SOME REMARKS ON THE STRUCTURAL COMPOSITION OF BRANDS

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Abstract: This article provides information on the structural composition of brand names, the appropriate selection of words for a brand, and the types of words forming brands in terms of meaning and structure. The principles are explained using examples.
Keywords: brand, name, company, trade, product, single brand, compound brand, paired brand.

Introduction
During the naming process, it is common to assign human names to production, trade objects, or products. However, we believe that a name alone is not sufficient for a product to reach the level of a global brand. The name should describe the product, represent it, and serve as a means of communication between the product and the consumer. A successfully chosen name can always attract consumers' attention to the product.

Literature Review
When examining the structural composition of brands, we can find related discussions in studies conducted by Russian linguists such as V.Y. Kozhanova, N.A. Stadulskaya, L.R. Yermakova, O.A. Selemenova, I.V. Privalova, and N.L. Shvedova.

According to I.V. Privalova, "linguistic features of national-cultural consciousness" can reveal the hidden linguo-cultural characteristics of a language. Based on her classification, the following categories of linguistic and cultural expressions can be distinguished within the structural components of pragmatonyms (brand names):

I. Forms of verbal communication and polite language expressions. Examples: "Pozdravlyayem" (Congratulations – chocolate set), "Zhelaem vam" (We wish you – wine), "Happy New Year!"

II. Words without equivalents: "Troyka", "Bogatyrsky", "Tsarskaya", "Vityaz", "Lukoshko".

III. Stable combinations expressing cultural concepts: "Zolotoye koltso", "Tambovsky volk".

IV. Nationally marked anthroponyms and zoononyms: "Alenka", "Burenka", "Dariya", "Afanasiy".

V. Precedent phenomena: names such as "Peter the Great", "Firebird", "Volga", "Baltika", or expressions like "Ay da Pushkin!", "Window to Europe" [1].

Analysis and Results
Based on this classification, brand names can be divided according to the semantic basis of the words that form them:

1. Names based on personal names: Alenka, Afanasiy, Darya, Maxim, Liza, Mercedes, Diana.
2. Names based on surnames: Ford, Korkunov, Smirnoff, McDonald's, Levi's.
3. Names combining first and last names: Louis Vuitton.
4. Toponym-based names: Rublevsky, Yesentuki, Finlandia, Nokia.

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5. Nature/animal-based names: Mustang, Falcon, Diamond, Reebok.
6. Historical-based names: Godunov, Pushkin, Graf Orlov.
7. Mythology-based names: Mazda, Sprite, Canon.
8. Cultural precedent names: Prostokvashino, Snow Queen, Asia, Gulperi.
9. Alliteration-based names: Coca-Cola, Chupa-Chups, Naf-Naf.

Brands by Structural Composition
Based on structure, brands can be classified as:
- Simple brands
- Compound brands
- Paired brands
- Repetitive brands
- Abbreviated brands

1. Simple brands: Sony, Apple, Samsung, Puma, Chanel, Nestle, Lactel.
2. Compound brands: Alba Bank, Aeroflot, Volkswagen, Aquafresh, Anorbank.
3. Paired brands: Dolce & Gabbana.
4. Repetitive brands: Coca-Cola, Chupa-Chups, Johnson & Johnson.
5. Abbreviated brands: IBM, BMW, HP, NEC, Yandex, Intel, Artel.

Conclusion
In conclusion, naming is a complex and lengthy process. Companies often spend months developing a product name. A well-chosen name plays a crucial role in a company's development, helping it grow faster and create the right image in the minds of the target audience. However, even the best name cannot ensure success if the product lacks quality. Therefore, it is essential to pay attention not only to the name's expressive qualities but also to the product's quality and consumer appeal.

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