Phraseological Units with Ornithonyms in Brand Naming

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ABSTRACT
The article is devoted to the study of phraseological units with bird names which are considered to be the reflection of collective thought. A big number of brand and company names using these phraseological units were found in English, which proves that they are widely used in the modern English language. Taking into account the main features of the brand names which should be short and meaningful, phraseological units based on two or three words are quite convenient to accomplish this role. Brand image of the analyzed names is usually built in two main aspects: phraseological meaning or wordplay.

Keywords: language, phraseological meaning, ornithonyms, brand names, naming, associative meaning.

Introduction
Each language has phraseological units, the stable image of which is based on special components, which include components such as ornithonyms, coloronyms, zoomyms, etc. Such phraseological units, being a reflection of the cultural characteristics of a people speaking a certain language, are endowed with certain associations and symbols.

The purpose of this study is to identify symbolic and associative meanings of phraseological units with the ornithonym component, as well as to show that these phraseological units are widely used in the modern language.

When studying the components of the meaning of words in modern linguistics, associative and symbolic meanings are identified as part of the connotative component (Kassirer E, Shogenova M. C., Leech J., etc.). At the basis of the associative meaning there is an association - the reflection of the connections of the objects of reality in the mind of the speaker of the language. Associative meaning occurs in the minds of speakers based on their own experience. Consequently, associative meaning is closely related to the consciousness of the person or people and may vary depending on the experience of each person. Symbolic meaning is also a component of a connotative component including associations, figurative, and cultural information. The understanding of the symbolic meaning is possible only after understanding the entire scope of the meaning of the linguistic sign, for it is in a certain relationship with the denotative component of the meaning as well [6, 7].

Studying the meanings of the ornithonym words shows that the most of them are endowed with associative and symbolic meanings.
Methods

Detecting the world image reflected in Phraseology being traditional or up to date is the main goal of Conceptual (thematic) approach to its study. In this work we analyze the symbolic signs connected with this or that bird created by particular linguistic culture, on the one hand; designate the importance of each bird in the cultures of people speaking the language we deal with, on the other. Accordingly, the main methods used here are lingua-cultural and semiotic ones combined with method of componental analysis and continuous sampling method.

Results and Discussion

In our previous study it was defined that ornithonyms as components of phraseological units in English are mainly key components. The phraseological image, its stability and recognition are mainly related to the ornithonym component [11]. Therefore, to determine the meanings of phraseological units with this component, the semantic bases of the ornithonym words should be studied.

Symbolic meanings of ornithonyms can be based on certain qualities possessed by birds, as well as the specifics of their lifestyle and behavior. At the same time, there are some meanings found that are not confirmed by the external or behavioral features of the bird. We will present the results of the conducted study in the form of a table:

<table>
<thead>
<tr>
<th>Symbolic meaning of the ornithonym connected with:</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>behavior of a bird</td>
<td>54,8%</td>
</tr>
<tr>
<td>lifestyle of a bird</td>
<td>12,9%</td>
</tr>
<tr>
<td>appearance</td>
<td>9,6%</td>
</tr>
<tr>
<td>function of a bird in agriculture</td>
<td>6,4%</td>
</tr>
<tr>
<td>traditions of the nation</td>
<td>3,2%</td>
</tr>
<tr>
<td>walk</td>
<td>3,2%</td>
</tr>
<tr>
<td>no external basis</td>
<td>9,6%</td>
</tr>
<tr>
<td>other</td>
<td>3,2%</td>
</tr>
</tbody>
</table>

Phraseological units, being endowed with an associative and symbolic meanings, bear the reflection of the culture of the people, i.e. their image is based on cultural and historical semantics. The relevance of English phraseological units are constantly successfully explored on the material of both contemporary English literature, press and advertising [14]. In addition, phraseological units of the English language are successfully used in brand naming and formation of ergonyms.

Brand semantics is formed in the mind of a person, providing an emotional connection between the linguistic perception of a brand and its meaning functions. Thus, a linguistic brand is a set of real and virtual opinions that are expressed in a certain product, and the brand name carries a sense, attracting consumers [1].

The linguistic expression of a brand or its name is an association, a main meaning related to a particular image. There is also a secondary meaning associated with a generally accepted meanings. Even the secondary meanings of the brand’s linguistic name form the basic meaning of the word, and, accordingly, the image.

In the process of brand name development many characteristics are used, phonetic, linguistic, psychological and semantic peculiarities of the selected name are taken into account. From the point of view of brand identity, morphological criteria of formation become particularly important [13].

The basis of a brand name is an image. According to I. A. Tortunova "Images can be different, but they should steadily connect in the consciousness of the consumer with the sphere of activity of the company, secondly, make a favorable impression on the addressee, thirdly, be spectacular and attractive" [17]. Thus, the ergonym should communicate to the recipient certain information about the product or services provided and be a separate text (microtext). Phraseological units with ornithonym component in modern English are quite successful in this task. Here are some examples to prove that.

There are a large number of symbolic meanings of the ornithonym goose. Goose symbolizes the ability to reproduce offspring, devotion, feminine beginnings, as well as courage, loyalty, ability to "work in a team," confidence, protection and communication. The goose also acts predominantly as a solar symbol because of the seasonal migrations coinciding with solar equinoxes - it is believed that the goose "follows the sun." In ancient Rome, the goose was associated with the god of war, and in reference to the well-known legend where "geese saved Rome," this bird is a symbol of vigilance. The pet goose most often appears as a chatty, motherly caring and foolish creature [11]. There are large amounts of phraseological units in English with this component, such as cook someone 's goose (Ruins someone, upset someone 's plans); as silly as a goose (Particularly foolish, silly, or frivolous); to shoe the goose
(To attempt a futile or pointless task.) etc. At the same time, there are phraseological units that are actively used in the language and have become brand names. For example, **Golden Goose**. The free dictionary gives the following definition: A person, thing, or organization that is or has the potential to earn a lot of money for a long period of time. Taken from a folk tale of a goose that would lay a golden egg once a day, but was killed by its owner because he wanted all of its gold at once [14]. There is an Italian shoe and accessories company named Golden goose, the name of which partly conveys the before mentioned meaning. When the main meaning shows the association with gold as a luxurious product, the second meaning can show that the business is meant to be profitable.

Some names are not built on the phraseological image but on a wordplay. Phraseological unit **Wild goose chase** means a complicated or lengthy and usually fruitless pursuit or search [14]. Even though it has negative meaning it is used in naming by the Wild beer company. The drink containing gooseberry was named “Wild goose chase”.

The duck in universal view is a symbol of perversion and cunning, because of its ability to walk on the ground, swim, fly and dive underwater in order to escape predators [16]. In the mythology of North America, duck is a symbol of the connection between the sea and the sky. In Celtic culture, duck is considered a symbol of honesty and simplicity [11]. Clumsy, swinging duck gait is associated with foolish behavior and clumsiness [16]. Therefore, there is an expression **lame duck** in English that is used to describe a failed person. If this expression is often used in the political press, to name unsuccessful politicians, there are also a number of PUs used in brand naming.

Phraseological unit **Duck soup** (very easy thing to do) [9] used as a name of a restaurant. This expression is used as a combination of meanings, first is a word play as “duck soup” is a dish, second – the restaurant is positioned as a place with simple but gourmet food.

**Sitting duck** (an easy or defenseless target) [10]. This very phraseological unit was used to name guest houses in the city of Duck, North Carolina. It is obvious that the name is also based on wordplay connected with name of the city, at the same time the company wanted to attract the customers attention to the location of the houses as easy to find and easy to get to the beach.

One more expression quite popular in brand naming is **Get one’s ducks in a row** which means “to take action to become well-organized, prepared and up-to-date. There were two companies found using this unit in their names: 1) All ducks in a row – specializes in providing high quality assisted care for young and old. We may suggest the name is used to deliver the message that the company takes care of people and makes their lives easier. 2) Ducks in a row – space transformation company. This name is also based on the phraseological meaning of the PU, so means the company gets the space organized and makes people’s lives easier.

Transformed version of the phraseological unit as a **duck takes to water** which means to do something easily and smoothly, naturally, “Duck to water” is used to name the design and advertising company. The name of the company shows that they are professionals doing their job easily and effectively.

Connotative meanings of the ornithonym owl arose comparing the bird’s appearance, behavior, and lifestyle to humans. For example: a person who habitually goes to bed late and feels energetic in the evening [10]; A person who looks or behaves like an owl, especially in having a solemn manner [2]. In connection with the first definition, there is the expression “night owl” in English: an owl is a person who does not sleep at night. This expression has a neutral evaluative meaning, as it does not give an evaluation, but simply gives information about a person’s lifestyle or habit. In the second case, the ornithonym “owl” carries a negative connotation and is used to describe a person who behaves theatrically, improperly seriously.

Phraseological unit “Night owl” being widespread and neat is quite popular in brand naming, as there are 69 companies registered with this name or with its variations. The important thing is that all of the names are based on the associative meaning of this expression and somehow connected with working late. Among them several taxi companies, nursing, security and even translation agencies.

Since ancient times, the cock has been considered a sacred bird in some cultures. In ancient Egypt and in many other countries, the basis of the mythological image of this bird is the sun. Just like the sun, the cock alerts the start of a new day. The ancient Greeks believed that the cock welcomed the sun with its poking cry, symbolizing victory over night. Thus, the cock was considered a symbol of the sun and a sacred sign of the gods Apollo and Zeus [16]. With its appearance, gait and behavior, the cock symbolizes pride. This bird is also associated with honesty, courage, arrogance, vigilance [10].

Qualities such as ‘pride’, ‘courage’, ‘arrogance’, ‘audacity’, and ‘flair’ with which a given ornithonym is endowed are definitely associated with gait, bird’s behavior, while ‘vigilance’ has a connection to the cock’s habit to get up early and to alert everyone to the start of a new day. “The question of what contributed to the association of ornithonym “cock” with honesty for us remains open. The latter meaning of this ornithonym is related both to the behavior of the bird and to the fact that most often farmers have only one cock on all chickens, which in turn behaves among them as a leader.

Phraseological unit **Cock of the walk** (if you describe someone as cock of the walk, you mean that they are proud, confident and successful) [2]. This expression was also used in a restaurant name and has an interesting story. The restaurant chain gives the background of the phraseological unit and explains why it was used as a name: In the
early 1800s, Natchez “Under the Hill” in Mississippi was a gathering place for the “Keelboatmen” bringing goods and supplies down the Mississippi River on their way to New Orleans. Each boat had its own “champion” fighter, and when two boats met it was the custom for these “champions” to fight for the honored title of “Cock of the Walk”—the “Best of the Best.” In the late 1970s some folks got together at that historic site in Natchez on the Mississippi and developed a combination of southern style recipes to complement their specialty of golden fried catfish. The name of “Cock of the Walk” was reborn—the “Best of the Best.”[3]

Eagle is a solar symbol that is an attribute of solar gods in many cultures. It is also a symbol of pride, bravery, greatness and strength. Since ancient times, rulers have chosen the image of the eagle as a symbol of their country. It is the most common stamp figure as it symbolizes power and supremacy. For example, an image of an eagle was minted on coins in the United States and can also be found on dollar bills. Therefore, the word “eagle” began to be used in English as “dollar.”

Phraseological unit “legal eagle” which means an especially clever, aggressive or skillful attorney becomes a basis for the several legal companies’ names, which doesn’t require any explanation. At the same time there is restaurant named “Legal eagle”, but the information why it was named particularly like that wasn’t found.

The expression “eagle eye” which means excellent eyesight, especially for something in particular is also quite often used in brand and company names. For example, “eagle eye networks” – company which installs surveillance cameras uses the idiom to show costumers that their systems provide detailed observation of the necessary territory. “Eagle eye” – marketing company carries in its name the ability to see what exactly the consumer needs. “Eagle eye” is also a brand manufacturing all kinds of auto lamps. “Eagle eye tours” is a tourism agency combining their tours with bird watching. Using wordplay, the company combined to ideas: watching eagles in their tours and that customers don’t lose any details during their tours.

Conclusions

Our observations showed that most of the ornithonyms have evaluative function, which reflects positive or negative attitude of people to the bird conditioned by associations tied to its behavior, way of life, appearance and other qualities. Sometimes this evaluation is bound to the role the bird plays in the life of the nation. As a result, phraseological units with the ornithonym components also convey associations and symbolic meanings connected with the peoples’ world view.

Being the reflection of collective thought phraseological units with the ornithonym component are widely used in the modern English language which is proved by the fact that many of them are employed as brand and company names. There are two main aspects which aspects which brand image is based on: phraseological meaning and wordplay, or mostly these two aspects are used together. We should notice that the main features of the brand name are brevity and meaning. That is why usually short phraseological units consisting two or three words are used in naming. In other cases, shortened variation of the phraseological unit is also applicable.

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