

LINGUISTICS

A.A. Medvedeva, M.N. Morgunova

(Southern federal university. Rostov-on-Don, Russia)

Brand names in modern English: structural-semantic peculiarities

Brands and their role in the modern consuming society are hard to overestimate. It is a common knowledge that a brand, inaccurately designed from the linguistic point of view, may have an effect reverse to the intended one and cause low sales of the product or the service offered to the consumer. One of the most important constituencies of the brand is its name, which marketing peculiarities have been thoroughly studied, but which linguistic properties lack a due investigation. The present article suggests a semantic classification of the brand names in the English language, revealing the peculiarities of the structural composition of such names, their semantic motivation and the distinctive features of the consistent organization of this lexical group of names. The article touches upon the pragmatic characteristics of the brand names being knitted together with the semantic ones as an integral part of the brand.

Key words: brand name, structural composition, semantic classification, English, distinctive features, pragmatic characteristics

April, 6, 2016