Slang names as company names: A case study of local branding
Terhi Ainiala

Unofficial slang names may be used as a means of constructing urban identities. For example, the capital city of Finland, Helsinki, is often referred to by slang names Hesa and Stadi, and these are even included in many Helsinkian company names (Ainiala 2013). Likewise, many neighbourhoods have their own slang names and these are used as parts of names of local businesses. Evidently, these kind of names are felt to express proximity, authenticity, and probably tradition. In many cases, companies with slang elements in their names offer products or services aimed at local people. In national or global contexts, these names would not be interpreted in the same way as in local surroundings.

In my paper, I analyse the use of a slang name Vuokki in company names in Helsinki. Vuokki is a relatively new slang name for the neighbourhood Vuosaari in Eastern Helsinki, and it has been used only since 1990s. Vuokki is considered to be an unofficial and urban name among Helsinkian people, and because of this, it is an optimal resource for expressing the urban identity of an inhabitant living in a modern suburb like Vuosaari (Ainiala, Lappalainen & Nyström 2016). I will examine the meanings and attitudes attached to company names including Vuokki and analyse the ways these names are used in local branding.

Literature

Drug name as business tool
Ilia Baranov

Finding measurable properties of commercial name that affect business performance directly is important for brand management. Product lifespan in the market could be a generalized measure of business success (Barhatov and Pletnev 2014). Since the observation period is limited, it is not for all products that their lifespan is known. A statistical method of survival analysis allows the use of such data (Guo 2010). This method was used for research of trade marks semantics (McClure 1995), TV programs titles (Khessina and Reis 2016) and service names (Baranov 2018). In this article, trade names of 244 allergological medications used in Russia (1995–2018) are considered. The relationships between the linguistic properties of the name and the drug lifetime in a reputable pharmaceutical directory are investigated. The correlations found are discussed in terms of brand functions (Round and Roper 2012). For the names studied, it was found in particular:

1. Names with unclear meaning (ex., Lomilan) survive better than names with clear meaning (ex., Analergin). We suppose that quality signaling brand function acts here: “scientific” drug names seem more trustful than “advertising” names.

2. One-word names survive better than names of several words. Among the one-word names, short names survive better than long ones. It could be manifestation of habitual brand function, that is convenience of name usage.

3. Names with initial plosives (k, p, t, g, b, d) survive better than names with other initial sounds. This fact expresses the identification brand function, due to initial plosives facilitate name recall and recognition (Vanden Bergh et al. 1984).

4. High proportion of front vowels (e, i) in the name increases its survival. This sound feature associate with smallness, lightness and quickness of the named item (Lowrey, Lerman and Luna 2008). We ascribe this effect to the risk reduction function of the brand.

References


Linguistic investigation has been focused on linguistic landscape in urban environments of real life. The research fields include city mapping with regard to multilingualism (Backhaus: 2007) or cultural intersections (Backhaus: 2008). All these projects put emphasis on the analysis of authentic footage such as street signs, posters, graffiti or advertising displays and use the different sign systems and languages as basis for the linguistic cartography of a specific area. In particular, the placement of advertisements and proper names has traditionally been of linguistic interest to analyse the ‘branding’ of a city or particular and distinctive areas thereof.

With the discovery of books as a possible medium for commercial purposes and advertisement product placement in novels almost launches a proper word field (Baumgarten: 2013). This kind of either representative or fictional product placement carries a similar structure of culturally and language-wise diverse ‘landscape’ of items, products and brands into a coherent narrative. Linguistic landscapes then become part of an overall literary landscape, which can be seen as the artistic equivalent to real-city-mapping. Interestingly, both scenarios, real cities as well as fictional cities can be divided into specific sections, milieus or spaces by using the same academic criteria such as language, sign category or style. Similar to linguistic city landscapes these literary city landscapes strongly benefit from the connotative aspects of advertising (language).

The planned talk aims to demonstrate the transfer of the phenomenon ‘linguistic landscape’ from an authentic research field into a fictional medium. A small corpus of contemporary American, British and German novels builds the basis for this investigation and an immediate comparison of cities in reality and literacy.

Literature


Brand name and digital advertising  
Elisa Bellero

Digital advertising has changed the effective role of a brand name in a campaign. The purpose of a brand-campaign is to build awareness and positive associations with a company and its products and services.

The purpose of the paper is to describe the critical role played by a brand name in a digital advertising campaign. The employed case history is the experience of LAICA SPA, an Italian company specialized in the production of small household appliances for personal health and wellness and water purification equipment.

The analysis focuses on the use of the brand term (LAICA) and its possible misspells (LAIKA, LEIKA). Moreover, I will investigate the use in both Google Adwords and Amazon of the brand term and the brand-plus keyword, which is a keywords phrase that includes the brand term plus a qualifying phrase.

The essential role played by a brand name bidding strategy is investigated in this work. Such strategy aims to make a successful campaign, reach more potential customers and also protect the brand against competitors. A special attention is put on the practise of competitors bidding on a specific brand name and on exact match phrases that are alterations or misspellings of the brand. Furthermore, I will describe the company’s advertising strategy on Amazon and the use of the Amazon Marketing services platform. Specifically, the Amazon Sponsored Products as pay-per-click ads based on keywords are investigated.

Selling political messages: Brands using "Brexit" in their names  
Angelika Bergien

Identification and distinctiveness are central features of brand names from a legal point of view. Only distinctive names can be registered and will enjoy special protection. From a marketing point of view, however, it is important to know that a really good name, i.e. one with a powerful sales appeal, connotes secondary properties, such as comfort or prestige, rather than the utilitarian character of the product or business. Such an image creation is of vital importance in relation to customers, who – if they are to be persuaded to invest their money and time in the brand – must be able to trust it and identify with its ideas. The facilitation of communication between company and consumer is therefore another central function of a brand name. According to marketing experts such communication is best achieved through positive connotations of the name. Against this background, it is interesting to note that today many brands make official statements about the politics of their companies. It is, of course, not unusual for brands to get involved politically, but the question is whether this strategy, taking the risk of polarization, can always pay off. It is one thing to express a political opinion in an advertising campaign, and it is quite another to incorporate the political message in the brand name. By 2017, there were, for example, 62 instances of "Brexit" in businesses registered in Great Britain, including a brand of tea, a brewer and a biscuit producer. Whether these companies were looking to spark outrage or intrigue is not always clear, but the names play on the tension the word "Brexit" can conjure. The aim of the present paper is twofold:
firstly, to find out why companies use "Brexit" in their brand names, and secondly, on a more general level, to argue whether the expression of political standpoints in brand names will shape the future of marketing in a diverse and partly polarized consumer world.

Examining the link between the brand and the celebrity’s reputation

Refiloe Chauke

When naming a brand, businesses usually want to give brand names that will draw consumers to these brands. Consumers’ first impression of a brand is usually meant to make a lasting impression on them. Generally, the first impression of a brand should ensure that consumers spend huge amounts on that brand. For instance, we believe that, Polo became famous because of the celebrity Ralph Lauren’s reputation. In market research, this phenomenon is called linking value. In the South African fashion industry, some celebrities usually start clothing lines once they become well known. More often than not, they name the brand after themselves. As celebrities are brands themselves, many South African consumers associate the value of the product with the celebrity’s reputation, so the better the celebrity’s reputation is, the more attractive the brand name is to the consumers. The purpose of this paper was to show how naming a brand after a celebrity could affect its value either negatively or positively.

The hidden power of the words: The Italian brand names for wines

Paola Cotticelli Kurras

Italy is in some sectors still reluctant to the services offered by communication and marketing agencies, which have instead conquered the clothing and leather goods and the food sector. These sectors have always been the leading fields for export and the pride of the ‘Made in Italy’. In the case of the names for wines, we must distinguish the individual name from the brand name as a corporate (brand) name. It becomes quite difficult because the brand in the wine sector is often the signature of the producer, the name of the winemaker, his winery or that of one of his ancestors, the name of the company or of the locality, or that of the farmhouse. In the history of the Italian brand names, we could analyse the different naming strategies: some typical wine names from our corpus (reaching from 1904 to 2008) are e.g. Abbazia, Castello, Rocca = ‘Abbey, Castel, Fortress of...’ (referring to monuments near the winery); Bardolino, Montepulciano (both place and brand name); Nero D’Avola (the black [vine] from Avola, in Sicily); Antinori (name of the traditional marquis family of the producers). These names are marking the historical value of the production or highlighting the relation to the region, to the wine cellar, or to the family tradition: if the consumers have no knowledge of the underlying cultural dimension, they do not understand the value of the wine, until the corporate name of the company does not become a brand name. Indeed, the variable success is often depending on the associations the names are stimulating as well as the interaction with their target. Nowadays, the human efforts in creating names who are able to make the products very successful is underlying the challenge lanced by Netsubstance (http://www.netsubstance.com/), a brand name generator, i.e. a software that helps find an original brand name (or brand names) for a
certain business. Is that the solution for the Italian wine brand naming? During the last Vinitaly 2018 in Verona, we could discover how some imported wine names and labels like Jordan wine estate from South Africa had a large success. On the etiquette of the series Jordan Sophia 2014, Sophia (the wisdom) is presented with an owl on her shoulder, in her right hand, she holds a laurel wreath, the symbol of peace and success. Her three daughters, the Saints Faith, Hope and Charity or Love – Pistis, Elpis and Agape – are symbolised by the sun, moon and earth, representing the characteristics of the three classic wine varieties. It was a very good example to show how the (commercial) power of the name in Italy is still basing on sharing a strong cultural tradition of the addressed target. Our presentation is dealing with the different strategies and functions of the ‘individual’ brand names of the Italian wines and their relation to the consumers.

Opeliani, Opeleros and Opelistes: Eponymous formations of brand names in tribal marketing
Fiorenza Fischer & Holger Wochele

Nowadays, brand names fulfil the function of information and orientation in an increasingly complex economic world in which the growing variety of products which are offered to consumers often means information overload and sheer overtaxing. Brand names perform various functions, i.e. differentiation, memorability, brand protection and much more. In tribal marketing, the members of the "fan community" who feel particularly attached and loyal to certain brands are regarded as members of a "tribe". For them, the brand represents a mark of identification and a common value. We can observe that in the Romance languages it is possible - in order to denominate the members of these "tribes" - to create neologisms which are derivations based on the brand names and ending with various suffixes (e.g. -iste, -ien and -eur in French, -ista, -(i)ano and -aro in Italian or -ista and -ero in Spanish). We can find these word formations especially in social media (such as Facebook) and in the language of marketing.

In this paper we will show which suffixes are used to create such word formations in the three Romance languages French, Italian and Spanish (cf. Schweickard 1992, 1995 and 2001). Moreover, we will show what can be said about their semantics and pragmatics on the basis of their usage in texts using an Internet-based corpus. Since these formations often first appear as occasionalisms and are not yet lexicalized, such neologisms also allow one to analyse how speakers are able to play with language and to show their creativity.

NB: A part of our presentation might be held in German.

References

Savouring the Big Apple: Ethnic restaurant names in the cuisinescape of New York City

Olena Fomenko

The cuisine-scape of New York City combines haute cuisine, ethnic variety and authentic American food, all of which forge its unique culinary identity. The abundance of ethnic cuisines in New York City is closely linked to the city’s immigration history. As a major gateway for millions of immigrants to the USA, New York City has become home to diverse cuisines well represented both within and outside its ethnic neighbourhoods, and many ethnic foods are seen as American now. Indeed, to many New Yorkers, some foods, such as pizza, bagel or falafel seem just as American as they are ethnic and, for this reason, perceived as part of American gastronomic selfhood.

Names in the cuisine-scape of New York City display culinary traditions of various ethnic groups. Names also reflect “the complex interaction of place, language, culture and food” (Järlehed and...
While embracing the ethnic heritage, many restaurant names simultaneously indicate cultural assimilation, namely, through the adoption of English given names, the incorporation of American names and typical words and collocations associated with traditional American restaurant names (Chen 2018).

The purpose of this study is twofold. First, we examine, from the linguistic perspective, the naming of ethnic restaurants in New York City. Our second goal is to explore how the structural and semantic aspects of ethnic restaurant names reflect the authenticity and cultural assimilation in constructing the cuisine-scape of New York City.

The preliminary results of the study reveal that ethnic restaurant names communicate authenticity, in particular, through the incorporation of toponyms (e.g. Buenos Aires Restaurant, Heidelberg, Little Tibet), toponymic adjectivals (e.g. Thai Villa, Tava Turkish and Mediterranean), anthroponyms (e.g. Mamoun’s Falafel, Amélie) and cultural icons (e.g. Queen of Sheba, Cafe Himalaya). Similarly, some restaraunts display authenticity via a foreign language name (e.g. Le Coucou, Katz’s Delicatessen, Grotta Azzurra) or a transliterated name (e.g. Veselka, Cheburechnaya, Skovorodka). Furthermore, a number of restaurant names employ neologisms / macaronisms (e.g. Eataly, Frenchette, Belarussian Xata, Mari Vanna), shortened words and abbreviations (e.g. Indo Java, B&D Halal Restaurant, PMF - Pardon My French) to convey flavours and tastes of their cultures.

At the same time, some restaurant names demonstrate cultural assimilation, for instance, by using local names, i.e., toponyms (e.g. Boucherie West Village, Prince Street Pizza, Ukrainian East Village), English given names (e.g. Joe’s Shanghai, Mimi’s Hummus) or typical for American restaurant names words and collocations (e.g. Mamasita Bar & Grill, Cote Korean Steakhouse).

References


Performative values of interactions between brand names and slogan taglines in local and global perspective  //  Valeurs performatives des interactions entre les marques et leurs slogans dans une perspective locale et globale

Artur Gałkowski
The presentation will be in French

The most famous and successful brands but also these less known and emerging ones are determined by specific names and often by particular slogan taglines. From the onomastic point of view the taglines complete the identification of a company or product brands, i.e. the naming objects. This relation is similar to the juxtaposition between the first name and the surname in anthroponymic configurations. Nevertheless the role of a creative tagline as the "surname" of a
brand consists in something more than a passive complement accompanying the "first name". The branding taglines assume advertising functions by interacting with brand names in a communicative or discursive way. The taglines carry messages outlining different values that brands creators and owners want to associate with them. In this paper I will analyze the interactions, i.e. the suggestive dialogues, between names and slogans. They show various performative values such as: an ordinary welcome Motorola “Hello Moto”; a belief in quality Reebok “I am what I am”; a stimulus to action Nike “Just Do It”; a fancy: McDonalds “I’m lovin’ it”; a profit: AVIVA “Gagnez en assurance” [Fr. ‘Earn using insurance’]; an identification: Coop “La Coop sei tu” [It. ‘You are Coop’]; the comfort: GETIN BANK “Twój Bank blisko Ciebie – bankuj wygodnie!” [Pol. ‘Your Bank close to you – “enbank” comfortably!’], an emphasis: HOME.PL “Działamy niezawodnie” [Pol. ‘We operate infallibly’], etc. The performative meaning expressed through taglines in interaction with the brand names can be considered as a pragmatic intention that acts in marketing communication on the local and global level. The research includes examples of brand names with their specific “signatures” in different linguistic areas.

Naming organic wines in French and German: A frame semantic analysis
Laurent Gautier & Matthieu Bach

Context
Naming a product is giving it an identity (Lobin, 2016); when it comes to wines it is offering them, the possibility to be easily discriminated and to catch the clients’ attention. This contribution aims at analyzing the naming of organic wines in two countries: France and Germany. If naming generic wines has already been investigated especially from a lexical point of view (Herling, 2015), wine names from the organic wine industry have for the time being been left aside.

In the meantime, previous studies based on authentic materials have underlined, since Lehrer, 1975, some specificities in the wine language like resorting to prototypes (Gautier & Bach, 2017b), being based on emotions and experience (Bach, 2018) and laying on strong cultural traits (Gautier & Bach, sub.).

Research Question
Within this context, the validity of these findings for wine naming will be checked and cognitive patterns will be identified by examining the role of cultural background and the ties between the product itself, the terroir and the conceptualization thereof. The focus on organic wines enables to go beyond the mere source domain of winespeak tradition by integrating the source domain of organic universes and their corresponding frames.

Corpus
Like previously stated, the only functioning way to analyze sensory-based discourses is to rely on situated (Condamines & Narcy-Combes, 2015) corpora (Gautier, 2018), that allows to enter into the language reality. The multimodal French-German corpus used for this contribution is based on a previous one presented in Gautier & Bach, 2017a, which has been extended for the needs of this
contribution. This corpus will offer the possibility to analyze names of organic wines of France and Germany sold by French and German online sellers.

Discussion
The frames’ semantic paradigm (Ziem, 2008; Busse, 2012) will be followed here in order to understand how names can enhance values of organic wineries or values of organic production that are not compulsory mentioned, but evoked by the names instantiating the frames (default values). More specifically, it will be discussed what segments of knowledge are activated by names (Kalverkämper, 2006: 26). The contribution will also seek to isolate patterns in wine naming either on a semantic (Dobrovolskij & Piirainen, 2005) or on a cultural basis (Sharifian, 2017). To do so, a systematic manual analysis has been carried out, and different levels of granularity in patterns will be established to offer a better look at the conceptual spreading after the activation of more or less specific knowledge.

Literature


Message on a bottle: a first study on Piedmontese wine names

Alberto Ghia

Wine is an important cultural element for Piedmont: wine growing has long since had a great influence on modelling a large part of the Piedmontese landscape: for this reason UNESCO recognised the Vineyard Landscape of Piedmont as a world heritage site in 2014. Wine moreover has also a great economic importance for Piedmont: there are more than 44.000 hectares of vineyard in Piedmont (approximately 20% of the area of the region), more than 18.000 winemakers, and, in 2017, more than 2 million of hectolitres of wine were produced. These figures suggest that economic competition can be very fierce, and for this reason winemakers use specific marketing strategies to promote their products, not least the branding. This can be very interesting from a linguistic point of view.

My aim is to give a first (since there are no specific studies on the subject of Italian wine names) assessment of how Piedmontese winemakers create wine names, in relation to the strategies adopted in other areas for the same purpose and also in relation to other product names in Italy. In order to achieve this aim, I created a corpus, constituted by nearly 500 items, that have been collected by visiting the e-shops of some wine producers that work in the southern part of Piedmont.

More specifically, drawing on the approach taken in Cotticelli-Kurras (2013) on Italian commercial names, my aim is to investigate the subject at different levels: (a) linguistic level, pointing out which languages are chosen for the creation of wine names and taking into account the importance of dialect; (b) semantic level, remarking which words are chosen to name the wine, and considering the different types of motivation that link the product names to the product itself; (c) morpho-syntactic level, focussing on the presence (or the absence) of affix(oid) elements and particular syntactic constructions, and whether the product names are nominal or well-constructed phrases; (d) grapho-phonetic level, noticing the use of sounds substitution and univerbations to create puns.

References

The persuasive function of company names: Examples from four different trade sectors

Linnea Gustafsson

Company names are chosen very carefully because they are co-creators of the identity that companies want to convey. The consequence of this is that the commercial name has more functions than other names, and one of these is the persuasive function. Thus, in order to convince the customer about the excellence of the company, the sender uses different strategies in different branches. The discussed material has been collected from four branches, all of which provide some form of services: dental offices, estate agents, cleaning companies and restaurants. In total, approximately 1000 company names which have been downloaded from the Swedish digital phonebook (www.eniro.se), have been studied.

In order to isolate the persuasive function, the rhetorical concepts of ethos, logos and pathos will be used. Ethos refers to the generation of the customers’ confidence for the company. Logos addresses the receivers’ logical reason and pathos to the short term feelings of the customers. All of these strategies are used in naming, but to varying degrees in different branches. In the paper, the discussion will be about these differences, which will also be exemplified. The concrete research question is: In what ways are ethos, logos and pathos used in the naming of companies in four different branches to achieve the name’s persuasive function?

Made in Italy and Italian sounding: The economic added value of brand names in Italy and abroad

Sabine Heinemann

Italy is renowned for its fashion, design, art, culture, sports cars and cuisine with the food industry being particularly vital to exports. Domestic producers benefit from the country of origin effect, as the image of Italy is an important feature for the respective product categories which can be evoked by associative patterns and thus is assigned to the brand (e.g. as quality promise, emotional added values; especially abroad: national stereotypes). Foreign companies massively exploit this effect in terms of brand strategy by choosing (pseudo-)Italian brand names or using elements which show a connection to Italy (landscape, flag etc.) for the design of logos, packaging etc. Hence, especially
when contrasting the meaning of a brand name created by Italian companies with regard to the Italian and/or the foreign market and the meaning of (pseudo-)Italian brand names invented outside Italy, the predominance of the connotative component as core of the advertising strategy has to be taken into consideration. E.g. in Italy foodstuffs are often promoted with reference to their regional origin, traditional production or the historic presence of the company on the market, which simply isn’t possible abroad. Therefore, on the basis of brand names registered in Italy, Germany and France (see the respective databases of the official/governmental institutions) the single connotations or associations of brand names for food products will be highlighted and compared. For the description of the meaning as a result of the negotiation process within society brand schemas or associative structures offer a theoretical framework.

Bibliography


Usernames on social media: Creating value for the online personal brand

Lasse Hämäläinen

Internet and social media have a remarkable, continuously growing influence on our everyday lives. For most of us, they serve just as a tool for connecting with friends, searching for information or entertaining ourselves. But for many people, showing on social media is a profession, or at least part of it. Celebrities like artists, athletes or politicians share their work and personal life for the audience, increasing their visibility. Some people also have become famous only by their efforts in social media.

Social media services use various naming practices. Some services (e.g. Facebook) require us to use our real life personal names, while in the other (e.g. YouTube, Instagram), we can choose whatever
name we want. These online names are mostly referred to as *usernames* or *user names*, sometimes also *nicknames* or *pseudonyms* (Aleksiejuk 2016; Hämäläinen 2013; 2018).

The income and success of social media professionals is based on the value of their personal brand: how interesting they are for the audience, how many followers and views they can get. One of the most crucial factors of this personal brand is username. This joins usernames to the group of commercial names (see also Sjöblom 2006: 463).

This presentation examines naming choices in social media services. Data are used from several sources, such as Twitter, Instagram and YouTube. In addition to individual users, data also include usernames of organisations like companies, bureaus or associations. The analysis focuses especially to the following questions:

1) How often and by what means are social media usernames linked to user’s (or organisation’s) real life name?

2) How do social media usernames differ from usernames on “traditional” websites like chatrooms, discussion forums or gaming communities?

3) Are there notable differences of success with social media professionals known by their usernames or real life personal names?

References


Entrepreneurial naming and scaling of urban places: The case of Nya Hovås

**Johan Järlehed & Maria Löfdahl**

Along highway 158, some 14 km south of Gothenburg’s city centre (Sweden), a new urban neighbourhood is created: *Nya Hovås*. Until recently *Nya* (new) Hovås was a ‘non-place’, an unpopulated area around the highway exit, some 3 km south of the old fashionable high-end neighbourhood Hovås. In a few years, Nya Hovås has become a complete neighbourhood. The construction has been accompanied by an extensive and expensive advertising campaign in both traditional and new media (Facebook and Instagram). In order to attract attention and interest, a large part of the campaign has focused on creating a unique identity based on the following values:
newness (Hovås vs Nya Hovås); accessibility (both to the nearby coast and to the city centre); urban coolness (architectural resources such as a wooden amphitheatre and a rooftop school-yard are combined with textual references to hip international urban centres); creativity (adaptations of the iconic Hollywood sign and NY logo heart); and international flair (continuous choice of high status names and languages).

This paper investigates how multimodal place-naming and identity-making involves scalar work (Carr & Lempert 2016) as a social practice encompassing imagination, translation, recontextualization and intertextuality. It examines how toponymic, linguistic, typographic, haptic, visual and architectural resources are used for situating this new neighbourhood in the world, and in the audience’s mind and body. By so doing, the paper contributes to the ongoing examination and discussion of different aspects of urban entrepreneurialism (Harvey 1989) and theming (Leeman & Modan 2009), such as the increased intermingling of private and public initiatives (Light & Young 2015) and the confluence of naming and branding practices (Medway & Warnaby 2014).

References

Santa Claus in business
Marja Kalske

Subject
How the Finnish Santa Claus (Joulupukki) has influenced company and product names in Rovaniemi.

Background
The origin of Santa Claus arose from the legend of St Nicholas, who lived during the 4th century. He was an early bishop of the city of Myra in Asia Minor and was known for the gifts he gave to the poor. Afterwards, the Dutch immigrants brought their gift-giving Santa Claus tradition to the United States. The Coca-Cola Company greatly contributed to the modernization of Santa Claus.

The Finnish Joulupukki originated from Knut bock. During Knut’s Day, masked men walk from house to house and demand to drink all the household’s leftover Christmas ale. In 1927, radio broadcasters told Finnish children that Joulupukki lived on Korvatunturi, an arctic mountain in Lapland. Every
Christmas Eve, he travels in a sled that is pulled by reindeer and brings presents to children. In many other countries, children believe that he lives on the North Pole; however, this does not matter—the story is well-known internationally.

Santa Claus as a product in Rovaniemi
Rovaniemi is a city of Finland. It draws a great deal of tourists because it is known for being the “official” home town of Santa Claus. For example, Rovaniemi is home to the Santa Claus official airport, post office, Hotel company and taxi company. Additionally, there are restaurants (Santa’s Salmon place), a tourist tour (Santa’s Adventures) and Santa’s Hair centre. Moreover, in Finland, there is a Santa Claus airplane company (Finnair) and a Santa Claus shipping company (Silja Line). Beginning in 2000, Santa Claus Licensing Ltd has governed the brand and allowed one hundred companies to use its license and logo.

Questions
What makes this product attractive?
What is the relation between fairy tales and the Finnish Santa Claus tale?

Theories
- Advertising in tourism: stories and emotions
- Aspects of fairy tales and legends

Results
1. Advertising researchers believe that people are emotionally attached to the product—Santa Claus is well-known. Although many people may believe that he resides at the North Pole, if a tourist could visit him in a more accessible place, they may decide that it is worth travelling there. A tourist can experience the fairy tale in Rovaniemi as Santa is everywhere.

2. The power of the story is remarkable. Santa is like a hero in a fairy tale; but, there is no antagonist in his story.

Those who stayed: Individualism, self-selection and cultural change during the age of mass migration
Anne Sofie Beck Knudsen

This project uses historical first names statistics and large-N statistical methods to describe and analyze Scandinavian cultural history since the 18th century. In particular, a proxy for population individualism (the value of individual autonomy over group conformity) is created based on the dispersion of the first names that they choose for their children. The smaller a share of children that receive one of the 5 or 10 most popular first names, the more individualistically oriented the population is.
The cultural proxy is based on research in psychology that finds that parents who give their children less popular names want prefer their children to stand out rather than fit in. I carry out further validation checks, where I find a strong correlation between the share of newborns with uncommon first names and other measures of individualism at the country and district level across the Western world today.

My research documents an increasing individuality across Scandinavia and a strong persistence of individualism across generations within the same family. Combining censuses and passenger lists, I also show that people who emigrated to North America between 1850 and 1920 had more unique names. This effect is not explained by socioeconomic status, religious beliefs, family structure, or the uncommonness of last names. The emigration of particularly individualistic people generated a push towards collectivism, which has lasted until today.

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Russian ergonyms as the object of linguistic reflection

Irina Kryukova

Russian native speakers constantly evaluate the emerging of new ergonyms (company names) as well as their placement on signs and billboards. Some scholars hypothesize over the origins of the names and the reasons that stimulated various rebranding cases. There are also studies devoted to the evaluation of the ergonyms’ phonetic image and the associations they evoke. This indicates that ergonyms are subjected to linguistic reflection.

In this study, we approach linguistic reflection as the attitude of naming subjects and addressees towards company names. This attitude is contained in metalinguistic speech acts, so-called reflectives. The purpose of this report is to determine the emotional evaluation of ergonyms encrypted in the reflectives of Russian native speakers. This will enable us to measure the commercial effectiveness of the company names under study, as well as to identify new naming techniques.

The analysis is based on value judgments about ergonyms which we have been taken from critical reports by media, from companies’ presentations, interviews with business owners and advertising campaigns participants, various internet forums where users discuss probable names for companies, etc. These value judgments differ in volume (primary and secondary reflectives), in the subject of the speech (authors’ and addressees’), and emotional charge (positive or negative).

A primary reflective consists of a brief comment included in a more complex speech act with a different subject matter (analytical and critical reports, satirical pieces, funnies, comedy stand-ups, interviews, TV debates, etc.). Sometimes, it is just a piece of a phrase which consists of an evaluative attribute (lyrical, illiterate, inspiring, funny, vague, etc.) and a name. Secondary reflectives represent self-contained speech acts with a distinct idea and a complex structure. They contain a comprehensive and well-founded value judgment on a misuse case of generally accepted company naming techniques.

The purpose of authors’ reflectives is to explicate the process of the ergonym’s invention and the discussion that preceded the final choice, or/and to reveal the exact reasons that have made brand owners choose a certain name for it. The analysis of positive authors’ reflectives enables us to determine transparent and disguised advertising strategies of the naming parties. The purpose of
addressees’ reflectives is to give the negative evaluation of the ergonyms’ phonetic form, meaning, the pleasantness of the name’s associations, its correspondence to the rules of the Russian language and moral standards. The comparison of the authors’ and addressees’ reflectives leads to the detection of those cases when the expectations of naming subjects and addressees do not match. Such mismatches may be regarded as nominative failures which may result in business failures, subsequently.

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Name transfer and commercialization of toponyms
Tiina Laansalu

There are two possible ways for a toponym to emerge: either a new name is created on the basis of common names or an extant name is transferred to a place (Ainiala, Saarelma, Sjöblom 2012: 68; Brink 2016: 158–159; Pall 1977: 136). The phenomenon in which an already existing name has been transferred to denote another place is called name transfer.

Transferred names help to identify migration, whether internal or external, and also to observe and analyze socio-onomastic phenomena, e.g. names motivated by commemorativeness, commercialization etc. It is not surprising that today, when assigning new names, commerciality and branding play a particularly important role. Toponyms are definitely of economic interest. Developers prefer distinguished and commercially attractive place names and that sometimes leads to adopting names from other countries and foreign languages. When a name has been transferred from elsewhere, it is necessary to consider its initial language context in order to understand, analyze and etymologize it – it is substantial to know the name’s essential background.

This paper presents a small study of name transfer in Estonian toponomastics and pays extra attention to the economic aspects hidden in certain transferred toponyms. The growing trend to commercialize place names is under observation. The paper is based on one of my studies that observes name transfer and its interpretation in Estonian toponymy (Laansalu 2018).

References


Aix & Terra, Sorguissimo, M’Isle Pâtes: Remarks on nomination between ergonymy and toponymy

Antje Lobin

The observation underlying this contribution is that in Aix-en-Provence in the south of France and in the surrounding area, the names of shops and restaurants reflect a high level of creativity. First, it should be noted that there is no fundamental agreement on the onymic classification of shop and restaurant names. In the present context, both are considered ergonyms, although it should be borne in mind that, strictly speaking, they occupy an interface position between the names of commercial products and house names. Concerning roadhouse names and their onymic classification as ergonyms, the historical dimension plays an important role. While historical roadhouse names are stationary and have developed out of the house name, thus fulfilling the classical characteristics of a toponym, modern restaurant names are no longer bound to a specific location and can be regarded as business names (Nübling et al. 2015: 253). In functional terms, parallels can be drawn between the names for commercial products and the names for modern restaurants and shops, such as the differentiation from the competitors or the guarantee function (Koß 1996: 1644 f.).

In Lobin (2017), it could be shown that for the nomination of shops and restaurants in the mentioned region phrasemes of various complexity play an important role (e.g. regards croisés, au verre levé, le bouche à oreille, au four et au moulin, coucou c’est nous). The phenomenon that this contribution will deal with are shop and restaurant names, in which toponyms or their components are often interwoven in a variety of ways, and for which a first attempt of systematization is worthwhile (e.g. Aix-en-Provence: aixagone (hexagone), aix & terra (et cetera), l’aixtase (extase); L’Isle-sur-la-Sorgue: sorguissimmo, m’isle pâtes (mille-pattes).

In addition to the ludic function, we can observe the expression of a regional and local orientation that counteracts the globalization trend (Geigenmüller 2003) and which is to be seen in the context of current social value orientations. Such names contain, as a quality signal, an indication of origin, which acts as a reference to the place and as an anchor of identity. In this sense, the paper aims to contribute to a better understanding of a category of nomination that has been neglected so far.

References


Trademarks – names, but not only names

Erika Lunell

Trademarks, as we meet them in everyday life, often consist of names. These can, e.g. be names of companies in the form of single words, such as VOLVO and APPLE, or acronyms, such as IKEA. There are, however, many other forms a trademark can take. To function as a trademark, the consumers must perceive a sign as something which indicates commercial origin of goods or services. For traditional trademarks this requirement is usually fulfilled. Other types of marks may, however, convey functional or decorative messages, in addition to the trademark message. This is often the case with unconventional trademarks such as shape marks, colour marks, sound marks and scent marks. The problem with conflicting messages may, however, also arise in connection with certain verbal marks, such as slogans, geographical names, personal names and single letters. This, among other things, will be addressed in the present talk.

Unpacking the use of African business names

Ernestina Maleshoane Rapeane-Mathonsi & Nhlanhla Mathonsi

In South Africa generally business people have over the years been using foreign own names to name their companies. Names such as Stefanutti Stocks, Stocks and Stocks, Mahomed, Molla’s, Murray and Roberts, Robertson’s were a common feature. This practice has, however, gone out of fashion and replaced by local African flavoured company names seemingly to recognize the African majority support. Post 1994 democratic South Africa has seen the mushrooming of African business names. At KwaZulu-Natal, Durban, for example, one comes across business/company names such as EThewini/Thekweni, Zenzele, Cosha, Intuthuko and Impigogo. The paper seeks to unpack the economic aspect hidden in the use of African names as business names in South African context. The conclusion arrived at is that business people use the African names for their own competitive advantage and to manipulate the African product consumers.

Beer in the economy (BITE): A vital role player in the South African context

Bertie Neethling

The production and consumption of beer in South Africa have been in existence for many years. The popularity of beer is fairly huge. Many restaurants have developed as eateries with their main focus on beer as the available alcoholic drink with the presented food. Beer is available all across South Africa, and over the last two decades, new beers have been developed, notably the craft beers characterised by unusual brand names, specifically attractive bottled looks, tastes and smells. Every restaurant has a range of beers on its menu. In order to support the production and consumption of beer, an annual competition is being held, where all possible breweries from right across the country are invited to participate regardless of the
type of beer they produce. The National Beer Trophy (NBT) is South Africa’s premier beer competition and it is a driving force behind the rise in beer quality and consistency. It is judged according to the international Beer Judge Certification Programme (BJCP) rules, and with a record 212 entries in 2018, the standards were higher than ever.

Beers are judged out of 50 according to the BJCP guide which outlines every beer style in great detail. In order to win a silver medal, the pass mark is 39/50, and for gold, it is 41/50. Judging took place over several weeks by 25 judges including BJCP judges, wine sommeliers, celebrity chefs and Cicerones (another beer judge certification programme). The competition and prize giving took place at Cape Town’s Beerhouse on Long (Street) at the end of August 2018.

The purpose with this contribution is to analyse some of the competitive beers according to names, appearance (also in the traditional bottling or can), smell and taste, and an attempt to establish what role beer production and consumption play in the economy of South Africa.

From the Telia 5G Areena to the Tony Macaroni Arena: A Comparative European Study of Onomastic Patterns in Sponsored Names for Sports and Entertainment Facilities

Guy Puzey, Matthias Wolny & Jani Vuolteenaho

Recent decades have seen dramatic worldwide growth in the phenomenon of selling naming rights to (semi-)public spaces. Property owners, custodians, administrators, public authorities, business concerns and others in many parts of the world now routinely seek to monetise the names of spaces such as parks, paths, schools, transportation facilities and university buildings, but this trend towards the marketisation of names has been particularly visible in sports and entertainment venues. This paper will examine onomastic material resulting from name sponsorship activity to explore emerging naming patterns and practices, as well as specific challenges in studying these names. As well as considering the onomastic significance of such schemes, the paper seeks to explore how this trend is contributing to fundamental shifts in perceptions of capital, property and public vs. private space.

Underpinning this research is a database of football grounds and indoor sports and entertainment arenas in a variety of European contexts: England and Wales (studied together due to their integrated top football leagues), Finland, Germany, Italy, Norway, and Scotland. Besides the mixture of different geographical situations and linguistic backgrounds these represent, they also provide variations in terms of the types of venue that exist, which sports dominate, together with different scales of population, economies and public finances.

Previous research using this dataset has investigated the chronology and distribution of corporate re-branding in Europe. This paper will turn the spotlight on the linguistic and semiotic material constituted by the sponsored names themselves. Do the structures of sponsored names follow similar patterns to more traditional names in the cultures in question, or are entirely new structures emerging? How have name sponsorship ventures affected the generic elements used; for instance, how can the spread of names incorporating variants of the increasingly universal generic arena be accounted for? How transparent is the sponsored nature of a name? Exploring these questions will entail touching on micro-level names within venues, such as names of stands and seating areas, or
names of corporate facilities. The paper will also consider, in terms of linguistic attitudes and toponymic attachment, whether there are certain types of sponsored names that are more likely to gain acceptance among communities of name users.

The mental and neural representation of names: A cognitive and economic point of view
Katalin Reszegi

Interest in the study of proper names is a relatively late phenomenon in the fields of psycholinguistics and neurolinguistics. By now, however, a significant number of studies have been conducted related to this word group indicating that the category of proper names is not unified in itself either, even though it exhibits certain special features compared to common nouns (cf. e.g. Valentine – Brennen – Brédart 1996, Yen 2006, Müller 2010, Rutkiewicz-Hanczewska 2016; from an onomastic pont of view see e.g. van Langendonck 2007, Reszegi 2018). The neural aspects and psycholinguistic attributes of larger name types, personal names, place names, and brand names (the latter being in the focus of attention only recently, cf. e.g. Lowrey – Shrum – Dubitsky 2003, Crutch – Warrington 2004, Gontijo – Zhang 2007, Schmidt 2011) show differences. Brand names seem to have a special neurolinguistic and psycholinguistic status: they appear to be located between common nouns and personal names in the mental space, in the mental lexicon. Moreover, emotional and graphic information are also central in the mental representation of the elements of this name category. However, it was also found that the two main types of brand names—coined brand names and common word brand names—are represented and processed differently in the mind. In my paper, after providing an overview of the key lessons learned from these experimental results, I present such a semantic theory, the functional-cognitive model of meaning that enables us to interpret these differences. As part of that, I also outline how we may describe the meaning of the different types of proper names in this model. Taking into account the complex mental representation of names, we may also interpret the functioning of names (especially but not exclusively brand names) as economic devices and also that different name types show differences in this respect (besides the features of names influencing this).

References


From Couch to Brigitte Wir: Names of German women’s magazines

Elke Ronneberger-Sibold

The paper summarizes the results of a qualitative and (in part) quantitative study on names of German women’s magazines. The central question concerns the linguistic features serving to catch the attention and positive interest of the targeted group of readers. The study is for the most part based on the online assortment of an established German magazine subscription service in the ranges of “Women”, “Family”, “Home, needlework”, and “Health, Fitness”. German editions of foreign magazines such as Elle or Women’s Health are also included. The names are first analyzed according to their linguistic motivation, which can be either due to the contents of the magazine (e.g., LandAPOTHEKE ’country pharmacy’) or to its target group (e.g., Frau von heute ‘today’s woman’) or to various smaller groups. The recognisability of the motivation is also analysed, extending from clear lexical descriptions as in LandAPOTHEKE to lexically almost unmotivated female first names such as Brigitte, which are effective through their associations only. It can be shown that clearly descriptive names referring to the contents are preferred for special-interest magazines, whereas the clearest descriptions of the target group are to be found in the so-called yellow press, preferably designed for older women, often with a lower level of education.

In a second step, the names motivated through the target group of the magazine are analysed with respect to the way in which the readers are described or addressed. The scale ranges from an explicit description in the 3rd person (Frau von heute, Woman) over direct address in the 2nd person (Für Sie) and indirect address in the 1st person (meine Familie und ich), in which the magazine takes on the role of the reader, to a female first name (Brigitte), where the magazine disguises itself as a the reader’s best friend. Diachronic trends as well as advantages and disadvantages or pitfalls of the different linguistic means are discussed, especially the connotations of the lexemes Frau, Woman and Miss in German and the problems arising when a female first name which was up to date when the magazine was founded becomes outdated during the course of time.
Multimodality and meaning-capacity in commercial names

Line Sandst

Multimodality in commercial names is an empirical fact. Yet multimodality in proper names is sparsely investigated, and the potential meaning-capacity of these names seldom discussed.

In this paper I discuss the meaning-capacity of multimodality in proper names. Multimodality in proper names can be used to highlight certain aspects and values for e.g. branding purpose, to help assist the memory or to express several meanings simultaneously. Yet spoken and written language use different modes and these are not directly translatable between the spoken and written language situation. Depending on purpose this offers different kinds of strengths and weaknesses.

I discuss how the different modes in written and spoken language affect how language users understand a proper name in the written and the spoken language situation respectively, and I argue that “the positioning discourse for proper names in the city” help language users to categorize nonprototypical proper names to the proper name category. I wish to highlight the complexity of the linguistic feature with an emphasis on the overall meaning-capacity of proper names. All examples stem from a corpus of Danish commercial names.

Bibliography


Values of women in the 1950s Finland conveyed by product names in magazine advertisements

Paula Sjöblom

The purpose of this paper is to show how product names reflected the values of women in 1950’s magazine advertisements. The commercial advertisements have been collected from a Finnish women’s magazine Kotiliesi, which has been published without a break since 1922.

The product names are to be examined in a perspective of cognitive rhetoric. The function of advertising is to persuade, to direct people’s thoughts and actions; therefore I see rhetoric as the focal nature of advertising. Herein, rhetoric is defined as means of showing and creating a common ground between the parties of communication, such as a common group identity, to which the advertiser can appeal and thereby affect the reader (see Rosteck 1999; Virsu 2012).

Names are special kind of words: since they are (in principle) monoreferential, they can convey numbers of meanings which may strike even a busy reader in a glimpse. A name itself can produce surplus value if it conveys meanings that the audience is ready to pay for. The relationship between a product name and an advertisement is reciprocal: the text and the pictures link meanings to the name, and the name and the associations linked to it have a part in constructing the message of the advertisement.

The main questions of the paper are: Which position do the product names take in the advertisements? What kind of associations do the names awake? What are the group identities to which the names appeal?

The product names indicate that the female reader of Kotiliesi makes decisions at home, is handy and energetic housewife who serves her husband and takes care of her children and home. She has good female friends and mail relatives who she can turn to, but at the same time she dreams of luxury, exoticness, and excitement, including men.

References


Naming examination of multimodal urbanonyms

Tatiana Sokolova

Commercial names (means of individualization, i.e. trademarks, service marks, brand names and commercial designations) are presented on city signs as multimodal names. Multimodal names are semiotic complexes where the verbal component is closely linked to non-verbal (visual) ones – pictorial, coloristic, typographic, compositional, etc. – as well as to video and auditory accompaniment. Urbanonyms which are multimodal media messages have a greater commercial
value, however, they often provoke an ambiguous reaction of citizens or competing firms and are involved in the legal field. The creation of controversial multimodal signs has thus become one of the problems of urban design. The goal of this paper is to consider the possibilities of naming examination for a comprehensive solution to the problem of regulating urban design in Moscow, Vladivostok and other cities.

Pursuing commercial goals, owners of enterprises (shops, cafés, restaurants, beauty salons, etc.) often place colorful, animated signs even on historic buildings, e.g. the liquor store Весёлый градус /veselyi gradus/ ('Jolly Degree', the word 'degree' referring to percentage of alcohol), the signboard of which features a smiling bottle offering a glass of wine; the bright red sign of the bar УГАР /ugar/ (in a figurative sense, in highly colloquial speech style, this word means 'intoxication'); the café ГЛОФФ /ploff/ (distorted spelling of the Russian word плов – 'pilaf'); the signboard БУфЕТ № 1/ buffet nomer odin/ ('BUFFET No. 1'), where the Cyrillic name contains a double letter f of the Latin alphabetas big as half of the building's window; the sign Хлеб Соль Германа Стерлигова/ khlеб sol' germane sterligova/ ('German Sterligov's Bread and Salt') carved out of wood, the entire shop being decorated as a peasant hut, where the wooden plate, however, contains an inscription forbidding entry to gay men (the word referring to them is indecent).

Naming examination based on the combination of legal and linguistic knowledge, which also includes analysis of multimodal texts, can reveal legal violations (infringement of the rights of a group of people, like in the last example), violations of humanity and morality norms, violations of the norms of the Russian language, and those of the design code a certain city (e.g., in Vladivostok it is prohibited to put up signs containing photographs, graphic images of people, animals, equipment, clothes, etc., except for images representing trademarks, service marks).

On the other hand, naming examination can protect the namer’s right to creative speech activity, protect a commercially valuable urban name that has become a brand. For instance, an expert justified the placement of the multimodal designation Контрабанда/ kontrabanda/ ('Contraband') on the signboard of the city of Vladivostok (the Cyrillic name is inscribed in a fish skeleton, and below it there is the Latin name Contrabanda.Club).

An interdisciplinary approach is needed to successfully solve problems of multimodal signage regulation: economic, legal, cultural and aesthetic aspects should be considered as a whole. This is facilitated by conducting naming examination not only in the resolution of legal disputes, but also at the stage of creating design projects for urban signs.

Sustainability as a value-increasing strategy: How companies use their names and brands – globally and nationally for this purpose

Ingrid Spitzner

The main task of a brand (name) is to contribute to the enhancement of added value of an enterprise. To consider and manage the immaterial values of a company, such as names and brands, means to make use of the hidden values for the raise of the added value. A brand consists of names, designations, sign, symbols, logos and designs, all these parameters are to be taken into account to generate images and associations resulting in advantages and values.
As early as 1990 at the World Summit in Brazil 178 nations adopted the 17 Goals for Sustainable Development (SDG). In recent years an increasing number of companies has turned their entrepreneurial strategies towards these goals. They have become part of their business focus.

Many German companies have redirected their strategies for a more sustainable development and adapted their entrepreneurial goals both economically, ecologically and socially to sustainability.

In this article the author wants to demonstrate on the basis of 8 case studies of German companies how these companies increased their brand value through the implementation of sustainable goals. For this purpose sustainability reports and the company’s presentations in the Global Reporting Initiative are closely analysed, evaluated and compared. The study comprises major, medium-sized and small enterprises of different branches.

Among the companies selected are: Gerry Weber (textile industry), HIPP (baby nutrition), Weihenstephan (both brewery and dairy products), Lambertz and Harry (bakeries), Prym (metalworking industry), Adcuram (investment company).

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The linguistic landscape in historical photographs: Commercial naming in Helsinki now and then
Väinö Syrjälä

The linguistic landscape (LL) of a city, that is, the visible language use on the streets, offers insight into the actual use of commercial names. Signs featuring commercial names are often the most dominating features of a linguistic landscape, both contributing to its apparent multilingualism and making it challenging to analyse. The field of LL studies has only evolved during recent years, and therefore possibilities for diachronic analysis have been limited. This paper seeks to contribute to both the study of linguistic landscapes and the study of commercial names, by discussing commercial names in both historical and modern contexts.

This qualitative study of commercial signage in the LL of Helsinki, Finland, is based on material from the collection of historical photographs that Helsinki City Museum has made openly available through a web service (helsinkiphotos.fi). For my analysis, I have chosen pictures depicting street views with visible commercial signage, ranging from 1890s to 1940s. This historical material is further compared to new pictures that I have taken at the same locations in 2018. My aim is to shed light both to the role of commercial names as features of the linguistic landscapes of different eras, and to the linguistic content and structure of the names themselves.

Even though the current, qualitative approach does not offer a comprehensive view of changes to the commercial naming in the city, it gives interesting insight into both the visibility of commercial naming and the names themselves. As one would expect, the names are much more dominating in the visual landscape today. Whereas the modern signage can often be said to have a symbolic function in the LL, the signage in the historical material has a more direct, informative function, as the business idea is often more transparent in and central to the historical signage. Global brand names and quasi-words are known features in the modern naming, but a lot of multilingualism and international influences can be found even in the historical names. Changes in the commercial
naming also reflect the changing sociolinguistic situation in the city of Helsinki (e.g. the visibility and status of Swedish and other languages).

How international is “global”? Marketing academic divisions in Japan

Kyoko Takashi Wilkerson & Douglas Wilkerson

What does “International Japan” mean? What would one study in a school of “Modern International”? These are some of the questions which arise when perusing the names of academic departments and schools in Japanese universities. In the last few decades Japanese universities have responded to the simultaneous pressures of the globalization of education and a declining domestic university-age population with an astounding profusion of innovative names for academic divisions. The development of new academic disciplines and attempts to overcome the limitations of traditional disciplinary approaches have contributed some of these names, but a huge number of the newly created titles cannot be attributed to these global trends in higher education. This paper examines newly created names of formal academic divisions in Japan, especially those which add a “global” dimension to division names. The authors demonstrate the ways in which changing markets, official policy refinements in the Ministry of Education (MEXT), and Japan’s distinctive student recruitment and admission policies and practices drive the production of new academic division names. Our analysis shows that top-tier universities, though forced to advertise in unprecedented ways, continue to rely somewhat more on university “name brands” for recruitment; second- and third-tier universities are shown to be shifting resources to name-value development and rebranding of smaller organizational units within universities, in part because of the flexibility and potential for innovation available there, though a few universities have been able to incorporate these trends into university names. Some of these rebranding efforts can be shown to have quantifiable effects. Of particular interest is the increased brand value resulting from the addition of the Japanese equivalents of “world,” “international,” or “global” to lower-division names.

Organizers

The conference is organised by the Institute for Language and Folklore and the Department of Scandinavian Languages at Uppsala University.