Subject matter: Specific Characteristics of Verbal Trademarks (based on whiskey brand names).

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ABSTRACT

Brand is the name, term, design, symbol, or any other feature that identifies one seller’s product distinct from those of other sellers. Brands are used in business, marketing, and advertising. The “brand name” is quite often used interchangeably with "brand", although it is more correctly used to specifically denote written or spoken linguistic elements of any product. In this context a "brand name" constitutes a type of trademark, if the brand name exclusively identifies the brand owner as the commercial source of products or services.

It was meant to make identifying and differentiating a product easier. Over time, brands came to embrace a performance or benefit promise, for the product, certainly, but eventually also for the company behind the brand. Today, brand plays a much bigger role. Brands have been co-opted as powerful symbols in larger debates about economics, social issues, and politics. The power of brands to communicate a complex message quickly and with emotional impact and the ability of brands to attract media attention, make them ideal tools in the hands of activists. Cultural conflict over a brand’s meaning has also been shown to influence the diffusion of an innovation.

Whiskey brand names come in many styles. A few include: Initialism; Descriptive; Alliteration and rhyme; Evocative; Neologisms; Foreign words; Founders’ names (using the names of real people, especially a founder’s name); Geography: many whiskey brands are named for regions and landmarks. An ideal whiskey brand name is unique, memorable, easy to understand, and creates an emotional connection with a target audience. It also implies consistency: by choosing products with that name, people should feel that they’re getting the best product.