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Word building of international brands names

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Abstract

© Medwell Journals, 2016. The study is devoted to the study of the main word building ways that are used to create names of international brands. The aim of the article is to study the history of the international brands names, classify the main word-building ways that were used to create these names and find out specific ways to form brand name. To complete this research the most valuable and popular brands names were analyzed. The main finding of the study is that we can divide word building ways that are often used to create international brands names into two large groups: traditional (lexico-morphological) and specific. This study has theoretical and practical importance and can be interesting for linguists, students studying English language, advertising professionals. The research has practical implication in the sphere of brand-creation.

Keywords

Abbreviation, Advertising, Brand name, Phonetics, Shortening, Word-building