

Subject Groups and Construction of Confectionery Terms

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Abstract

In the cases considered, manipulation with the names of confectionery products stimulates the struggle for quality, because, correlating with the help of a manipulative pragmatonym a new type of confectionery product with a well-known old one, manufacturers strive to maintain high quality, favorite recognizable taste of the old product, well-known to the adult consumer.

Keywords: confectionary, pragmatonym, product, industries, stimulate, load

In our opinion, similar economic conditions in the confectionery industries determined the similarity of linguistic methods of creating manipulative pragmatonyms. Pictures and symbols bear the greatest functional load. We have identified four functions of these paralinguistic means:

- illustrative, with the help of which information is reproduced (doubled / multiplied), expressed in the names of confectionery products verbally;
- symbolic, which contributes to the perception of abstract concepts and ideas, for example, the name of chocolate "cInspiration" accompanies the image of a dancing ballet couple, and the name of the Chinese candy "JM" (enrichment) - the image of ancient Chinese coins;
- expressive, which is aimed at emotional impact on the addressee, for example, "humanizing" the name, when inanimate objects, animals and natural phenomena appear in a human form;
- characterological, which evokes certain temporary or national associations in the addressee.

While the first three functions are practically equally implemented in Russian and Chinese material, the latter has a pronounced national and cultural specificity. For example, the drawings accompanying the Russian names of confectionery products, either reflect the regional peculiarities of the country (the sights of these cities are depicted on the boxes of Krasnodar and Volgograd chocolates), or are copies of paintings (on the packaging of the Stranger's chocolates there is a fragment of a reproduction of a famous painting I. Kramskoy "Portrait of an Unknown"). Drawings and symbols in the names of Chinese confectionery products are associated with national cultural characteristics and traditional rituals. For example, on sweets "ZIMSH. The color in the names of confectionery products performs the following functions:

- expressive, for example, the use of several contrasting colors in the design of one name, which creates a vivid and memorable image;
- illustrative, with the help of which the information expressed in verbal is concretized, for example, a red package of Russian caramel "Strawberry with cream" or Chinese fondants "IG_e" (red beans);
- characterological, aimed at conveying symbolic meanings inherent in a particular linguistic culture. In this case, the color accompanying Russian and Chinese pragmatonyms is perceived differently. For example, yellow in Russian culture has no symbolic meaning, but it evokes

pleasant sensations, therefore it is actively used in the design of confectionery. Yellow color in the symbolism of Chinese culture has a special meaning, since in ancient China it was a symbol of the emperor and the imperial family, except for them no one had the right to use it. In modern China, yellow is the color of gold, it is considered a symbol of wealth, for example, it is used on the packaging of moon cakes "Шя ^^ л) (expensive gift),"! \$ 1рЖЙ "(luxury and wealth)," ^ rIII.IIIII " (wish from a golden autumn).

The font is a necessary element of Russian and Chinese names of confectionery and performs the following functions:

- aesthetic, designed to evoke pleasant sensations from the addressee, to amaze his imagination;
- characterological, which in our material is combined with illustrative: a culturally significant verbal part is supported by a culturally significant font. In Russian material there are Arabic script (candies "Apzhan", "Halva", "Brave Alladin") and Slavic script (cookies "Boy-rushka", waffles "Bylina", candies "Slavic pattern"). In Chinese names, the choice of a certain type of calligraphy refers to a certain historical era, in addition, in some cases it is difficult to draw a line between drawings and some types of hieroglyphs. For example, in the name of the moon cakes "t-b (lucky gift), the verbal component <41" is made in the style of pictorial hieroglyphs: upon close examination, the hieroglyph is an image of a flying phoenix;
- expressive, which is associated with the author's desire to intimize communication; for this, a handwritten font is used, i.e. handwriting, which is one of the markers of spoken language in written communication;

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- expressive, which is associated with the author's desire to intimize communication; for this, a handwritten font is used, i.e. handwriting, which is one of the markers of spoken language in written communication;
- illustrative, associated with the selection of important semantic parts of the name with the help of the font: the location of the italic font on the background of the printed one, the intrusion of a capital letter into the middle of a word, Latin letters into Russian graphics or their combination with Chinese characters. In this case, a language game takes place with the help of graphics and spelling. For example, the Russian sweets "Sladkoyozhka", "Treasures of Yittsii", the Chinese chewing sweets "Y} 2" are milk-based (the letter Q is associated with chewing in pronunciation).

The shape of the confectionery, which reinforces and complements the verbal part of the name, performs illustrative, expressive and aesthetic functions. This paralinguistic tool is mostly represented in the material.

In general, the analysis of paralinguistic means made it possible to conclude that the features calligraphy and the predominant orientation towards an adult addressee determine the

multifunctionality and pragmatic significance of the font in the design of names of confectionery products. The focus on the addressee-child determines the special functional significance of the pattern and color in the design of Russian names of confectionery products.

In addition, some combinations of linguistic and paralinguistic means perform a manipulative function. Four types of such combinations are noted:

1) complete replacement of the paralinguistic part - a partial change in the verbal part; 2) partial replacement of the non-verbal part - partial change of the name; 3) preservation of the paralinguistic appearance - partial change of the name; 4) preservation of a paralinguistic appearance - a complete change of the name.

The material of the study allowed us to conclude that when creating such names, addressees use linguistic and paralinguistic means in the same ratio. Their combination most effectively affects the psyche of buyers and increases the competitiveness of the product.

All considered examples of the functional specifics of paralinguistic means are presented in the appendix.

Thus, the analysis of linguistic and paralinguistic means of pragmatizing names of confectionery products allows you to get a more complete picture of the way of life of the peoples and their picture of the world.

In the conclusion, the results of the work are summed up and the prospects are outlined, which we see, firstly, in a comparative study of the peculiarities of the functioning of pragmatonyms in texts of different times and genres, and secondly, in clarifying the pragmatic impact of pragmatonyms on the addressees with the help of sociolinguistic surveys and associative experiment, as well as in the development of methods translation of pragmatonyms that are most acceptable for perception by carriers of non-closely related linguistic cultures.

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