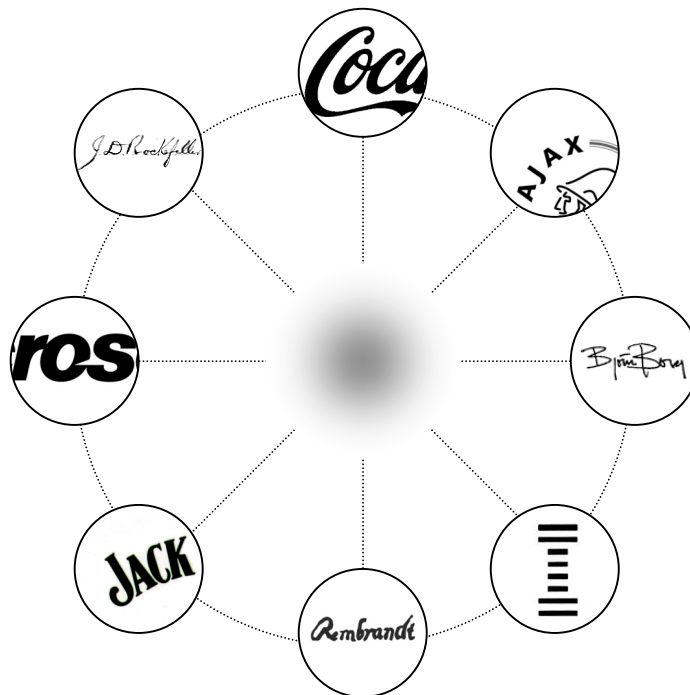


Names in the Economy III

Names as Language and Capital

International Symposium

Amsterdam 11-13 June 2009



- program
- abstracts

Program

Thursday 11 June

Location: Bethaniënklooster

Opening ceremony with two keynote lectures

16.45-17.15 Registration and welcome

17.15-17.30 Opening speech by Hans Bennis, director of the Meertens Institute

17.30-19.00 Keynote lectures

- A Sociolinguistic Inquiry into Chinese Brand Naming Behaviors: Moral Dilemmas, Constraining Hieroglyphs and Economic Aspirations - Fengru Li (University of Montana)
- Brand Name Selection: Where Theory and Practice Diverge - Rik Riezebos (European Institute for Brand Management)

19.00-20.00 Reception

Friday 12 June

Location: Meertens Instituut

9.00-9.30 Opening lecture by Ludger Kremer, chair of the international scientific committee

9.30-10.30 Plenary session: "Linguistic features of brand equity I"

- Names as valuable resources in the musical markets - Paula Sjöblöm, Ilari Hongisto
- How similar are Castora and Valora? Linguistic similarity of brand names as an obstacle to their registration - Elke Ronneberger-Siebold

10.30-11.00 Coffee break

11.00-12.30 Plenary session: "Linguistic features of brand equity II"

- Brand name and Brand image, between Linguistics and Marketing - Paola Cotticelli, Vania Vigolo and Alfredo Trovato
- Repercussion of Vocal Expressiveness of Trademarks - Andreas Teutsch
- The universal character of nominative principles in commercial ergonymy - Ekatarina Trifonova

12.30-13.30 Lunch

13.30-15.00 Plenary session: "Power and legitimacy: names as symbolic capital"

- Rooibos: the rise and fall of a name - Adrian Koopman
- Shifting economic power and a shifting onomastic landscape in post-1994 South Africa - Bertie Neethling
- Rebranding in Russian Ergonymy as the matter of Sociolinguistics - Irina Kryukova

15.00-15.30 Tea break

15.30-17.00 Plenary session: "Brand names in a globalizing economy"

- Filet de poisson vs. Filet-O-Fish: Different branding strategies of fast food restaurants in francophone and other Romance countries - Holger Wochele and Erhard Lick
- English Words in International Brand Names: Proceed with Caution - Andrew Wong and Will Leben
- Cultural and regional connotations of company names in local contexts - Angelika Bergien

Saturday 13 June

Location: Meertens Instituut

9.00-9.30 Opening lecture by Harm Nijboer, chair of the local scientific committee

9.30-10.30 Plenary session: "Gender, names and branding"

- From Backmans Blommor to Hairstyle by Lena - the use of personal names in the names of small enterprises in Sweden - Katharina Leibring
- A gender-based study of product names for luxury articles in a globalised setting - Antonia Montes

10.30-11.00 Coffee break

11.00-12.30 Plenary session: "Names in economic discourse"

- Brand names and technological innovations analysed in terms of lexical vacuum - Marcienne Martin
- Thoughts on the Nominations of Business Leaders in the Print Media Discourse. A critical Discourse Analysis - Julia Kuhn
- How are company names used in the Spanish economic press? - An Vande Castele

12.30-13.30 Lunch break

13.15-14.00 Poster session

- Horse names as language and capital - Marja Kalske
- Names of European Long-distance Trains: an Overview (1920-1990) - Christian Weijers
- Precedent names in multicultural communication - Vrublevskaya Oxana
- Significant names of nomad civilization in modern life of Mongolian peoples - Ekatarina Sundueva
- The verbal trade marks of the alcoholic drinks (on the russian and chuvash languages's material) - Mordvinova Natalya Geraldovna
- Mlekpól and it's products - Barbara Czopek-Kopciuch
- Proper names as the means of enriching the vocabulary of a language in the sphere of economics - Yelena Gorbunova

14.00-15.30 Plenary session: "Meaning, memories and product names"

- The remains of the name - how existing brand names are used in the formation of new names - Antje Zilg
- The currency of company and brand names in the confectionery industry - Stephanie Hughes
- Heritage war in brand-sphere. Soviet trade marks today - Sergey Goryaev

15.30-15.45 Concluding words by Doreen Gerritzen, head of the onomastics department at the Meertens Instituut

15.45-16.30 Drinks and informal discussion

Abstracts of the Oral Presentations

Abstracts are ordered by the surname of the (first) author.

Cultural and regional connotations of company names in local contexts

Angelika Bergien

This paper examines company names from a pragmatic point of view and focuses on their functions in different local and socio-cultural contexts. A company name has to fulfil many functions, among them identification, distinction, protection and promotion. The latter function is of special relevance, since the world of today is a consumer culture, where many activities in business and even in personal contexts have to some extent been influenced by promotional concerns. The promotional function of company names can be realised by different naming strategies, including linguistic form and graphic design. In recent years, however, studies of cultural, social or emotional values of names have gained in importance. The name is seen as reflecting sets of common values that are connected with the environment in people's minds, thus maintaining a certain 'we-feeling'. This can, for example be achieved by the inclusion of locations as elements of company names. The name is linked to a particular region and thus connotes the company's origin, traditions and scope of business or personal attachment to a certain place. This becomes even more obvious when elements of the regional dialect form part of the company name. An example from Gardelegen, a small town in the region of Magdeburg, is the name *Garley-Bräu* for a brewery, where the first element *Garley* /'ga:rlai/ can be traced back to Gardelegen's medieval name *Garly*. In this case, the place name as the first element in the sequence has a scene-setting and categorizing effect.

Based on annual lists of the top 100 companies in Germany, eastern Germany and Saxon-Anhalt, ranked by revenues, the present study aims at a more systematic description of cultural and regional connotations of company names, which are especially frequent in the eastern part of Germany. Possible explanations for this situation will be offered and discussed with respect to factors such as economic motivation, historical background, local culture and global competition.

Brand name and Brand image, between Linguistics and Marketing

Paola Cotticelli, Vania Vigolo and Alfredo Trovato

The creation and management of brand names represent an extremely relevant process for the obtainment of a competitive advantage. In fact, a brand name does not only identify a product, but also evokes associations that contribute to the creation of the brand image as well as to the development of consumers' attitude and behaviour towards a specific brand.

Theory and research in brand management have shown that consumers draw inferences from brand names; that is why the linguistic features of the brand name (e.g. memorability, simplicity, distinctiveness or meaningfulness) and their implications should be carefully analysed before undertaking the branding process.

In the last decades, several studies have dealt with the creation of brand names, but most of these papers are characterized by a one-sided approach to the topic, i.e. Marketing investigates branding strategies without dealing with linguistic features of the brand name, whereas Linguistics tends to analyze brand names characteristics without considering their marketing implications. This study aims at integrating the two different perspectives of Linguistics and Marketing for the study of Italian brand naming.

In this paper we pursue two primary objectives. The first one is to provide a critical review of the existing (Italian) literature on brand name strategies. The second is to propose a new methodological framework for a joint (Marketing and Linguistics) approach to branding that will enable us to describe the linguistic features of the brand name as well as its marketing implications.

Heritage war in brand-sphere: Soviet trade marks today

S.Goryaev

The presentation deals with the functioning of Soviet trade marks in modern Russian economic reality. The object of investigation is the food brands, in particular, sweet brands.

In Soviet times manufacturers of one and the same type of goods were not in direct competition. Often the consumer goods under one trade mark were produced by different firms, in this case by different confectionaries.

Now the factories, that belonged to one ministry before, turned into independent firms. And they are in strong competition. This give rise to an interesting name-giving situation: the companies try to hold to old Soviet trade marks, but at the same time they have to make some individualization modifiers.

E.g., trade mark of sweets “Pilot”, famous in the Soviet time, is now established in such variants as “Cheery Pilot” or “Sniper Pilot”; “Swallow” turns into “House martin” (literary in Russian “City swallow”), “Squirrel” (nut-sweet) into “Magician Squirrel” and so on.

The heated litigations about brand rights and trade marks similarity have not calmed yet.

The aforesaid illustrates current social concepts and values. When early 90-s the attitude toward Soviet cultural heritage was in general negative, now in modern society the reassessment of values is taking place.

Names as valuable resources in the musical markets

Ilari Hongisto & Paula Sjöblom

The rise of the commercial popular culture in the 20th century created many new name categories, and not least to the field of music. These new name groups include, among others, popular music performer names and album names, with which a group of named musical compositions are tied together. However, there has not been systematic research on musical names. The aim of our presentation is to consider the questions related to this nomenclature, and to bring out findings which correlate with the observations made about other commercial name categories. The main point of view is the genre of music, and how it appears in the names.

The music performers, individuals as well as groups, use *performer names*, which identify the performer and distinguish them from other performers. The performer name can be either the performer's own name or, more commonly, a name, with which an imaginary performer is created – an individual, to which both commercial and non-commercial implications are linked with the name. Long before the popular music culture, performer names have appeared in art music, but this tradition is less commercial, and the names differ by their structure and semantics to those used in popular culture.

When the recording of musical compositions started to increase in the 20th century, little by little the concept of album name was born. *Album name* sums the recorded compositions up under a title, and gives the entity a common name – and a meaning. *Composition name* usually refers to a cultural product, often rather abstract, a musical piece, which may only exist as verbal tradition.

The world of music is a commercial one. The names of music are linked to a group of factors aiming at reaching the commercial objectives: The name of music must be apt, unforgettable, compelling, informative, historyful, funny, and ambiguous. The function of the names is to attract the consumers of popular music and art music. The *Vienna Philharmonic* is a brand, which carries its glory in its name, likewise to, for instance, *Deep Purple* and *Metallica*. The name connects the performer to a certain genre of music, whose level of commerciality varies. A techno group may be called *The Falling Infinities*, whereas a soul group may have a name such as *Ma Baker's Soul Factory*. The differences in the naming traditions and the meanings of the names apply also to the composition and album names. E.g. a composition which was named *Quartet for the End of Time* was created in a German prison camp and first performed to the composer's fellow prisoners in 1941. On the other hand, there is an album name, *Symphony for The Devil*, which has an allusion to a composition name of Rolling Stones. An interesting question is, do these names differ in terms of commerciality. Can there be various grades of commerciality?

Our approach to the names of music and their meanings is based on cognitive semantics. Their meaning is seen as a broad network connected to the surrounding context. The commercial functions of these names are examined through separate, albeit interactional genres of music. The form, meaning and function of the names, even groups' logos, in which the meanings are captured, are in our focus. Even

though the commercial product is the music, whose quality ultimately defines the general acceptance, one must not dismiss the significance of the names in the chain leading up to the purchase decision.

The currency of company and brand names in the confectionery industry

Stephanie Patricia Hughes

In the confectionery industry, the importance of branding cannot be underestimated. In a society which is increasingly preoccupied with trends such as health, fitness, luxury etc. and where sweets and chocolates are considered a treat, manufacturers, and their marketing departments, spend considerable time and effort, not to mention money, on making sure that their name is associated with what are perceived to be the 'right values'.

This paper briefly discusses these perceived values before investigating the linguistic and cultural importance of both company and brand names in the confectionery industry and the various links between company and brand, focusing, in part, on new products and companies. This paper draws on original research carried out at the world's foremost confectionery industry trade fair, the International Sweet Market (Internationale Süßwarenmesse) in Cologne, Germany in 2007, 2008 and 2009.

Rooibos: the rise and fall of a name

Adrian Koopman

'Rooibos tea' is the common descriptive term for the infusion brewed from the dried leaves of *Aspalathus linearis*, a shrub native to the Cedarberg Mountains of the Western Cape in South Africa. Although known by many other names, such as 'redbush tea', 'rooitea', and 'honey tea', it was the name 'rooibos' which was the subject of intense international legal activity during the 1980s and 1990s. For a brief period, 'Rooibos' enjoyed the status of a proprietary name, a registered brand, with owners who had the legal right to the use of this term in the manufacture and disposition of this aromatic tea. However, in the early years of the 21st Century, international pressure (and mounting legal fees!) persuaded the owner of the name to relinquish all legal rights.

This paper looks firstly at the variety of different names by which this tea is known, and then traces the brief history of the status of Rooibos as a proprietary name. This history is then placed within a theoretical framework which looks generally at linguistic items which have gained, lost, or transferred onomastic status.

Rebranding in Russian Ergonymy as the Matter of Sociolinguistics

Irina Kryukova

In modern economically developed society rebranding starts to act as an object of scientific interest not only for market specialists, but for linguists as well. This nominative process is especially applicable from the point of view of social linguistics. The research devoted to the mentioned phenomenon, which we have done on modern Russian ergonyms (company names), enables us to judge upon the way that author's reasons and naming circumstances affect the choice of nominative means.

According to the collected data, all the reasons for rebranding come under two groups, which are almost equally represented in modern Russian. They are:

Economical (consolidation of enterprises, change or expansion of the company's business scope); Sociolinguistic (gradual erasure of ideologically marked names, linguistic fashion influence). Each of these reasons coheres with certain ways of ergonyms' creation.

First group is actually universal for all economically developed countries. In Russia the expansion of the company's business scope dominates among the reasons for rebranding. In this case a full change of the name takes place, if the name itself had narrow regional reference. The new name is usually based on a toponym, which refers to a larger territory (e.g.: new *Уралсиб* instead of old *Башкредитбанк*). It also may denote the role of the enterprise in new circumstances (e.g.: new *Базовый элемент* instead of old *Сибирский алюминий*).

Second group is more characteristic for rebranding in Russia, due to some social and political reasons. In this instance a new name is created on the basis of the old one with the use of contamination, abbreviation or transliteration. For example, new abbreviated ergonyms are made up from the old ideologically marked names. It is noticeable, that they are not supposed to be disabbreviated (e.g.: new *Конфил* instead of old *Кондитерская фабрика имени Ленина*). Rebranding in Russia is especially affected by linguistic fashion. For instance, when the trend for foreign names began to decline many ergonyms were transliterated from Latin to Cyrillic (e.g.: new *Вимм-Билль-Данн* instead of old *Wimm-Bill-Dann*).

The further research in the field of rebranding could cast light upon many onomastic and sociolinguistic matters, such as onomastic style and fashion, fusion lexical processes and lexical globalization, modern genesis of linguistic creative process etc.

Thoughts on the Nominations of Business Leaders in the Print Media Discourse – A Critical Discourse Analysis

Julia Kuhn

People in leading positions in the economy are represented in the media discourse. Often this representation is not neutral but evaluative and pursues certain aims. In this contribution we consider the representation of members of the Italian family Agnelli - the leaders of the enterprise Fiat - in the print media discourse. Therefore we analysed 258 articles of Italian and Austrian newspapers. We focus on the aspect of the *nomination* (Reisigl 2003) as anthroponyms and classifications and we consider the evaluative intentions behind them. We show how nominations (names and classifications) are instrumentalized. The theoretical framework of the analysis is formed by the Critical Discourse Analysis (Fairclough 2003). Our methodology has been elaborated for the analysis of the construction of identities in the media discourse and is based on works on the discursive representation of social actors (Van Leeuwen 1996) in the tradition of the Systemic Functional Linguistics (Halliday 1994). In this study we show how leaders in the economy are represented and evaluated by nomination in the media discourse and how their position as leading figures is (de-)legitimated.

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From *Backmans Blommor* to *Hairstyle by Lena* – the use of personal names in the names of small enterprises in Sweden

Katharina Leibring

This paper deals with the use of personal names in the names of small enterprises during the 20th century in Sweden. It is part of a larger investigation which focuses on the development of the names of small businesses and the reflection of the owner in the business' name, seen from geographical, sociological and gender aspects. For this paper, I will concentrate on the gender aspect – does the use of personal names differ between female and male business owners? Is it more common for an enterprise run by a woman to have the owner's first name in its name, than if the enterprise is run by a man? And is there less resistance to use the names of female "icons" in business names, than to use male? To give one example, in Uppsala in the 1960's you had a hairdressing salon named *Salong Nefertiti* (after the Egyptian queen with exquisite hair-style), but there was no *Salong Casanova*. A hypothesis is, that if a male personal name is found in a business name, it will in most cases be based on the name of the owner/founder, but a female name can have been chosen also on other grounds. Does this reflect different attitudes to male/female names in general or are there other, more business-specific reasons to be found? I will discuss these questions with examples collected from the names of flower shops, hairdressing salons and car repair works in several cities in Sweden during the last 50 or 60 years.

A Sociolinguistic Inquiry into Chinese Brand Naming Behaviors: Moral Dilemmas, Constraining Hieroglyphs and Economic Aspirations

Fengru Li

Brand naming as a cultural and economic behavior is examined from the sociolinguistic approach - the role of context in determining the meanings of signs. Important innovations have led sociolinguistics to address brand naming behaviors that allow communication of specific, complex cultural concepts or values.

Should brand naming be guided by universal principles or should it be deferential to local knowledge in our globalized economy? What's in a name that can affect specific ethnic consumers in a profound way? The case of China is explored because of its rising aspiration to be a decisive economic player and its three decades' experience as an emerging market that has been polarized by its Confucian traditions and its modern consumption trends. A total of eighteen iconic brand names (6 from each category of moral dilemmas, economic aspirations and hieroglyph challenged) are examined with regard to their original history when names were given. Theories of the "key cultural symbols" derived from the anthropology field are borrowed to understand dilemmas Chinese businesses have faced in determining and/or changing brand names when references to social factors are necessary. Furthermore, written Chinese contrasts starkly with the Latin system because it is ideographic or hieroglyphic rather than alphabetic. Consumers who use ideographic languages evaluate brand names more in terms of visual features while speakers of alphabetic languages view brand names with respect to their phonological codes. Therefore, names rooted in local knowledge need to be recognized as a linguistic realization of the natives' expectations. There are rules pertaining to proper cultural naming behaviors which may be at odds with globalized marketing rules. Finally, marketing and sociolinguistic researchers and practitioners face an urgent need to acquire "metacommunicative competence," i.e., capacity for accessing the natives' resources for describing, evaluating, and interpreting brand naming phenomena.

Filet de poisson vs. Filet-O-Fish: Different branding strategies of fast food restaurants in francophone and other Romance countries

Erhard Lick & Holger Wochele

When advertising to different cultural and linguistic target groups, one has to decide between standardization and adaptation of, on the one hand, one's advertising campaign, and, on the other hand, the names of the products offered. In our analysis we take a close look at the product names of world wide operating fast food chains, such as *McDonald's*, *Kentucky Fried Chicken* (Quebec: *Poulet Frit Kentucky*), *Burger King*, etc.

We have selected a corpus of product names in various Romance language areas including France and Quebec. First, based on this corpus we can show that, generally, there exist fundamental differences in the creation of brand names for dishes, on the one hand, in fast food restaurants and, on the other hand, in high-end restaurants (Lavric forthcoming). In particular, the main part of our paper demonstrates that the different strategies companies pursue reflect the differences in the acceptance of English brand names according to both the various collective identities and language awareness.

Finally, we point out how the differences in these naming strategies may be contingent on the legal framework of the country a company operates in. For example, in the case of Quebec the *Charte de la langue française* (1977) requires that company and product names be in French. Consequently, the equivalent French name in Quebec for the company *Kentucky Fried Chicken* is *Poulet Frit Kentucky*. Another example is *McChicken* whose corresponding name in Quebec is *MacPoulet*.

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Brand names and technological innovations analysed in terms of lexical vacuum

Marcienne Martin

To name the objects of the world is a social practice which opens on their classification and their location. This procedure is connected to the language and it is within of its lexical entry, formal or not formal, that the object takes shape in reality and makes sense in such a social structure. The brand names and technological innovations do not go against this phenomenon. To give brand names is a complex process which involves various levels of the reality of the product put on the market or the reputation of a new company. Thus creation of brand name draws from the corpus of common nouns (Carrefour), proper nouns (Yves Saint Laurent), toponyms (Evian, Vittel) or mythology (Ajax, Mercury), not to mention the contribution of neologisms (Nescafé) or onomatopoeias (Crunch). But what happens when a product is totally innovative and it doesn't refer to a lexical entry? Indeed, the lexical entry always does not follow a technological innovation and sometimes the brand name given to an innovative product becomes a generic term such as the french terms (e.g. frigidaire for fridge or e.g. scotch for adhesive tape).

In this current communication, we will analyse a particular phenomenon of the indexation of the name : the lexical vacuum. In some cases, the name of the product is derived from the name of the creator such as the daguerreotype whose root "Daguerre" refers to the inventor (1787 - 1851) of a single reproduction process of picture on a silver plate. But this technological innovation has fallen into disuse in favour of the photography that allowed duplication in « n » exemplars of the image. The french unit lexical "photographie" e.g. "photography" which, by apocop, became "photo", filled the lexical vacuum connected to this invention. Technological innovations are also named according to the current societal stakes such as ecology. Thus, washing product names have followed the environmental policies. "Voracious enzymes" have given way to chemical compounds more respectful of nature and that we can decipher through brand names such as "Maison verte" (Green house) or "Ecover", for example. This refers to a paradigmatic field of nature with reference to the colour "green" or to the root "eco" for ecology. This element derived from the greek language "oikos" which means "home", "habitat". With the suffix "logos", the term "ecology" means : "a doctrine which is intended to a better adaptation to the man to his environment¹" as the brand name "Ecover" (household cleaning products). In reference to the preservation of the countryside and implicitly of the Nature, brand names are declined around the green colour such as the french brand name "Maison verte" (Green house). Some innovative products such as a ball made up of ceramics and supposed to replace the washing powder was called simply "washing ball". This entry is not attested in the dictionary. Wouldn't the brand name make it possible to fill a whole or partial lexical vacuum? Its linguistic use by a large number of speakers, is also at the origin of its lexical integration? Doesn't this process play the part usually assigned, in France, to the Académie Française? In addition, new technology like the daguerreotype and the usage of its lexical item whose implementation has fallen into disuse due to the limited number of employers. Wouldn't this phenomenon would be correlated with the sub-operating or non-commercial exploitation of this product?

Lastly, wouldn't the lexicalization be a necessity when the objects of the world integrate the human paradigm?

NOTES

1) Alain Rey, Dir., *Dictionnaire historique de la langue française*, Éditions Le Robert, 2006, pp. 1172-1173.

A gender-based study of product names for luxury articles in a globalised setting

Antonia Montes

For this presentation we want to present a socio-linguistic study based on gender-marketing. This new direction within marketing studies has the objective to research about the different desires and necessities of men and women according to their consuming patterns. Advertising reflects social tendencies and invents new models to be followed. One of them is the creation of a new man caring about his physical appearance for the cosmetic industry. Beauty is no longer a question of female coquetry. The big cosmetic enterprises have launched numerous beauty products for male care on the international market. Through global advertising campaigns the same values according beauty standards are propagated as well as for women as for men.

It is our aim to examine the linguistic structures of product names for cosmetic articles for men and women within a socio-economic framework in order to explore the similarities and differences on the appeals of beauty values for both genders.

Shifting Economic Power and a Shifting Onomastic Landscape in post-1994 South Africa

Bertie Neethling

Before the negotiated political settlement in the early 1990s that eventually culminated in the first fully democratic elections held in South Africa in 1994, the economic power in South Africa (and by implication also the ‘naming’ power) was firmly in the hands of the white (English and Afrikaans speaking) minority. The economy was dominated by longstanding companies that functioned by and large in English, the language often referred to as the ‘language of the economy’. Soon after taking power, the new government announced that black economic empowerment (BEE) was high on their agenda and various schemes and initiatives to promote BEE came into being, including legislation around BEE targets for existing concerns. At that point indigenous African names in an economic context only featured on a small scale in the black urban townships and then in a mostly informal setting.

A predictable spin-off of the new dispensation was the coming into being of new indigenous African names in the economy, reflecting the new power relations particularly where ownership was in black hands or where existing concerns joined hands with black empowerment groups. Existing companies, obviously not keen on relinquishing company names that had been in existence for many decades, often took BEE on board by creating a new company or brand, often reflecting an indigenous African name, within existing structures. This sent out a strong signal to government suggesting that the mother company was prepared to invest in BEE. The wine industry in South Africa, for example, an erstwhile exclusive ‘white’ industry in terms of ownership and brand names, is a good case in point where black partners have recently been accommodated through exciting BEE developments, often reflected in naming, and where ownership and active involvement in the running of enterprises have been created.

This contribution reflects on the power of indigenous African names in the economy in post-1994 South Africa and highlights examples from the highest echelons, i.e. companies listed on the Stock Exchange, through the full spectrum to the more humble economic enterprises operating only in intimate and ‘own’ circles. It is argued that such names in the economy, regardless of the particular context in which they operate, should be considered as assets and capital, being strong indicators of success, power, competitiveness, participation and identity, and also in some cases (notably where ownership is not (fully) in black hands) as acknowledgement of the powerful potential contained in the numbers of black consumers.

Brand Name Selection: Where Theory and Practice Diverge

Rik Riezebos

There is a vast body of theoretical knowledge available to guide entrepreneurs in choosing an appropriate name for their company or product. However, as a consultant in the field of brand management the speaker has experienced that there is still a considerable gap between the theory and practice of brand name selection. Despite the theoretical knowledge available, the actual choice of a brand name is still very often decided upon over the kitchen table. The speaker will discuss some of the possibilities to bring theory and practice a little closer together.

How similar are Castora and Valora? Linguistic similarity of brand names as an obstacle to their registration

Elke Ronneberger-Sibold

A basic condition for the functioning of a brand name as an important capital of a company is that it clearly differentiates a product of this company from its competitors on the market. Therefore, a name cannot be legally registered as a brand name if it is linguistically too similar to another brand name already registered in the same product class. (Nonlinguistic similarities, concerning, e.g., the colour and graphical realisation of a logo, can be a legal obstacle as well, but they are not relevant to this paper.) Linguistic similarity between brand names may concern their meaning (e.g., in German *Gnom* 'gnome' and *Kobold* 'goblin'), and/or their pronunciation (e.g., in German *Haba* and *Hawa*) and/or the shape of their letters (e.g., in *Rei* and *Pei*) (Stoll 1999: 141f.). In my paper, I will focus on the phonetic aspect.

The current legal practice relies on a rather intuitive, holistic notion of phonetic similarity comprising segmental and suprasegmental information as well as sound-symbolic evaluation, which leaves a large margin for individual decisions on the part of registration officers and judges. For instance, in an often-cited decision, the names *Castora* and *Valora* were considered as sufficiently different for registration, in spite of their identical vowels and rhythmical shape because of the different overall sound impression: "hard and clear-cut" for *Castora* vs. "soft and colourless" for *Valora*. Obviously, the sound-symbolic effect of the initial and first medial consonants were valued higher than the segmental and suprasegmental similarities. Contrary to this, e.g., *Rea* /re:a/ and *Zea* /tse:a/ counted as too similar for them both to be registered.

As a possible foundation for a more coherent jurisdiction, Stoll (1999), on the basis of two corpora of slips of the tongue (Leuninger/Keller 1994 and his own), has proposed a hierarchy of criteria for judging the linguistic similarity between words. This proposal in several respects coincides with a hierarchy of phonological features identifying the sound shape of morphs independently developed in several publications by Ronneberger-Sibold on the basis of corpora of transparent blends, folk etymology, so-called mondegreens (mispercieved texts, especially in songs), and imitations of the name *Persil*. Moreover, these features have been playing a crucial part in the long-term evolution of German morphology and poetics.

In my paper, this hierarchy will be systematically tested on larger corpora of imitations of German brand names, of so-called defensive brand names, and of names rejected for registration because of their similarity with previously existing names. My expectation is that the hierarchy is reflected in these names with more than chance frequency. From a linguistic perspective, such a result would be a further confirmation of the fundamental role of this hierarchy for speech perception and production and hence for the shape and structure the internal lexicon. From a legal perspective, the fact that, intuitively, registration officers are already applying this hierarchy, albeit somewhat inconsistently, could be an argument for using it explicitly as a tool for measuring the phonetic similarity of brand names.

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Repercussion of Vocal Expressiveness of Trademarks

Andreas Teutsch

The speakability of a trademark (TM) is decisive for its success on the market and for its survival next to other word signs. Marketing studies and branding have realized the importance of the linguistic expertise for creating a good brand. Even jurisdiction takes linguistic facts into consideration for TM infringement procedures. In this interdisciplinary environment the vocal realization of a TM takes up a significant role. Since it decides on the market acceptance of the TM and enhances the value of it to boot. The objective of this paper is to explain and show (with many examples) the importance and the function of the speakability.

The onomastic-theoretical background (*linguistic condition*) considers the use of a TM in daily life and language which leads to the conclusion that trademarks are semiotic signs of social matter with a prominent communicative function (*marketing condition*) and a constitutive function of distinctiveness (*legal condition*). Both functions are headed by the speakability of the TM. In order to guarantee the effective vocal realization of a TM four questions will be considered:

- *Who has to (be able to) speak a trademark?*

The vocal realization by different speakers has to take into account their individual language competence. This concerns the circle of trademark users, of which three groups can be classified.

- *How can trademark creation consider the aspect of speakability ?*

This deals with the anticipated key market and the representation of the formative side of the spoken language sign, like xenophonic letter clustering, use of vernacular or sound symbolism.

- *How far does speakability overlap the visual / written form?*

In order to create a distinctive TM, the word sign must not directly describe any information about the product (legal condition); however, in order to let the TM talk, one of the possible methods is the insinuation of a direct product description by mutilating or disfiguring the formative of a generic term but not its pronunciation.

- *Which position does speakability fill in during legal procedures*

In legal procedures on trademarks the phonetic representation is always regarded ahead of the written form. The measurements are primarily sound-based ones: a) sequence of vowels, b) cadence of articulation, and c) meter of the syllable.

The universal character of nominative principles in commercial ergonymy - the comparative analysis of Russian, English and German names of business sites

Ekaterina Trifonova

The present article inquires into the universal quality of nominative principles in modern commercial ergonymy regardless the nationality-conditioned peculiarities of naming persons. Empirical evidence for this hypothesis was obtained in comparative studies of Russian, English and German ergonyms (8000 names of business sites, 5000 ones and 5000 ones accordingly), particularly means and principles of nomination applied.

As our results indicated, the similarity between basic nominative mechanisms within different national lingvocommunities is not accidental due to the universal character of human perception of the reality. Besides such pragmatic factors as the intention to produce a certain emotional and psychological impact on the mass addressee and the desire of self-expression appear to be at work in commercial ergonymy in the mentioned above countries (*English tobacconist's shop "Wiff'N Puff", Russian clothes shop "The nearer the bone the sweeter the flesh", German erotic shop "Kleine Freiheit"*).

The possible variations within the principles reflect actualization of different and most significant socio-cultural phenomena and may be influenced by the cultural, political and historical conditions.

The following examples serve to illustrate the idea: English naming persons tend to use personal names of the royal family and of distinguished saints to emphasize aristocratic air and traditional values (*"The Queen Elizabeth II Conference Center", "St Joseph's Health Care London"*), while Russian owners of business sites display an intention to draw public attention by striking ergonyms (*café "Incest", rock group "Mushrooms!"*). As for the German ergonymy, there is a pronounced tendency to employ English borrowings together with local names, for example, *karaoke club "Lime Light", Hi Fi company "Absolute sounds GmbH Audiosysteme"*.

Summarizing the evidence, we may conclude that nominative tendencies in modern ergonymy provide an excellent opportunity for discussing the term of ergonymic universalialia. Besides, our observations support the idea that the profound knowledge of nominative principles in ergonymy might be of great assistance for numerous branding and naming agencies.

How are company names used in the Spanish economic press?

An Vande Castele

This presentation offers a corpus-based discourse analysis of how companies are identified in Spanish economic news texts. A large number of economic articles published in the Spanish newspaper *El País* were gathered in order to examine the linguistic characteristics of references to company names. The discourse study answers the following questions: how are companies introduced in economic articles, how are they usually defined and with which descriptive elements they tend to occur.

Company names can be defined as unique identifiers or rigid designators (*cf.* Kripke 1972). This implies that they theoretically do not require descriptive features in order to identify the designated referent. The following example illustrates this phenomenon:

“Los títulos de *Air France-KLM* se desplomaron ayer en Bolsa cerca de un 9% tras la presentación de los resultados de la compañía en el ejercicio fiscal 2007-2008 cerrado el pasado 31 de marzo.” (El País, 23/05/08)

However, our empiric study shows that company names often occur with a lot of background information. Some examples:

“*La productora alemana de automóviles deportivos Porsche* anunció ayer sus aspiraciones de comprar la mayoría del gigante del sector *Volkswagen (VW)*.” (El País, 04/03/08)

“*El grupo inmobiliario español Mall* elegirá en abril la localidad de la Patagonia argentina en la que invertirá unos 600 millones de dólares (391 millones de euros) en un complejo de viviendas para turistas.” (El País, 11/03/08)

“*Morea, una pequeña empresa catalana de comunicación*, que factura 6,5 millones de euros y emplea a 70 personas, ultima su salida a la Bolsa.” (El País, 30/05/08)

“*El grupo canadiense Enbridge, máximo accionista de la Compañía Logística de Hidrocarburos (CLH)*, ha comunicado hoy que ha firmado un acuerdo para vender el 25% del capital que posee en la empresa española a un grupo de inversores, entre los que figura Deutsche Bank AG, por 876 millones de euros.” (El País, 29/05/08)

So, an explicit mentioning of lexical features as the company's type, their business line, their importance in the sector, etc. seems to be required in order to obtain a clear informative newspaper article. The linguistic phenomena we will discuss in detail concern the different types of pre- and post-modification of company names and their pragmatic function in the text.

English Words in International Brand Names: Proceed with Caution

Andrew Wong & Will Leben

Thanks to ever-increasing familiarity with English in countries around the world (see, e.g., Crystal 2003), English is becoming a lingua franca for brand names. However, the use of real English words as brand names (e.g., Sprint) is not without its problems in international markets. This paper discusses one of the biggest problems. Many English words change their meaning after being borrowed into other languages. In this paper, we present examples of real English words that have been proposed as possible brand names. In all these cases, host languages have idiosyncratically restricted or shifted the meanings of words from their original meanings in English. We also develop a viable solution to this problem.

We draw on both theoretical and applied sources to develop the ideas discussed in the paper. We incorporate findings from research on loanword phenomena (e.g., Gonzalez 1996) and on the diffusion of semantic and lexical innovations (e.g., Wong 2005). In addition to academic findings on these topics, we make use of insights that we have gained as brand consultants. Since 1992, we have conducted the linguistic evaluations of over 2,000 brand name candidates (including both coined names and names that are real English words).

The English word lift is a case in point. Last year, a high-profile technology company wanted to create an umbrella name for a wide range of entertainment services (e.g., media, music, games) that it offers on the Internet. We thought Lift would be an appropriate name: it inspires a sense of upward movement, suggests notions around speed and activity, and evokes positive feelings due to its associations with uplifting and to lift one's spirit. However, in Hong Kong Cantonese, the English word lift, adapted as lip, means only one thing: 'elevator', thanks to the influence of British English in Hong Kong. In addition, many French speakers and Brazilian Portuguese speakers with little knowledge of English will likely recognize this word, but for them, it is strongly associated with cosmetic surgery because lift(ing) has one primary meaning in these two languages: 'face-lift'. Thus, in this case, a peripheral meaning of the word in English has become its primary meaning in French and Brazilian Portuguese. While this does not mean that Lift should not be used as a brand name outside the category of cosmetic products, marketers should be aware of this association, and it may take some effort to distance the name – and the product – from the association with cosmetic surgery in Brazil and France.

To deal with this problem, it is necessary to conduct linguistic assessments of potential brand names that are real English words. These assessments need to: (1) find out if the words trigger undesired associations in local languages due to phonetic or orthographic similarities; (2) determine the extent to which target consumers in non-English countries know the intended meanings; and most importantly, (3) investigate if the words have been borrowed into local languages, and if so, whether or not their meanings have changed. These linguistic assessments must be conducted in consultation with in-country native speakers. Dictionaries and speakers who do not reside in their native countries are poor substitutes. Dictionaries include only English loanwords that are already firmly established in the language. Speakers who have

been away from their native countries for an extended period of time are unlikely to be familiar with the most recent borrowings from English and their meanings. In today's globalizing world, linguistic assessments of brand name candidates that capture the most current information are indispensable to companies competing in the international arena.

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The remains of the name – how existing brand names are used in the formation of new names

Antje Zilg

Brand names are an important element of our daily linguistic environment. They come across in sales-promotion in press, radio, and tv as well as on advertising pillars, in our daily shopping tour in the supermarket, and in our own household. In today's world of globalized markets, growing international competitive pressure as well as a consumer society characterized by an overflow of stimuli new products must gain their share rapidly in the marketplace (see Platen, 1997, p. 162; Latour, 1996, p. 177). In this context the communicative psychological understanding has been generally accepted that names have to be given a crucial importance as the recognition of a product ensues from the name in the prevailing number of cases (see Platen, 1997, p. 162). The name is almost considered as a cognitive anchor that provides orientation for the consumer and that represents a set of values for him (see Sprengel, 1990, p. 410). The right name as a starter for a brand has become the *conditio sine qua non*, the strategic success factor (see Latour, 1992, p. 140). The name, therefore, will be the corner-stone for the entire communication (see Latour, 1996, p. 177).

Brand names are considered as reflection of specific social and economical conditions and they allow within certain boundaries to anticipate the developmental trends in a linguistic system. The principles of and the trends in the creation of Italian brand names were outlined on the basis of 950 brand names. In the framework of analysing the morphological structure of Italian brand names special attention should be given to the formation of new names that are based on existing company names, assortment names or product line names. In this way the manufacturer attempts to make use of the brand equity that has already been built up. The already existing name functions so to speak as signature of the manufacturer on the product. It gives security to the consumer by informing him about the origin of the product. The presence of the manufacturer's name constitutes a warranty for reliability and quality. In these cases the product name individualizes the product and at the same time it guarantees the authenticity of its origin. The creation models extend from formations with affixes such as SUPERCIRIO (CIRIO) and BIRAGHINI (BIRAGHI) to compositions like ELISIR DI ROCCHETTA (ROCCHETTA), or syntactic constructions such as LE MANIE DI EHRMANN (EHRMANN) to shortenings like GALBI (GALBANI), or DIALBRODO (DIALCOS).

The present analysis of brand names represents an integral contribution to the long lasting demand for a closer cooperation between linguistic theory and economical and juridical practice. It illustrates which far-reaching results can be gained from dealing with aspects of Applied Linguistics within an interdisciplinary framework. This is particularly applicable to the practical utilization. Descriptive-synchronous studies of brand names are a useful basis especially for the work of the creators of names. But also lawyers benefit from a better understanding of how names are composed e.g. in brand name related law suits. Especially when it is to judge on the degree of similarity and the risk of a potential mix-up of two names. And for consumers, finally, a linguistic analysis of brand names fulfills an elucidating function.

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