him from various perspectives. The appropriateness of such a thorough examination of phraseological units with a zoonym component also determines the clear inferiority and inadequacy of the analysis of phraseological units of this topic group.

The Dove brand is the name chosen for soaps and hygiene products, perfumes, this word is synonym to the word "pigeon".

In English, Twitter means "chirping of birds" and "a short burst of information". Twitter, as a social network, serves for the distribution of messages and reactions to them. That is why Twitter was chosen as the brand name. The logo of the brand also features a colorful bird, which also reflects the name and type of activity of the brand.

The brand name, the abbreviation of which is KFC, the extension of which is Kentucky Fried Chicken. The brand name is based on the main ingredient of the product - fried chicken.

Black Bear Coffee is a brand name for coffee, freshly baked bread and bakery products.

Most often, zoomorphic phraseologisms include pet names. This is a phenomenon that can be explained by non-linguistic variables, especially the characteristics of a person's interaction. As a component of phraseological units, zonyms encode the people's culture, traditions, and history.

Thus, phraseological units that include a zoonym reflect the particulars of native speakers' conscious worldview.

To be more precise pragmatonyms are studied within the field of onomastics of linguistics. It refers to the name of the manufactured product, commodity or service. Zonyms are also important in the formation of brand names. In addition to the sonority of the brand name, it also enters into a semantic connection with animal names.

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