Comparative Analysis of Cognive Strategies of Nomination in Russian and English

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Abstract
At this stage of the development of linguistics, proper nouns are considered to be linguistic units that are not adequately studied, and there is growing interest in proper nouns (or advertising names or commercial nominations), their structural semantics, functional semantics, linguistic culture, and psycholinguistic features, this paper for the first time conducts a comparative study of the material of confectionery product names that sell their Description of the main theoretical provisions on the concept of "ergonym", determine the on-name status of this language unit, consider and describe the names of confectionery products in terms of structure-grammar, lexical semantics and linguistic culture; conduct directional associative experiments to determine the validity of the mind actions of potential consumers on the names of confectionery products and check their informational.

Keywords: Cognitive Strategies, Proper Nouns, Structural Semantics, Functional Semantics, Linguistic Culture

Introduction
The basis of this study is that in the first place proper nouns are considered to be units of language that are not adequately studied: as an onomastic class, they are very heterogeneous even in a certain category. Secondly, at this stage of language development, there is growing interest in ergonyms (or advertising names or business nominations), their structural semantics, functional semantics, linguistic culture, linguistic and psychological linguistic features. In addition, the relevance of this work lies in the fact that for the first time a comparative study was conducted on the material of the names of confectionery products sold in the territory of the Russian Federation and the United Kingdom. The theme of this work is the category of ergonomics.

The subject of the study was the structural semantics, psychological language, as well as linguistic and cultural characteristics of the names of confectionery products in Russian and English.

The aim of this work is to consider the names of Russian and English confectionery products from a linguistic point of view. The purpose of the work determines the consideration of the following tasks: Describe the main theoretical provisions on the concept of "ergonym", determine the onomatopoeia status of this language unit; Consider and describe the names of confectionery products in terms of structure-grammar, lexical semantics and linguistic culture; Conduct directed associative experiments to determine the effectiveness of actions on the minds of potential consumers of product names and check their informational nature; Identify and compare the linguistic characteristics of the names of confectionery products in Russian and English.

The analysis of the collected material is based on traditional methods of description-its special techniques such as observation, comparison, classification, generalization and interpretation. Qualitative quantitative, cognitive and comparative methods are also used. In addition, the method of subjective scaling is used when conducting survey.

Methodology
Onomatopoeia vocabulary has always attracted the attention of various researchers: historians, geographers, cultural scientists, as well as linguists and translators. Such vocabulary is studied in a special section of linguistics – Onomatopoeia.

Onomatopoeia is a complex science about proper names [3].

Researchers believe that Onomatopoeia is "divided" into special sections, according to certain categories of objects that have proper names [4]. For example, personal names, surnames, nicknames of the people refer to the anthroponyms, names of physiographic objects – to the place names, nicknames, Pets and wild animals – to toonimine, names of celestial bodies, planets, stars- astronomi-

cal etc. In addition, it is important to note that such names can be real or fictional [2].

In our study, we will turn to proper names that constantly accompany us in everyday life, namely, the names of stores. Such linguistic units are classified as ergonyms after N. V. Podolskaya. These include "proper names of business associations of people, including unions, organizations, institutions, corporations, enterprises, societies, institutions, circles"[1].

At the present stage of onomatopoeia, there is a gap between the theoretical foundations of research concerning the onomatopoeia subsection, ergonym, and the accumulated and described linguistic material. For example, scientific articles and dissertations have already been published, the material for which is the names of individual cities: Abakan and Chernogorsk, Arkhangelsk, Baku, Blagoveshchensk, Vladivostok, Volgograd, Yekaterinburg, Irkutsk, Karaganda, Krasnoyarsk, Orenburg, Pavlodar, Saint Petersburg, Tambov, Tomsk, Ufa and other cities. In these works, the authors describe various types of ergonyms, criteria for their classification, lexical-semantic, graph-phonetic, cult urological and other features of ergonyms, the principles of their word formation. Each study is a detailed linguistic analysis of the studied vocabulary in a particular region (see above). In such works devoted to the detailed study of ergonyms, the most important theoretical questions are often not solved.

For example, it becomes obvious that there is no single term to describe the names of institutions, businesses, etc. It should be noted that the term ergonym is used by a number of researchers [9, 10, 12]. Also in the works there are other terms that denote the above-mentioned reality: firmonym (L. V. Vinogradova), urbanonym (G. S. Suyunova, E. A. Yakovleva, M.M. Emelyanova), ergourbonym (R.I. Kozlov), commercial nomination (V. M. Maltseva). Thus, in modern research, the problem of choosing a term for business names remains unresolved. All the above-mentioned concepts proposed by the authors are justified, since in the framework of their research, scientists analyze an extremely designated group of names that stands out due to certain qualities or features.

Researchers in the Field Ergonymy Different Classify Ergonyms. N.V. Shimkevich suggests classifying ergonyms based on the presence/absence of pragmatics in it, that is, from the point of view of the functioning of linguistic signs in the contradictory aspect of the "sign – user-sign" relationship. The scientist considers non-pragmatic ergonyms, which include 1) informing significant, giving a description of the activities of the company "Dorstroyholding" 2) informing insignificant, providing information about the company and not directly related to the type of its activity restaurant "on the embankment"; 3) non-informing, not containing any information about the company restaurant "Academy". Also N. V. Shimkevich selects pragmatic ergonyms that contain, in addition to any other information, a pragmatic part; among them:
1. pragmatic informative, providing additional information about the institution that helps create a positive image of the destination restaurant "Lunny Bereg";
2. pragmatic associative, seeking to influence the recipient:
a) associative-informative deli "Babushkin products";
b) socially conditioned store "Perestroika";
c) culturally conditioned store "Chaliapin".

Otherwise, the classification ergonomov in the PhD thesis of F. F. Alishanova. The researcher relies on the ways of their formation and the connections between them. Thus, the classification is based on structural, semantic and syntactic grounds. As a result, the classification is represented by ergonyms formed by
1. morphemic derivation "Intermebel";
2. substantiation "dining Room";
3. lexical-syntactic method "Velvet dream";
4. abbreviation "Ramstroy";
5. truncation "Techno";
6. using the language game " Mamazin»;
7. semantic synonymization of the store "Flowers".In a special group, the researcher allocates ergonyms-borrowings "beauty".

Attention should also be paid to the typilogization of ergonyms, which M. G. Kurbanova offers in his dissertation. The scientist explores motivated ergonyms and the associations they evoke. Thus, ergonyms are distinguished, motivated by:
1. anthroponyms;
2. mythonyms;
3. astronyms;
4. toponyms;
5. occupation;
6. characteristic features inherent in people;
7. belonging to high society;
8. famous brands;
9. literary works and characters;
10. names and characters of films, cartoons;
11. names of animals, birds or fish.

Thus, as you can see, ergonimical vocabulary may be classified in different ways. This is primarily due to a certain approach, in which research is carried out on the characteristics of urban nominations.

Results
Functions and Features of the Ergonymic Lexicon

It is obvious that ergonyms occupy a special position within the science of proper names. These categories are constantly changing: old names disappear, new ones appear that meet the needs of society and the individual, the trends of a certain period of society's life. Researchers attribute such changes primarily to the development of the country's economic system, its domestic and foreign policy, cultural ties, and the development of infrastructure in localities, especially cities. All these changes in society lead to a change in the language situation. In the works on onomatopoeia, it is noted that in Russia, the need to call various objects created by people with proper names is developing and growing, giving them an individual character (in contrast to the Soviet period, where most often the names were given the same type, for example, the store "Products", "Barber", etc.) [10].

M. G. Kurbanova believes that ergonyms differ in relation to other related terms in the following:1) ergonym can be assigned to both commercial and non-profit Association; 2) ergonym is a private business enterprises of people, not always legally tightness behind one or another object; 3) ergonym can call as certain establishments (theaters, hotels, shops, cafes etc, and various clubs, parties, communities, etc.

Analyzing the functioning of ergonyms in the linguistic landscape

of a multi-ethnic city, am Yemelyanova notes that ergonyms are characterized by all the functions that are present in proper names. The researcher identifies six functions.

1. Nominative function. A. M. Yemelyanova writes: "Each business Association of people requires its own name in order for others to be able to distinguish, recognize this institution (identify) and distinguish it from the number of other similar associations (differentiate). For example, a large number of dental clinics necessitates the appearance of various names for these institutions: "32 pearls", "Dentist", "dental Services "Hummingbird", "Smile" [12].

2. Informative function. Ergonyms can inform about the specifics of the object: super very store, Story-service LLC, Windows and doors, Ural Jewelry pawnshop, Swiss watch stores, Russian calico stores.

3. Advertising function. The name "is intended to attract, interest, and make a citizen respond as a potential client, buyer": law company "Trust", stores" Respect"," Computer networks"," Style & Comfort", grocery store" ay-da, holiday!".

4. Aesthetic function. Ergonyms cause positive associations: beauty salon "Kingdom of beauty", "Star rain", "Northern lights", etc.

5. Memorial function. Often names may reflect the names of people, historical figures, titles of feature films, etc.: StasZShein's Workshop, Ekaterina Somova's design Studio, Koroleva Margot lingerie salon, culture and recreation Park. auto firm "Fifth element".

6. Property protection function. Names are protected by special laws.Thus, am   Yemelyanova concludes: "The more functions can be enclosed in an ergonym, the sooner the nominator reaches its main goal – to attract the attention of the client" [12].

Associative Experiments as A Way to Learn Distinguished Names
It is well known that associative experiments are the most developed techniques for the psychological linguistic analysis of words and expressions of meaning [6]. Recently, the method of associative experiments has been used to identify and evaluate the communicative effect of modern city nominations. For example, T.A. Zueva and A.m. Vorobyov resorted to this method, namely the method of subjective scaling to form a successful bank, from the point of view of respondents, located near the city by the name of the cottage settlements. Yekaterinburg.

Therefore, the Lenovo experiment was an experiment to∆ [13].

Scheme psycholinguistic experiment is: S → ■ → R, where S is stimulus, R is response of the subject, and the link between them via "black box", which symbolizes "the incomprehensibility of the investigated person, an active participant in the speech and mental activity". The word-stimulus in an associative experiment "acts as an impulse" that "starts" the activation process in the network and brings a significant part of it into pre-speech readiness, as a result of which the subject verbalizes one of the nodes that are in pre-speech readiness» The procedure of the association experiment was as follows: the subjects were presented with a list of words and told that they needed to respond with the first word that came to mind. Typically, 100 words and 7-10 minutes of answers are given for each topic [13].
There are several types of associative experiments:1) free asso-

ciative experiments, in which the subject does not impose any restrictions on the reaction;2) directional associative experiments, in which the subject is asked to give an association of some kind of grammatical or semantic Class;3) chain associative experiments, in which the subject is asked to give an association of some kind of Correlation experiments can be carried out using a variety of methods. For example, in the research section of our work, we will turn to the method of subjective scaling, which is used as one of the easiest ways to measure the subjective distance between sensations [13].

Association specification is fixed in the corresponding Dictionary of the Russian language mainly Russian association dictionary and dictionary of the Russian association specification.

Therefore, as the main idea of our study, we chose the concept of "ergonyms". Ergonyms includes "distinguished names of people's business associations, including trade unions, organizations, institutions, companies, enterprises, associations, institutions, circles"[3, p.166].

Russian linguists in their studies proposed various classifications of ergonyms. They study these linguistic units from the point of view of the structure of words, their partial properties, considering the word-building characteristics of these words; they say that recently a lot of borrowed words are used for the names of various shops, restaurants, cafes, etc. In addition, scientists drew attention to the fact that ergonyms as advertising names can have pragmatic potential, that has a certain impact on the consciousness of the recipient of communication (in our case, potential buyers).

Scientists distinguish the following functions of ergonyms: 1) nominative distinction, 2) informational function, 3) advertising function, 4) aesthetic function, 5) commemorative function, 6) property protection function, 7) unique function, 8) product quality assurance function, 9) when identifying objects therefore, the role of ergonyms in everyday life is very important [5].

Recently, researchers studying proper names have turned to the method of associative experiment (free, directed and chain) as a tool for studying the specifics of nominations.

Name of Confectionery Products
In this chapter, we will analyze the names of confectionery products sold, the research material is collected from the official website of constantly sampling confectionery products on the internet. Collect language data from three perspectives:
- from a grammatical point of view (word structure);
- from a semantic point of view (its lexical meaning);
- from the relationship between language and culture point of view, the identification of cultural-related information contained in the trade name [7].

Psychological language experiments are conducted on the basis of information collected to determine the effectiveness of Russian and British confectionery products in the minds of Russian and British consumers, respectively.

Name of Confectionery Products (Based On the Results of Psycholinguistic Experiments)
In order to understand the validity of the product name in the

minds of potential consumers and to check its informational value, we decided to conduct targeted associative experiments in Russian and British audiences. We selected students from different undergraduate programs as informants. The questionnaire is designed so that you can evaluate ergonyms on a scale of 5 points, where 5 is an absolute match and 1 is a complete difference. This technique is called the method of subjective scaling. In evaluating ergonyms, the subject uses personal preferences and compares it with feelings when perceiving the stimulating words given in the questionnaire.

Ergonyms in The Linguistic and Cultural Aspect
It is an undeniable fact that each culture has its own set of precedent phenomena that are specific to that particular culture. In this paper, the concept of a case phenomenon includes case texts, case statements, case names, and case situations. Karaulov calls precedent texts "significant for a particular person in cognitive and emotional relations, having a super personal character, that is, well-known to the wide environment of this person, including its predecessors and contemporaries, and, finally, those that are repeatedly addressed in the discourse of this linguistic person" [14].

It is well known that a proper name has not only a lexical meaning, but also a so-called linguistic and cultural one. Thus, the cognitive abilities of a society are able to extract and find onomatopoeia knowledge stored in its consciousness [1, 8, 11]. Such names contain a clearly defined volume of encyclopedic information and proper language information of the collective representation, proper names, in our case, ergonyms, have a linguistic and cultural connotation, that is, culturally significant information characteristic of a particular society. Similarly, the names of confectionery products contain similar linguistic and cultural connotations. We will consider in this regard ergonyms formed from precedent names and texts, ergonyms that actualize certain national value components of the Russian and British people.

Conclusions
After analyzing the names of Russian and British confectionery products, we come to the following conclusions. Business names play an important role in the language system of Russian and English.

This paper describes the main theoretical provisions on the concept of "ergonym", revealing the onomatopoeia status of this language unit. Ergonyms includes the distinguished names of people's business associations, including trade unions, organizations, institutions, companies, enterprises, associations, institutions and circles. Linguists offer different classifications ergonyms, highlighting their linguistic features and functions.

The names of confectionery products are considered and described in terms of structure-grammar, lexical semantics and linguistic culture. In terms of grammatical structure, we focus on analyzing the structure of product names, divided into words, phrases and sentences, In terms of vocabulary and semantics, analysis of names of confectionery products has led to the conclusion that their occurrence is often based on proper names, which very often go back to precedent names or names, and classify them according to the meaning they contain, and then, we have determined the attitude of respondents to the proposed ergonyms, based on the specified criteria, through an associative test, based on the test results to determine whether the names of confectionery products in English and Russian are successful, in terms of language and culture, we analyze the national culture or representative national factors contained in the name, and classify the name.

According to several aspects of the foregoing, we compare and analyze, and draw the common and different points of confectionery products in Russian and English.

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