Research Article

Translinguality as an Explication of Appellative Character of Urban Names

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Abstract. Modern urban names are characterized by properties that allow them to be simultaneously attributed to a special type of mass communication, to episodes of external communication of an organization and acts of self-presentation. A necessary condition for promoting an organization is the formation of trust among the target audience, and strategies for building trust are verbalized through the name to great extend. Within the framework of a single cognitive space, the name of the organization serves as a kind of trigger that includes interest in the organization as a kind of manifestation of feedback: intellectual / mental (I need it), emotional (pleasant place), behavioral (contacting the organization), verbal (discussion).One of the ways to form the attractiveness of names that appeal to the target audience and create a positive image of the organization is to embody the principles of translinguism in urban names. The essence of using the principles of translingualism is the appeal to the entire communicative repertoire of the speaker, as a result of which languages and cultures smoothly flow into each other. When creating the names of urban objects, translatinguality is manifested in the successful use of various language codes. In some cases, the choice of the nominating subject in favor of a particular language in the name of the company is determined by the specifics of the organization's activities. One of the purposes of using words of foreign origin in the names of organizations is to mimic an imported brand as the level of trust of the target audience in the goods of domestic producers is often lower than in foreign ones. Modern names show more and more varied types of translingual combinations. A common manifestation of translingualism in ergonymy is the contamination of codes, that is, the combination in the name of the organization of units of different languages. Since in a number of cases the intended perception of the meaning of names of this kind is based not only on an adequate understanding of its foreign language component, but also on acquaintance with the realities of another culture that underlie such discursive elements, it is possible to postulate the transcultural nature of a significant part of modern urban names.

Key words: translinguality, appellative, companies' names, urban units, self-presentation

Conflict of interests: none

Научная статья

Транслингвальность как экспликация апеллятивности городских наименований

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Аннотация. Современные городские наименования характеризуются свойствами, позволяющими одновременно относить их к особому типу массовой коммуникации, к эпизодам внешней коммуникации организации и актам самопрезентации. Необходимым условием продвижения организации является формирование доверия у целевой аудитории, а стратегии формирования доверия в значительной степени вербализуются через наименование. В рамках единого когнитивного пространства название организации служит своеобразным триггером, включающим интерес к организации в качестве своего рода проявления обратной связи: интеллектуальной/ ментальной (мне это нужно), эмоциональной (приятное место), поведенческой (обращение в организацию), вербальной (обсуждение). Одним из способов формирования привлекательности наименований, апеллирующих к целевой аудитории, и создания положительного образа организации является воплощение принципов транслингвизма в городских наименованиях. Сутью их использования выступает обращение ко всему коммуникативному репертуару говорящего, в результате чего языки и культуры плавно перетекают друг в друга. При создании наименований городских объектов транслингвальность проявляется в использовании различных языковых кодов. В ряде случаев выбор номинирующего субъекта в пользу того или иного языка в наименовании компании определен спецификой деятельности организации. Одной из целей использования слов иноязычного происхождения в наименованиях организаций может выступать и мимикрия под импортный бренд, поскольку уровень доверия целевой аудитории к товарам отечественных производителей часто ниже, чем к иностранным. Современные наименования демонстрируют все более разнообразные типы транслингвальных сочетаний. Распространенным проявлением транслингвальности в эргонимии является контаминация кодов, то есть совмещение в названии организации единиц различных языков. Поскольку в ряде случаев запланированное восприятие смысла наименований такого рода зиждется не только на адекватном понимании его иноязычной составляющей, но и на знакомстве с реалиями иной культуры, лежащими в основе такого рода дискурсивных элементов, возможно постулировать транскультурный характер значительной части современных городских наименований.

Ключевые слова: транслингвальность, апеллятивность, наименования организаций, городские объекты, самопрезентация

Introduction

The concept of mass communication currently needs a significant addition. Not only objects traditionally related to the media are characterized by a mass audience, a special channel, technological effectiveness and social significance, but also, oddly enough, the names of organizations represented on city signs. They have ceased to be just a designation of a business entity, but have acquired a pronounced appeal and look like an immediate direct appeal to the target audience. There is no doubt that this kind of name is not only a designation of an object, but also an important element of the organization's external communication.

Consideration of the external audience's factors and characteristics affects the activities of the company and its communicative behavior. Therefore, it is advisable to consider the name of the organization as a communicative episode broadcasting a certain message to a potential consumer.

Discussion

Modern researches classify organizations as open systems. This means that the successful existence of an organization directly depends on interaction with the external environment. Moreover, the relationship with the external environment is the most significant characteristic of the organization. According to M. Mescon, "such a system is not self-sustaining, it depends on energy, information and materials coming from outside" [1. P. 54].

As the author of the book "Communication management. The workbook of a PR manager" A. B. Zverintsev admits, "each organization is permeated with a network of channels that are designed to collect, analyze and organize information about the external environment, as well as to transfer processed messages back to the external environment" [2. P. 9].

The struggle for the client's attention is carried out in various. These are originality of names (*Shury-Mury*, *Chicken Lipstick*), positive associations (*Aphrodite*), compliments to the target audience (*Beautiful people*, *Elite*), surprise (*ChepeChem*), etc.

One of the most fruitful approaches to the study of the names of organizations is research conducted within the framework of anthropocentrism, one of the leading scientific paradigms of our time. According to E. S. Kubryakova, the essence of this approach is that "scientific objects are studied, first of all, according to their role for a person, according to their purpose in his life, according to their functions for the development of the human personality and its improvement... a person becomes a starting point in the analysis of certain phenomena, he is involved in this analysis, defining his prospects and ultimate goals. It marks the tendency to put a person at the forefront in all theoretical premises of scientific research and determines its specific perspective" [3; 4]. Within the framework of anthropocentrism, the communicant is viewed not as a passive

individual, but as an active participant in the communicative process, which controls and corrects the communicative situation. As R.I. Pavilyonis says, "we are talking about a person — not just a passive reference of linguistic expressions, but an active interpreter of them, not just a native speaker, but above all, a carrier of certain conceptual systems, on the basis of which he understands the language, learns the world and communicates with others native speakers" [5. P. 259—260]. That is why the linguistic personality and the study of the ways of its manifestation in the language arouse the inexhaustible interest of scientists.

One of the main goals of external communication is to create a positive image of the organization. A very effective way to convey information about the company and create a positive image is to implement a strategy of self-presentation through the name.

The term "self-presentation" is traditionally used in relation to a person who intends to control the impression about his personality using certain communication technologies, and is inextricably linked with the concept of an image as a professionally constructed image. Recently, the idea of the image is quite logical and, accordingly, the use of this term has spread to collective entities - organizations, settlements, countries, artifacts, events.

Promotion of an object is rooted in self-presentation strategies. From this it necessarily follows that the term "self-presentation" is applicable to organizations in terms of their "self-presentation" to the target audience, i.e. prospective customer base.

In addition to the analysis of the names of organizations within the framework of the onomastic paradigm (which is traditional in linguistics) and the proposed consideration of them in the light of organizational communication, the possibility of interpreting naming as an act of self-presentation deserves attention. Indeed, the name of the organization (especially for new business entities that have been abundantly appearing recently) embodies the motivation of the nominators. As it is known, one of the approaches to self-presentation is based on its interpretation as a behavioral implementation of motivation [6; 7]. On the other hand, a necessary moment for promoting an organization is the formation of trust among the target audience, and strategies for building trust are also largely verbalized through the name. Both the phenomenon of motivation and the phenomenon of trust request can be effectively implemented only within the framework of cultural and subcultural dominants of society at a specific stage of its development. Successful self-presentation is focused on maintaining the cognitive unity of the subjects of the communicative scenario, i.e. nominator and target audience. In other words, impression management is possible only when both the sender and the receiver of the message are guided by the same theory of events: what is right / wrong, beautiful / ugly, real / unreal, ethical / unethical, true / false, etc. Self-presentation can also be viewed as attention management. Within the framework of a single cognitive space, the name of the organization serves as a kind of trigger, including interest in the organization as a kind of manifestation of feedback: intellectual / mental (I need it), emotional (a pleasant place), behavioral (contacting the organization), verbal (discussion). Thus, the name of an organization can be considered as a speech act of a self-presenter, "a mechanism for transmitting information about oneself through the available means of communication and taking into account the spatial specifics of interaction" [8].

One of the ways to form the attractiveness of names that appeal to the target audience and create an image of the organization is the embodiment of the principles of translinguism in urban names. According to the definition of Z. G. Proshina, translinguality should be understood as "the permeability of languages, their mutual influence, as a result of which a new quality of an enriched linguoculture arises" [9. P. 7]. The essence of using the principles of translingualism is the appeal to the entire communicative repertoire of the speaker, as a result of which languages and cultures smoothly flow into each other. In the process of creating names for urban objects, translinguality manifests itself in the successful use of languages, violating norms, maneuvering between them and adapting language codes to their goals and specific contexts. The choice of the nominator in favor of a particular foreign language in the name of the company is closely related to the specifics of the organization's activities. In each segment of the production of goods and services, there is a so-called ideal image of the goods, which, among other characteristics, includes the country of origin. These stereotypes are quite firmly entrenched in the minds of consumers, we will list only a few of them. If we are talking about cosmetic products, then they must be of French origin, shoes — Italian, electronics, household appliances — Japanese or German. Similar analogies are easy to find in the sphere of food. The appeal to associations existing in the minds of the target audience is manifested in the name of the object. For the field of beauty and skin care, names in French and Italian are common: *Bon Chance* (French 'good luck'), *Bonjour* (French 'good afternoon'), *Bote* (French 'beauty'), *Incanto* (Italian 'witchcraft'), *Te Amo* (Italian 'I love you', the spelling of the nominee is preserved), *Tesori* (Italian 'treasure').Among the multi-brand clothing and footwear stores there are such names in Italian: clothing stores *Dolce Vita*, *Invidiamo*, shoe store *Allegro*, *Veroni*, *Super Folle*. The public catering industry takes leading positions in the use of foreign language vocabulary in company names. This way of making names allows the nominator to convey to the target audience a message about the specifics of the services provided. The Pan-Asian restaurant is called *Shikari*, which in Hindi means 'hunter, guide'; the name of the Georgian restaurant *Natvirs He* is translated from Georgian as 'tree of desires' and refers to a famous film; examples of names of restaurants specializing in Italian cuisine are *L'angolo Italiano*, *Milano Caf*, *Bergamo*. Restaurants *BierKeller* (translated from German 'beer cellar'), *Gashtet* (translated from German 'small restaurant, tavern') offer German cuisine.

English remains the undoubted leader and the most productive foreign language, regardless of the company's field of activity. In the most detailed heading of companies in Minsk www.kontakt.by, containing 61 categories of companies by line of business, each category contains names in English. The quantitative ratio of titles in Russian and English varies depending on the field of activity. Ergonyms of English-speaking origin prevail in the field of entertainment, food, beauty and health, in the field of personal services.

Translingualism in ergonymy is widely displayed by the contamination of codes, that is, the presence of units of different languages in the name of the organization, as a rule, no more than two. Contamination can take many forms. When writing Russian or Belarusian names of organizations, the Latin alphabet is used: *Grabli*, *Kavka*, *Cavabar* or names in foreign languages, implemented through the Cyrillic alphabet: *Coffee Sound*, *Lost Key*, *Belsmile*. A language game can also be attributed to the manifestation of translinguality, which manifests itself in combining the bases of lexical units taken from

the same or from different languages to obtain a new word similar in sound to the words already in the language with positive semantics: "TeaKava" (tsikawa — trans. from bel. 'interesting, exciting'). The combination of the English words tea (tea) and funny (funny) served as the basis for the name of the coffee house "Teafunny" (Tiffany is the name of a multinational jewelry company).

According to N. Popov, the founder and creative director of the leading Moscow design agency "Omnibus", one of the main purposes of using words of foreign origin in the names of organizations is to imitate a foreign brand. Often the level of trust of the target audience in the goods of domestic manufacturers is much lower than in foreign ones. "The product, which is named by a foreign name, gives rise to some hope that it was designed somewhere abroad and checked by a foreign specialist" (according to «Omnibus» web site from 03.12.20, http://www.omnibusdesign.ru). The nominator relies on the activation of this psychological mechanism. Meeting a name in a foreign language, potential consumers expect high-level service and appropriate quality of goods.

Conclusion

In the process of names' creation, the nominators give preference to the Russian, the English, the Italian and the Belarusian languages. In percentage terms, this is 42%, 34.5%, 9.5% and 3.6%, respectively. The choice of languages used can be explained by a number of reasons. The Russian language prevails in everyday communication, especially in the urban environment. The use of the Belarusian language in the name of the enterprise is connotative in nature, conveys the connection with the national culture, Belarusian ethnicity. The use of English is explained by its role on the international arena. Through the Italian language, the nominating entity informs the target audience that the establishment offers product and service quality that matches the level of one of the world market leaders in the respective segments.

Since in a number of cases, the intended perception by the addressee of the meaning of names of this kind is based not only on an adequate perception of its foreign language component, but also on familiarity with the realities of another culture that underlie this kind of discursive elements, it is possible to postulate the transcultural nature of a significant part of urban names as an appellative function of components of the organization's external communication.

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