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FUNCTIONAL ASPECTS OF CONVEYING ENGLISH NAMES OF TRANSPORT ENTERPRISES INTO UKRAINIAN

Summary. The article has been devoted to the functional aspects of English-language names of transport enterprises and the ways of their conveying into Ukrainian. It has been noted in the research that proper names of transport entities are mostly English borrowings that actively function in the Ukrainian lexical system of the Transport sublanguage to denote new realia. The names of transport enterprises are determined as ergotonyms with different sources of origin that affected the word-forming peculiarities of the proper names due to the use of anthroponyms, hydronyms, khrematonyms. It has been substantiated that proper names are intended to achieve communication and pragmatic efficiency and realize four main functions: nominative-signifying, informative, advertising and aesthetic. Having conducted a componental analysis, a great number of abbreviations, other shortenings and personal names have been revealed. They have been adapted in the target language through transliteration or the transfer of the original English name. Besides, proper names of transport enterprises have been classified according to the field of their business activity, forms of property, forms of incorporation with identification of the countries of transport entity's registration. The main ways of conveying English names of transport enterprises into Ukrainian have been investigated. It has been found that the most common one is descriptive method (or partial explication) with the transfer of English names in the initial or final position in translation of well known transport brands, logistics companies with abbreviated components or names of founders. Loan translation, permutation of components, omission of abbreviations, denoting the forms of property or incorporation, addition of the location component have often been used while rendering English names of transport associations, auto shows, transport dealerships, conferences into Ukrainian. Some cases of translation analogies' application have also been singled out. It has been stated that the names of transport enterprises function as one-component, two-, three-, four-, five-, six-, seven-component lexical units which are adapted in the target language with the help of the following mixed translation ways: loan translation + permutation + transcribing (or the transfer of the English abbreviation); partial explication + omission + lexical substitution.

Key words: proper name, ergotonym, borrowing, transport enterprise, abbreviation, advertising function, explication, mixed translation way.

Problem Statement. At present, advanced transport technologies have become one of the crucial factors that affect production forces allocation in Ukraine and all round the world. Leading transport businesses use their names as an effective advertising tool of their products and services. Meanwhile, small

firms, that have recently emerged in the national market, promote their business activity, designing sites in English. The names of transport enterprises serve as a "business card" in the constantly developing transport sphere. The name of the trademark is the most notable and stable element of the interrelation of the final product and the target consumer. Well promoted brands encourage regular consumers to opt for only tested and high quality transport products, so the notion "brand" is regarded as the intellectual property of any well recognisable transport structure, the name of which is gradually turning to our everyday life sounding support and a key component of a new technically advanced language.

The professional language of transport is characterised by an increasing number of proper names of terminological nature. It is stipulated by the fact that modern transport sphere is under constant development. Due to innovative technologies implementation and transport activity expansion, there are various terminological lexemes that constitute proper names of transport enterprises, denoting transport vehicles, spare parts, liquids, logistics processes, transportation documents and services (NISSENS conditioning systems, STARLINE braking discs, FERODO oils, DENSO sparking plugs) which are worth classifying. In the period of global processes, the Ukrainian lexical system is being currently saturated with English borrowings of technical directionality (proper names, internationalisms, abbreviations). So, English borrowings are the most productive lexical units in socially oriented spheres – mass media sources and advertising – which successfully implement a popular trend on effective English language borrowings' application. As a result, new lexemes, particularly those denoting proper names, are recorded in the language consciousness of many recipients, gradually entering their active vocabulary.

It is to be noted that proper names as the realia of a certain community cause major discrepancies in linguistic and conceptual codes of the target audience. They become the object of research in modern linguistics due to their word-forming peculiarities, functional features, pragmatic loading and cognitive potential. In translation studies proper names in the transport sublanguage constitute a problematic lexical layer that requires a comprehensive analysis as there is a constant need to adapt English proper names (often regarded as the non-equivalent lexis) to the norms of the Ukrainian graphical and morphological systems. Nowadays there is no unified regulation of their application and interpretation in the target language with the preservation of functional and pragmatic characteristics.

The aim of research is elaborated to identify functional aspects of English-language names of transport businesses in order to achieve faithfulness of their conveying into Ukrainian.

Recent Researches and Publications Overview. The issue of proper names as the complex lexical units that steadily enrich the linguistic environment has long been studied by many national and foreign linguists. Scholar O.O. Selivanova defines the anthroponym as any name of a person or a group of people and suggests the classification based on personal names, surnames, family names, nicknames. She considers transliteration and transcribing the most common ways of their linguistic representation in the target text [1]. Linguist L.O. Belei notes that proper names are the unique language signs which reflect many years' nomination experience, different onomastic models, connected with ethical and cultural processes. Proper names (onyms) are regarded as the words, naming real or imaginary objects, people and locations that are unique in nature [2]. Researcher L.S. Barkhudarov determines the process of translating proper names as that focused on achieving communication and functional efficiency and describes them as non-equivalent lexis [3]. Many modern experts refer to M. P. Kocherhan's classification of proper names according to their semantic peculiarities. He states that proper names unlike common ones are intended to single out an object in the group of similar ones in order to identify and individualize it [4]. Semantic and functional characteristics of ergonyms have been explored by such researchers as: N.V. Podolska, I.V. Kriukova, V.M. Leichyk, R.I. Kozlov. The term "ergonym" was originally recorded by N.V. Podolska to express the name of a business amalgamation (union, organization, company, foundation, corporation). She claims that the nominator creates a wide range of original names to provide successful communication. She distinguishes several requirements for a "catchy" ergonym: euphony, its compliance with the orthographic rules, avoidance of false associations that will contradict business activity of an enterprise, evaluation of the pragmatic name's potential [5]. Linguist P. Sjoblom devotes her studies to multimodal character of company names that can be revealed in their functional aspect [6]. Modern translators I.V. Korunets, V.I. Karaban, Yu.B. Tsverkun made a structural and functional analysis of company names and suggested two methods of their rendering into Ukrainian: 1) translation only or 2) transliteration/transcribing and explication in brackets at the same time [7].

Putting all the contributions above together, proper names (transport company names, in particular) are mostly English borrowings that have a clear internal structure, cultural allusiveness, bright emotiveness, undergoing a lexico-semantic classification. They fully realize their pragmatic potential by fulfilling advertising and emotive functions.

Research Outcomes. In the course of the study, the names of transport enterprises are considered as ergotonyms that originate from Greek, implying business + law + name. According to researcher V.M. Leichyk, the ergotonym corresponds to the full structure of a term and signifies official naming under which the enterprise runs business. Ergotonyms realize their main functions, based on a specific content and a communicative intent. The nominative and signifying function is designed to single out a business entity, focusing on its unique character. The informative function is aimed at the successful message content realization to be unambiguously interpreted by the target reader or listener. The designer of the company name should be well aware that the product of his creativity is mainly a message that represents the object of nomination. So, many names contain lexical markers of terminological character that can be manifested

in the classification of transport entities according to the field of business activity:

1) production: SACHS Shock Absorbers, Pierburg Pumps, MPM Oils, VatOil, Brembo Braking Systems, Bilstein Springs, Valeo Windshield Wipers;

2) distribution: LKQ Autoparts, ERA (Quality Care Protection), Warrens Warehousing and Distribution Ltd., Aquatrans Distributors Inc.;

3) dealership activity (sales): Drive Reineke: New and Used Car Dealers, Jackson Family of Dealerships, Maguire Family of Dealerships;

4) auto repair and maintenance: Aol Sajow Centre for Car Maintenance, Auto Service Centre & Car Maintenance Shop, Wheeling Auto Centre;

5) products and services promotion: Miami International Auto Show, United AUTO EXPO Motor Show, Vancouver International Auto Show;

6) research: C, 3rd European Conference on Connected and Automated Driving, Electric Vehicles Symposium, EV Infrastructure Summit.

7) organizational activity: Amalgamated Union of Engineering Workers (USA).

Having classified the names of transport enterprises and identified the key lexemes (markers) which are expressed by the terminological clusters, collective nouns, abbreviations, internationalisms, geographical names, it is worth describing the main ways of their adaptation in the target language environment. So, the first group of proper names can be rendered into Ukrainian by means of mixed translation ways: loan translation + permutation + transcribing (or the transfer of the English abbreviation): SACHS Shock Absorbers – Амортизатори ЗАКС (SACHS), MPM Oils – Оливи МІМ (MPM). The second group of proper names are conveyed by loan translation + transfer of the English abbreviation + permutation of the component: LKQ Autoparts – Автозапчастини LKQ; description + original name's transfer: Американська логістична компанія Warrens Warehousing and Distribution Ltd. The third group of company names are rendered into Ukrainian through partial explication and the transfer of the original name: Drive Reineke: New and Used Car Dealers – Дилерський центр Drive Reineke: New and Used Car Dealers. When conveying English names of the auto centers and shops, loan translation + omission can be resorted to: Auto Service Centre & Car Maintenance Shop – Автосервісний центр та автомагазин. In the process of translating the proper names of the fifth and sixth groups, the following mixed translation ways can be distinguished: loan translation + permutation + transliteration, f.e. Miami International Auto Show – Міжнародне Автошоу в Маямі; loan translation + permutation + partial explication, f.e. Electric Vehicles Symposium – Симпозіум з питань розробок електромобілів. Partial explication of the component + omission + lexical substitution can be applied to the complex lexeme of the seventh group: Amalgamated Union of Engineering Workers (USA) – Профспілка працівників машинобудівної промисловості.

As can be seen, English names of transport enterprises are complex lexical units, consisting of two, three, four, five, six, seven components that are mostly expressed by abbreviations, transport terms, internationalisms, proper nouns. Thus, they can be faithfully rendered into Ukrainian by means of mixed translation ways.

One of the strategic tasks of any company name is successful fulfilment of an advertising function to arouse possible and regular customers'

interest in a wide range of company products or services, research projects. Two auxiliary functions allow to achieve the ultimate goal. The emotive sub-function provides positive emotions and associations through lexical amplifiers in proper names (ERA, OPTIMAL, ELIT). The expressive sub-function of the linguistic units in question consists in transmitting the main directionality of the transport enterprise to the addressee by means of graphical (capitalization), phonetic (alliteration, rhythm), stylistic devices and word-formation: SALERI, TOPTUL, NISSENS, Auto Kelly, LiquiMolly, STARLINE, MANN.

It is also worth describing the memorial (memorable) function of ergotonyms which serve as external memory of a human or society as a whole to store or carry information when the transport company name commemorates outstanding personalities, honours the founders of transport brands. The names of celebrities, so called national symbols, are closely related to the denotata of the idea (Ford, Lincoln, Porsche, Chrysler). Linguist N.O. Sadulska states that certain traditional motives prevail in the verbal expression of many classes of goods as well as in the names of transport companies, organisations and firms. It can be seen that the names of English and American automobiles and their manufacturing companies are mostly anthropomorphic which means that the names of founders, designers and manufacturers became the components of company names as well as the names of final products: Americans Henry Ford, Walter Percy Chrysler, brothers John and Horace Dodge, an American of Scottish origin David Dunbar Buick; Englishmen Walter Owen Bentley, Frederic Royce and Charles Stewart Rolls. Moreover, most trade marks also include the names of founders, constituting such lexical peculiarity in the company name formation [8]. There are some names of transport companies with somewhat modified founders' names. So, Toyota is a phonetically modified original surname Toyoda, the spelling of which required 9 moves that symbolized unhappiness in Japan. The world known trademark is written by means of 8 moves that is a happy numeral for the Japanese [9]. Mercedes-Benz company name consists of 2 components. The second component represents the name of a great German engineer Carl Benz while the first one is a name of Austro-Hungarian diplomat's daughter. Pininfarina auto brand originates from the surname of a famous Italian car designer Farina and his father's nickname Pinin (a dwarf) [10].

Certain official transport company names are connected with theonyms of different classes (toponyms, hydronyms) that indicate geographical coordinates of manufacturing companies:

- 1) Dacia implies "a historical region" in Romania during Roman Empire times;
- 2) Pontiac represents "a city";
- 3) Aston Martin stands for a hilly area Aston Clinton where auto rally took place while Martin is a surname of the brand founder;
- 4) Isuzu is also a Japanese river name.

In addition, some official names of automobile companies turn out to be unclear for general public as they contain certain subjective nomination peculiarities:

- 1) Mitsubishi represents "three diamonds", available on the company emblem;
- 2) Volvo means "I'm rolling";
- 3) Daewoo symbolizes "great universe";
- 4) Hyundai stands for "modernity";
- 5) Volkswagen is interpreted as "people's car" [11].

Hence, the necessity of researching company names' origin can be grounded on the fact that the name is an indispensable element

of the marketing mix of brands. It performs a communicative function and significantly facilitates the product's promotion in the market since it carries information about its manufacturer, origin, positioning [12, p. 276]. In the course of analysing the main ways of their faithful conveying into Ukrainian, it has been found that both transliteration and the transfer of original names are applied: Volvo – Вольво, Volvo; Daewoo – Део, Daewoo.

Almost all ergotonyms pertain an aesthetic function that is fully realized in the combination of supporting attributes that form a logo design. It consists of a logotype and a logomark. A logotype is a logo centered around a company name or initials while a logomark is a symbolic image or icon. Logotypes are also referred to as wordmarks or lettermarks while logomarks are pictorial logos or logo symbols. The name, being in the middle, is designed in a picturesque or stylistic font [13]. Colour is another element in a logo design that manipulates the sentiments of the target audience, making an enormous impact on the human visual perception. For example, ELIT company is one of the leaders of spare auto and motor parts distribution in Ukraine. It has a concise slogan "More than auto parts" under the dark blue name in the middle of the icon. ELIT logo design symbolizes the company's reliability, novelty, flexibility and openness for further advanced technologies implementation [14].

Thus, the names of transport entities (ergotonyms) are regarded as complex language units that have different origin, graphical, phonetic, stylistic peculiarities of their formation, accompanying attributes, all of them enabling to realize the basic functions.

Having carried out a componental analysis of the lexemes, denoting names of transport businesses, it should be noted that abbreviations constitute a predominant lexical layer. It is stipulated by the current tendency to simplify oral and written communication of transport manufacturers, partners and their final consumers for the sake of time and space economy. Therefore, names-abbreviations (NGK, KYB, MPM, RH, KIA), clippings (Auto Kelly, Liqui Molly), acronyms (BREMBO, ERA, DENSO, MANN) in English names of transport companies can easily be recognized and adequately comprehended by the knowledgeable target audience of customers and business partners. Moreover, in the period of internet information exchange, an active user often resorts to different shortenings and abbreviations, the number of which is steadily increasing. But the problem of their rendering into the target language remains acute and requires our thorough consideration. Both equivalent translation and decipherment techniques of abbreviations in the target text pose some difficulties for the inexperienced translator as the newly formed abbreviated words are not recorded in dictionaries, especially author's terms, designer's company names although there are many appendices that constitute mini-glossaries of neologisms, proper names, abbreviations. So, most translators distinguish abbreviated translation, transliteration and explication [15]. Abbreviated translation through transliteration can be applied if foreign companies, particularly ELIT and ERA, members of a large American corporation LKQ, have been running their business in Ukraine for years and have become an integral part of the Ukrainian transport world with their names adapted in the target culture (ELIT – ЕЛІТ, ERA – ЕРА). The way of interpreting English names-abbreviations of little-known firms is short explication of their business activity and the country of origin with the initial orthographic form transfer: BLG – Українська автомобільна логістична компанія BLG. It should be admitted that many

abbreviations in Ukrainian are English borrowings that function in the target text in their original orthographic forms are semantically and syntactically adapted in the context of a sentence with the help of short explications, expressed by either right-hand or left-hand word-groups as well as by parenthetical elements. For example, FORCE-Auto – FORCE-Auto, Інтернет центр автослюсарних інструментів; FORCE – Інструмент центр FORCE.

In addition, names of transport enterprises often encompass abbreviations, denoting forms of property that can be distinguished as follows:

1) LLC (Lmited Liability Company) – ТОВ (товариство з обмеженою відповідальністю); LLC Forsdyke Group – Логістична компанія експедивання вантажів LLC Forsdyke Group. The name of the transport company is conveyed by means of the descriptive method with the preservation of the English orthographic version. LLC abbreviation is not conveyed into Ukrainian.

2) OJSCO (Open Joint Stock Company) – БАТ (відкрите акціонерне товариство); Transport and Logistics Center of Turkmenistan OJSC – Транспортний логістичний центр Туркменістану. Loan translation and omission of OJSC abbreviation are applied in this case.

3) PJSC (Private Joint Stock Company) – ЗАТ (закрите акціонерне товариство); f.e. Tristar Transport PJSC – Логістична компанія з автоперевезень Трістар. The complex transformation is employed to faithfully render the name into Ukrainian: descriptive method + transliteration of the first component + permutation + omission of PJSC abbreviation).

Besides, some abbreviated forms and shortenings have been found in transport businesses' names and classified according to the form of incorporation:

1) PLC (Public Limited Company) – компанія відкритого типу з обмеженою відповідальністю; f.e. AKWG Group PLC – Логістичні послуги англійської компанії AKWG Group PLC. The descriptive method, addition of the component, expressing the geographical location of the company, transposition of the original English name in the final position are used to adapt the proper name in the target language text.

2) Ltd. (Limited) – обмежена відповідальність; Rosenau Transport Ltd – Логістична компанія Rosenau Transport Ltd в Західній Канаді. Explication, the English name transfer and the addition of the component, expressing the place of origin are the appropriate ways of conveying the name into Ukrainian.

3) Inc. (Incorporated) – реєстрація компанії як корпорації; American Corporate Services, Inc. – Американська компанія по веденню корпоративної документації. The Ukrainian equivalent was obtained through the application of the descriptive method and omission of the component, denoting the form of incorporation.

4) LDC (Limited Duration Company) – компанія з обмеженим терміном; LDC Transport Express – Автотранспортна компанія Транспорт Експрес. The English company name is rendered into Ukrainian by means of short explication, transliteration of the original version and omission of LDC abbreviation [16].

Thus, English abbreviations, expressing forms of property and incorporation, can be found in many dictionaries although their Ukrainian equivalents can only be employed in judicial texts, transport documents and aren't recommended to use in publicistic texts, intended for general public. Besides, such abbreviations in their original orthographic forms allow to identify the country of the company's registration: PLC – Great Britain, AG – Germany,

SpA – Italy, A/S – Denmark, OY – Finland. But in some cases the English abbreviated lexemes in transport businesses' names are possible to convey into Ukrainian by translation analogies: Motorola, JSC – ЗАТ «Моторола». Loan translation can also be applied to convey the names of transport centers, auto shows, dealerships: JSC Center of Automobile Projects – ЗАТ Центр автомобільних проєктів.

Conclusions. Having conducted functional, etymological and componental analyses of the English names of transport enterprises, it has been revealed that they are mainly English borrowings that constantly enrich the Ukrainian lexical system due to the constant development of national and foreign transport technologies. They are investigated as the ergotemy which have different etymology: anthroponyms (original and modified names of company founders or designers, surnames, nicknames of relatives), toponyms, hydronyms, khrematonyms (historic origin). The name of any business structure turns out to be an integral component of the whole brand logo design. It has been grounded that English names of transport entities realize their pragmatic potential (promotion of goods, services, intellectual projects by causing positive sentiments and favourable reviews of the target audience) by fulfilling four main functions: nominative-signifying, informative, advertising with emotive and expressive sub-functions and aesthetic. Based on business activities of transport entities, English names have been classified into seven groups with the identification of lexical makers, denoting specific tools, products, services. It has been inferred that abbreviations and shortenings constitute a predominant group of lexical units in the names of transport enterprises and function as full names or components of company names.

The research of English proper names of transport businesses has enabled to describe different ways of their conveying into Ukrainian, based on English and Ukrainian internet articles. The most common translation way is the descriptive method or short explication with the the original English name transfer to adequately convey the names of well known transport companies. Loan translation, transliteration, transposition of components, omission of abbreviations, expressing the form of property and incorporation, addition of the component, denoting the country of origin have also been employed. There have been rare cases of using Ukrainian analogies.

In the **perspective**, further research will tackle upon the issue of stylistic peculiarities of rendering English names of transport enterprises with the identification of common stylistic markers that have a great impact on the realization of the main informative and advertising functions of these proper names. The analysis of their functioning in different genre texts will enable to single out some other ways of their adaptation in the target language environment.

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Мошковська Л. Функціональні аспекти передачі англійських назв транспортних підприємств українською мовою

Анотація. Статтю присвячено функціональним аспектам англійських назв транспортних підприємств та способам їх передачі українською мовою. У дослідженні зазначено, що власні назви транспортних об'єктів є переважно англійськими запозиченнями, що активно функціонують

в українській лексичній системі транспортної підмови для відтворення нових реалій. Назви транспортних підприємств визначаються як ерготемоніми різних джерел походження, що вплинули на словотворчі особливості назв через використання антропонімів, топонімів, гідронімів та хремагонімів. Обґрунтовано, що власні назви орієнтовані на досягнення комунікативно-прагматичної ефективності та реалізують чотири основні функції: номінативно-визначальну, інформативну, рекламну, естетичну. При застосуванні компонентного аналізу виявлено велику кількість аббревіатур, інших скорочень, особливих імен, які адаптуються у мові перекладу через транслітерацію або копіювання оригінальної англійської версії. До того ж власні назви розкласифіковано за сімома напрямками діяльності (виробництво, доставка та розповсюдження, продаж, авторемонт та обслуговування, реклама продукції та послуг, дослідження, організаційна діяльність), за формами власності, за організаційно-правовою формою із зазначенням країн реєстрації установ. Досліджено основні способи передачі англійських назв транспортних підприємств українською мовою. Найбільш вживаним є описовий метод (або часткова експлікація) з копіюванням англійських назв у початкову чи кінцеву позицію під час перекладу відомих транспортних брендів, логістичних компаній з аббревіатурними компонентами та іменами засновників. Калькування, транслітерація, перmutація компонентів, опущення аббревіатур на позначення форм власності та організаційно-правової діяльності, додавання географічної складової частини під час передачі англійських назв транспортних асоціацій, автошоу, автосалонів, конференцій також набули широкого вжитку. Встановлено, що назви транспортних підприємств функціонують як одно-, дво-, трьох-, чотирьох-, п'яти-, шести-, семикомпонентні лексичні одиниці, які адаптуються у мові перекладу за допомогою таких комбінованих перекладацьких способів: калькування + перmutація + транскрибування (копіювання англійської аббревіатури); часткова експлікація + опущення + лексична заміна. Виокремлено окремі випадки застосування перекладацьких аналогів.

Ключові слова: власна назва, ерготемонім, запозичення, транспортне підприємство, аббревіатура, рекламна функція, експлікація, комбінований перекладацький спосіб.