

LINGUISTIC ADAPTATION OF ENGLISH BRAND NAMES IN RUSSIAN AND UZBEK CONTEXTS

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Abstract

This article examines the translation challenges of brand nominations, the diversity of their semantic meaning aspects, and the fact that independently named concepts often consist of linguistic units possessing lexical-semantic characteristics. It has been determined that lexical-semantic phenomena play a crucial role in the process of brand naming.

Keywords: Nomination, brand, translation problems, lexical-semantic feature, concept, lexical unit, positive meaning, assimilation

Introduction

Аннотация

В данной статье рассматриваются проблемы перевода брендовых номинаций, многообразие их семантических аспектов, а также то, что самостоятельно названные концепты зачастую состоят из языковых единиц, обладающих лексико-семантическими характеристиками. Установлено, что лексико-семантические явления играют ключевую роль в процессе наименования брендов.

Ключевые слова: номинация, бренд, проблемы перевода, лексико-семантическая особенность, концепт, языковая единица, положительное значение, ассимиляция.

Annotatsiya

Ushbu maqolada brend nominatsiyalarining tarjima muammolari, ularning semantik ma’no jihatlarining xilma-xilligi va mustaqil nomlanuvchi tushunchalar

ko‘pincha leksik-semantik xususiyatlarga ega bo‘lgan lingvistik birliklardan iborat ekanli ko‘rib chiqildi. Brendni nomlash jarayonida leksik-semantik xususiyatlar muhim ahamiyatga ega ekanligi aniqlangan.

Kalit so‘zlar: Nominatsiya, brend, tarjima muammolari, leksik-semantik xususiyat, tushuncha, leksik birlik, pozitiv ma’no, assimilyatsiya.

If we consider brands as our own names, onimas, then their representation in bilingual and linguistic dictionaries assumes their translation into Russian and Uzbek, more precisely, finding their Russian-language matches. Traditionally, there are several borrowing methods and «eponymous translation methods [1;C.20] «such as calculating, transliteration, or transliteration, transcription, while some other authors also refer to practical transcription. T.I. Arbekova writes: «They do not differ in their mechanism, they differ in their final results: the translation does not increase the vocabulary, while borrowing in the language, new vocabulary units appear [1;C.42]. In fact, in the case of brands, one can sometimes observe the addition of new lexical units to the dictionary of the Russian language, obtained through their translation, more precisely, their transmission from English and other languages. But this happens as they become appeals and is a longer process than the penetration and assimilation of borrowings. Answering the question of why such borrowing of brands takes place is also necessary. In this case, borrowing fills a gap in the language system. The transition to the conceptual sphere of Russian and Uzbek language of new concepts is connected with the borrowing of brands, and in our life - new realities, as were the jeep, *Coca-Cola*, *Xerox*, *Lycra*, *Lego*, *Pepsi*, *Scotch*, *Teflon*, *felt pen*. - Therefore, it is possible to assert that with the growth of brand usage in different functional spheres the dictionary neologization takes place, and not only in English, as popular brands become the object of borrowing in other languages, especially in the era of globalization. In this connection, one can also speak about such a phenomenon, which V.I. Karasik calls «import of concepts» [2; C.90]: «It is a question of introducing a concept into another culture - mental education based on multilayer cultural experience concentrated in individual and collective language consciousness» [2; C.106]. However, it seems that it is not always when borrowing brands that concepts are borrowed. This issue requires special research.

Literature Analysis

When discussing the translation problems of brand nominations in this article, we primarily consider naming through words and word combinations. T.I.Arbekova, V.I.Karasik, V.Pizani, C.David, O.S.Axmanova, D.I.Ermolovich, V.Y.Chunakova, A.A.Medvedeva, M.A.Dubinina, Yu.S.Naydenov, U.A.Adamenko, S.A.Shusharin, Dj.K.Verkman, N.N.Morozova, V.Y.Kojanova, O.V.Gluxova, and X.D. Paluanova highlights the method of delivering information expressed in language as being crucial to accurate naming [4: B. 17.]. Certainly, this is a fundamental concept related to nomination.

Research Methodology

In any brand nomination, naming through lexical units or word combinations (lexical nomination) is referred to as appealing directly to a ready-made concept. This, in turn, is regarded as a binary nomination outcome. It's known that brand names formed through the semantic method from lexemes in the general language also fall under this second (binary) nomination process.

Apart from Uzbek words and idioms, the inclusion of Arabic words with unclear meanings in brand names was also observed: "Ansor" restaurant.

The first criterion in naming brands is the selection of lexical units that are familiar to the public and have a positive meaning, and this unit should correspond to both the brand product and its symbol.

Analysis and Results

So, let's consider the Russian and Uzbek translations of English language brands obtained by the above methods. The first of them is *calculus*.

Calculation is not always seen as a subspecies of borrowing, as in the case of calculating new words are formed by the means of their language. Word calculus is a Pomorphemic translation of a foreign language word, semantic calculus is a borrowing of the figurative meaning of a word, phraseological calculus is a literal translation of phraseology. Half-perfect is a type of word-paper, when part of a word is borrowed and part is translated (see about it:[3; C.85]. For example, Saturday is a half-page of lat. Saturni dies, where only the second part of the word is translated and the first part is simply borrowed. However, in the classic work

by Vittor Pisani, pebbles are considered as a subspecies of borrowing: «The category of borrowings includes also those which are borrowed according to their content, i.e. words and constructions formed from the original material but according to the structure introduced from outside» [4; C.54].

Among the translated brands you can find cases of composite and complex brands. For example, in LDELС dictionary we find articles by Barbie doll with *trademark marking*, i.e. «Barbie doll» (half-pinned) [5; C.15], Spiderman with *trademark marking*, i.e. «spider-man» [5; C.37], which is also translated by calculating, and Teletubbies with *trademark marking*, which is translated by «Telepuziki», respectively. Here, the first component is borrowing-internationalism, and the second component is calculated. This is important because it is an essential difference in this type of calculation: «*strange imaginary creatures who have television screens on their stomachs*» [5;C.65]. Another calculation of this kind is the Russian word «minibus», which is not currently perceived as a brand, as is its prototype Microbus. But as can be seen from the information given by David Crystal [6;C.156], «Microbus» was a brand in 60-70s. of the 20th century. Today, only a few archival links to this brand from Volkswagen, for example [7;C.76], can be found on the Internet.

The next method of translation is *transliteration* (from lat. *trans* - «through» and *littera* - «letter») - letter-by-letter transmission of words written with the help of one graphic system by means of another graphic system, or «transmission of text written with the help of one alphabetic system by means of another alphabetic system» [7;C.102]. Based on an alphabet, transliteration allows the conditional use of letters. Recommendations on transliteration are developed by the International Standards Organization (ISO) - see A. V. Superskaya's article «Transliteration» in LES [8;C.376], where it is stated: «In Russian practice transliteration is sometimes called practical transcription of foreign words by means of Russian graphics».

Examples of transliteration when translating brands are as follows.

Ajax -«Ayaks»(*trade name universal detergent*);

Cellophane *noun* [u] a thin transparent plastic material used for wrapping things corresponds to the Russian transliteration «cellophane»;

Flo-Master ['fləʊ̯.ma:stə] «Flomaster» (*the brand name of the marking colored pencils of the company «VinusEsterbrook»*); the dictionary in the article

«Flomaster» also states: «Apparently, from the flow - a leak, pouring, flow and master - artist, master;

Persil «Persil» (*brand name of Unilever detergent concern*);

Xerox *noun* a process for producing copies of letters, documents, etc. Using a special machine <...> - this word, already mentioned above, is translated in Russian as «xerox», and it comes from the Greek «χῆρος» (dry) and «γράφω» (writing), that is, if we took into account the ancient Greek pronunciations, this brand would be obtained in Russian by transcription. However, it appeared in the USA and came from English, so it was translated into Russian and Uzbek by transliteration.

The transcription method is also widely used in brand translation. While transcription preserves, as far as possible, the original sound form of a foreign lexical unit, the main goal of transcription of brands is to achieve the phonetic similarity of the sound of the original brand as accurately as possible. Of course, this is not always possible, as the English language has phonemes for which there are no close Russian matches, for example, /θ/, /w/, /æ/. However, there are many brands that can be translated using this method. For example, the following:

Dove - «Dove», a brand of white soap and other cosmetics;

Jeep- «Jeep», SUV, «brand of small but powerful, high cross-country ability trucks.

- Angel. (amer.) Jeep - (...) general purpose <...>;

Lycra - «Lycra», polyurethane fiber, brand of «Invista» company, parts of «DuPont» company;

Nike - Nike, a brand of sportswear and footwear company Nike (USA)). LDELС dictionary gives pronunciation in Nike *trademark* article /naɪk, 'naɪki/.

It is believed that this brand came from the name of Nike, the ancient Greek goddess of victory, which should be pronounced according to the second version. The English letter «a», meaning phoneme /æ/, is translated by means of Russian graphemes «а», «е» and «е», as a result of which Stanley is translated into Russian as both «Stanley» and «Stanley». Practical transcription requires both the most accurate reproduction of the sound image of the original variant, and the most accurate reproduction of the morpheme structure and graphical image of the word, for example, the reproduction of double consonants and so on. In addition, the resulting variant must be legible in the target language. The term «practical transcription» itself was first used by A. M. Sukhotin in 1935.

M.A. Krongauz notices: «As a result of practical transcription, foreign words may be included in the text and generally function as words of the given language, i.e. they are actually borrowed» [8;C.158]. Note, by the way, that this is especially important in case of application to brands with widespread circulation. Let us give a number of examples of Russian and Uzbek correspondences to such English-language brands correspondences obtained using practical transcription:

Burberry- «*Burberry*» is a British brand and company, which has existed since 1865 and produces high class clothes. According to the rules of practical transcription, the combination of «ur» is transmitted in Russian as either «er» or «yer», especially after consonants. The letter «e» is not used in transcription of names, although it resonates with the pronunciation of the original. Double «rr» is subject to transliteration.

McDonald's (since 1940 McDonalds) /mək'dənəldz \ -'da:-/ «McDonalds» and «*McDonalds*», the largest American corporation and fast-food chain. The handbooks recommend that in practical transcription of the «s» sounding like /z/, you pass the «z» between the vowels and the «s» in other cases. Traditionally, it is transmitted by one word, with only the first letter in the Russian version.

Microsoft /'maɪkroʊ, səft \ -sɔ:ft-/ -«*Microsoft*» is a brand of an American software company. The name comes from the abbreviation and subsequent merger of the two English words MICRO computer and SOFT ware, which literally means «software for microcomputers». To preserve the morphological, written and sound structure of the brand, the initial vowel «i» is transmitted using the Russian combination of «ai» by transcription, and the remaining letters of the word are translated without any changes. In the practical transcription «micro-» ['maɪkroʊ-], the Russian letter «o» replaces the diphthong [əʊ], which is more appropriate and acceptable for the Russian version, since the translated brand becomes more convenient in pronunciation.

Twitter-*Twitter* is a social network for public message exchange in the form of micro blogging. The service was created in 2006. Its name, which has become a brand, comes from the English «twitter» - «twitter», «chirp», «chatter». The translation is done with the help of practical transcription: double «tt», which means one sound /t/, is transmitted in Russian version by two «tt», and the unspoken final «r» is traditionally transmitted by «p», as in all names of its own. In this way, the brand acquires visual recognizability while retaining the Russian

and Uzbek pronunciation as close to the original English as possible.

Recently, English language brands have been often introduced into foreign language texts and used in Russian and Uzbek advertisements in their original form - in English, without translation. In this case, the so-called *method of direct transfer of the graphic form* of the brand without changes is used: from the text in English to the text in Russian with the preservation of the alphabetic system of the English language.

D.I. Ermolovich writes: «The principle of preserving the original graphic form of one's own name can play an important role in interlingual communication. After all, the written shape of the name even more than its sounding, performs the function of legal identification. The method by which this principle is implemented is the method of direct transfer of the graphical form of the name of one's own name without changes from the text in one language to the text in another language [9;C.15].

In spite of the fact that this method is more typical for languages that use a common graphic basis of writing, various Russian publications started to actively include foreign brand names in the Russian text in the original Latin script.

Examples of direct transfer are such brand names as *KFC* (abbreviation for «Kentucky Fried Chicken») - a chain of fast food restaurants, which specializes in the preparation of dishes made of chicken); *Stansk* - a famous American company selling coffee, and the eponymous chain of coffee shops in different countries, including Russia and Uzbekistan; *Technics* - brand of Japanese company *Panasonic*, under which high-quality audio equipment is produced. Direct transfer of the graphical form of their own names has both advantages and disadvantages. Preservation of the foreign language appearance of the brand name on the letter makes it more recognizable due to the international character of a number of brands, and its constant use in oral speech in Russian reduces the probability of variability of pronunciation. D.I. Ermolovich names the disadvantage of this method as «the fact that speakers of another language can not always determine from the spelling how a foreign name is pronounced and impose the name pronunciation corresponding to the rules of reading in their native language» [9;C.18].

Let's summarize some of this. When translating English-language brands into Russian and Uzbek, such methods are used as calculus (sometimes it is a half-rock

used under conditions of complex composition of brands), transliteration, transcription and its subspecies - practical transcription. The use of the direct transfer (transplantation) method is not strictly related to translation matches, although it is becoming more and more common in the Russian context. Its advantage is the low variability of the spelling form, and the disadvantage is that the vast majority of native speakers of Russian and Uzbek – advertising consumers - do not have knowledge about the correct pronunciation of such brands. Practical transcription seems to be the best and most universal method, as it takes into account both phonetic and morphological peculiarities of the languages as much as possible, as well as graphic traditions established in the host language.

Conclusion

As we can see, linguistic and translation problems can be observed in brand names in different languages. National brands also have such designations that acquire a national-cultural meaning based on derivational properties and nominative functions. Brand names not only focus on the perception of the world through them, but also encourage the public to imagine the national character of the product or service type and act accordingly. Because under each brand name lies the national outlook of a certain nation. This means understanding the world of the people who speak that language, understanding the worldview of the people who created the language. In this way, linguistic units that provide interaction between language and society, in particular, linguistic and cultural research of brands, meaningfully complement the research in this field in Uzbek linguistics.

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