

LINGUISTICS
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Isakova A.A. Peculiarities of nomination of industrial brands

The article is devoted to the functional variety of the proper names of goods. Some actual unsolved questions of the proper name theory, theories of a discourse, the influence theory are considered. The purpose of our research is to study processes of pragmonimic functioning in our modern advertising sphere and to describe the modern pragmonimic mental space in consciousness of Russian native speakers. The functional variability of the pragmonimic advertising discourse is very actual because it plays the main role of mass-media communications in a society. The essence of pragmonims and typology of advertising forms in modern communications promotes the definition “pragmonim” as a proper name and reveals a pragmatical model of an advertising discourse. The judgment of the designated problems allows to consider pragmonims in communicative space as one of the basic components of an advertising discourse.

Key words: goods, onomastics, discourse, manipulation theory, mass-media, communication.

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