

SPECIFIC FEATURES OF UZBEK AND RUSSIAN BRAND LOGOS

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Abstract : *Today, in the market economy, there are many different brand names (i.e. logotypes,) one of whose main tasks is to sell products in a beautiful way and attract the attention of customers. This article will look at the differences between the words of Russian and Uzbek brand names, as well as transcription, translation and other aspects.*

Key words: *brand, linguistic dictionaries, calculus, market economy, transcription or translation.*

Introduction 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]» 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]. 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]: «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».[3] However, it seems that it is not always when borrowing brands that concepts are borrowed. This issue requires special research.

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). [4] 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 VittorPisani, 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».[5]

Among the translated brands you can find cases of composite and complex brands. For example, in LDELC dictionary we find articles by Barbie doll with trademark marking, i.e. «Barbie doll» (half-pinned),[6] Spider man with trademark marking, i.e. «spider-man» which is also translated by calculating, and Teletubbieswith trademark marking, which is translated by «Телепузики», 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».[7] 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,[8] «Microbus» was a brand in 60-70s. of the 20th century. Today, only a few archival links to this brand from Volkswagen, for example, 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».[9] 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,[10]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 - «Аякс» (trade name universal detergent);

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

Flo-Master ['fləʊ, mɑ: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 «xēros» (dry) and «graphō» (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 /naik, 'naiki/.

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.

Practical transcription is the recording of foreign words by means of the alphabet of the native (in our case - Russian) language, taking into account their pronunciation. Unlike transliteration, the rules for using graphemes in practical transcription should take into account how these graphemes and their combinations are pronounced in the original word forms.

There are also more attractive ways to use acronyms in the formation of brand names. Thus, one of the most famous network Palov.uz. (Uz combines national and international (it is a designation of Russia in Latin letters)). Finally, it is a technological

name that refers to the postfix. UZ used in Uzbek sector of Internet» also: UZDESIGNCENTER.UZ; DAMBOG.UZ; UZSAMO.UZ.

Active use of names: УМИДА АО; UMID МП; NARIMAN GRIGORYAN; PARIZOD; MAHZUNA ЧП; : DAVRON TEXTIL; DILNOZA BIZNES; AZIZA SAYFI QIZI;

Application of the name and surname as the names of product and corporate brands: samsa “САЛИМА ОПА СОМСАЛАРИ”; “ТЎХТАМИШ ОТА” and etc.

Creating a brand using the personal name or the name of its owner/manufacturer seems to be quite effective. A family brand imposes additional responsibilities on the title holder, primarily related to the fulfillment of the brand's promises.

Use of plants, national dishes, etc.: НАВВОТ, РАЙХОҲ, ЧИНОР; МАЖНУН ТОЛ, ТЕРАК, ШАКАР, ХОЛБА; ТЕРАК and etc.

However, if the brand does not meet the expectations of the buyer, then it can damage not only the image of the brand, but also the reputation of its owner.

Pre-selection of names. At this stage, specialists carry out the initial selection of candidate names by linguistic, substantive and legal criteria, which are presented in the table.

This stage is related not only to the substantive, but also to the legal examination of the selected brand name. Experts check the possibility of registering a word as a trademark.

In conclusion some brand names have been around for a long time and are still being used today. This shows that well-branded products contribute greatly to the development of consumers and the world economy. This article examines the types of logos of Russia and Uzbekistan and their role in the world economy.

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