

## THE USAGE OF THE EPONYM IN MARKETING FIELD

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### Abstract

This article reveals the term of eponym in English language. The given definition reveals the features of the term eponym which is named after someone or the name of place can be meticulously investigated. Most terms of eponymy can be used in economical spheres or the names of brands. Through definition analysis, it became possible to identify the linguistic problems associated with eponyms, which will be demonstrated in the results and discussion section.

**Keywords:** Eponymy, boycott, toponymy, concept, proper name, denote.

### Introduction

The term eponym has been employed in literature to signify various linguistic phenomena: [1]

- 1) a word originating from an individual's name;
- 2) the name from which such a lexeme originates;
- 3) the individual whose name is therefore utilized;
- 4) any proper noun that has turned into a common noun, particularly brand names, for instance, xerox, Kleenex [2] (occasionally referred to as 'proprietary eponyms'). Lexemes regarded as eponyms in this document are those that have originated from the names of individuals, whether actual or imaginary, through any of the processes of word formation.

The term "eponym" comes from Greek and is made up of two components: "epi" - "above, suffix" and "onym" signify "name". Consequently, an eponym refers to the name of an actual or imaginary individual, from which a different term or expression is derived. The first name or last name of an eponym refers to an individual, a location, or other entities and is someone who has given their name to that term. Language is a remarkable gift bestowed upon humanity, with boundless possibilities. One example of this possibilities can be described as representing a

specific idea via the title of its originator or the name of a location associated with it, etc. Thus, the linguistic occurrence referred to as eponym (derived from ancient Greek ἐπώνυμος - name bestower, from Latin – heros eponimus) as a distinct type of Naming has started to capture the interest of linguists in recent years. Eponyms are distinctive titles that have turned into generic terms within a specific area of expertise.

## Main Part

Marketing terminology based on eponymy utilizes names (individuals, locations, brands) to characterize products or ideas, forming strong connections, as seen in Kleenex for tissues or Xerox for photocopying, striving for market supremacy where the brand name evolves into a generic term, a tactic referred to as a proprietary eponym, while also employing names like Sandwich or Cardigan to label items, capitalizing on notoriety for awareness and brand memory, despite the potential risk of losing trademark authority.[3]

Eponymous Brand Labels (Generalization)

These brands become so influential that their name represents the product category:

**Kleenex:** Facial tissues.

**Xerox:** Copying/Copy.

**Hoover (UK):** Suction devices.

**Popsicle:** Iced juice bar.

**Frisbee:** Gliding disc.

**Rollerblade:** Skates with wheels in a line.

Eponyms derived from Individuals/Locations (Characterizing)

Employing names to characterize attributes or sources:

**Sandwich:** Inspired by the Earl of Sandwich.

**Cardigan:** Derived from the title of the Earl of Cardigan.

**Fahrenheit:** Scale for measuring temperature.

**Braille:** System for reading (Louis Braille).

**Caesar Salad:** Named in honor of chef Caesar Cardini.

**Bluetooth:** Named for Viking King Harald Bluetooth who unified technology standards.[4]

People often deem proper names—such as those of particular individuals, locations, or items—to be extremely helpful for depicting general objects, ideas, or

attributes, leading them to adopt these proper names, occasionally capitalized and at times in lowercase. Here are merely a few of the countless instances in English: Widespread, market-defining brand names — often to the dismay of the firms that promote them — often become part of everyday language (in lowercase) to refer to any item in that category. Included in this group are **aspirin, kleenex, and xerox**, while other, more unexpected instances consist of escalator, heroin, and zipper. In the United Kingdom (unlike in the United States), biro and hoover are brand names used to refer to pens and vacuum cleaners, respectively.

Eponyms are found in the names of various geopolitical entities (Europe, Colombia, San Francisco) as well as geographical or nautical places (Tasmania, the Bering Sea), either acknowledging an individual's discovery or linking them to a person or a personification.[5]

Historical personalities inspire terms linked to them: The terms **boycott, chauvinist, quisling, and sandwich** all originate from individual names (yet are written in lowercase).

Eponymous expressions are found in numerous areas of science, and while examining their language characteristics, it is suitable to investigation grounded in the principles that comprise their scientific core. Originally, a divine, mythical hero or a historical figure was recognized as an eponym, in whose tribute any geographical feature was designated (city, river, mountain, etc.). For instance, the municipality of Byzantium, as legend has it, was established by the ancient Greek hero Byzantium, who was referred to as the offspring of the deity Poseidon. Consequently, Byzantium serves as the namesake of Byzantium, and via it is the namesake of the Byzantine Empire.

The name "Rome" derives from the mythical hero Romulus, while Yekaterinburg honors an Empress. Ekaterina representing II; the phrase "Victorian era" was coined as an eponymous term following the title of Queen Victoria. In linguistics, an eponym is recognized as a phrase that serves as a term. [6]

### **Common Brand Eponyms**

- **Band-Aid:** Adhesive bandage (Johnson & Johnson)
- **Bubble Wrap:** Packing material
- **ChapStick:** Lip balm (Pfizer)
- **Coke:** Any soda (Coca-Cola)

- **Crock-Pot:** Slow cooker
- **Dumpster:** Large waste container (Dempster Brothers)
- **Escalator:** Moving staircase (Otis Corporation)
- **FedEx:** Overnight delivery (FedEx)
- **Frisbee:** Flying disc (Wham-O)
- **Google:** Searching the web (Google)
- **Hoover:** Vacuum cleaner (UK)
- **Jell-O:** Gelatin dessert (Kraft Foods)
- **Jeep:** SUV/off-road vehicle (Chrysler)
- **Kleenex:** Facial tissue (Kimberly-Clark)
- **Lego:** Plastic building blocks (Lego Group)
- **Post-it Note:** Sticky note (3M)
- **Q-Tip:** Cotton swab (Kimberly-Clark)
- **Rollerblade:** Inline skates (Rollerblade)
- **Scotch Tape:** Transparent tape (3M)
- **Sharpie:** Permanent marker (Sanford)
- **Styrofoam:** Polystyrene foam (Dow Chemical)
- **Taser:** Stun gun (Taser)
- **Tupperware:** Plastic food containers (Tupperware)
- **Walkman:** Portable music player (Sony)
- **Xerox:** Photocopy (Xerox)
- **Ziploc:** Sealable plastic bags (S.C. Johnson)

## Conclusion

By definition, eponyms are nouns. They frequently share the same spelling as the individual's surname (for instance, the temperature scale Celsius is named for Anders Celsius). Occasionally, eponyms include new suffixes or extra terms (for instance, the petri dish is named in honor of its creator Julius Petri). In these pages, we present eponyms exclusively as nouns and additionally provide examples of their use in other forms. Eponyms can be used for the name of some brands which provide some terms in economics and marketing fields.



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