

## GLOBAL BRANDS, ENGLISH WORDS: LANGUAGE TRENDS IN MODERN ADVERTISING

Termez state university

Foreign Philology Faculty

English language teaching department

1-Year student

**Saidova Mahina Normahmat qizi**

Academic supervisor:

**Elvira Davlyatova Muradovna**

Head of the Department of english language Teaching

Methodology Faculty of Foreign Philology

Tel: +998 93 799 40 95

### ABSTRACT

This article explores the concept of *ergonomic words* in the context of brand naming, focusing on how major global brands such as **Apple, Nike, Gucci, Chanel, Versace**, and **Vitacci** have achieved rapid recognition and consumer attachment through carefully selected, phonetically comfortable, and psychologically appealing names. It discusses the linguistic and marketing strategies used to create memorable and culturally resonant brand names, highlighting their role in shaping modern consumer behavior. The study also integrates theories from branding, semiotics, and psycholinguistics to explain how ergonomic words function in branding and advertising texts.

**KEYWORDS :** Brand names, Ergonomic words, Consumer psychology, Linguistics, Branding strategy, Apple, Nike, Gucci, Chanel, Versace, Vitacci, Brand identity, Marketing communication.

### INTRODUCTION

In modern advertising and marketing, a brand name is not just a label it is a strategic asset. A truly effective brand name must be ergonomic, meaning it is easy to

pronounce, memorable, emotionally appealing and culturally adaptable. This article explores how top global brands such as Versace, Vitacci, Apple, Gucci, Nike, and Chanel use ergonomic features to strengthen their presence in the minds of consumers.

In today's competitive marketplace, the power of a brand name cannot be overstated. Brand names are more than just labels they are linguistic tools designed to capture attention, trigger emotions, and remain memorable across cultures. As Keller (2013) states, "The brand name is the cornerstone of brand equity."<sup>1</sup> A successful brand name must not only be **distinctive**, but also **ergonomic** that is, easy to pronounce, remember, and associate with positive qualities.

The concept of **ergonomic words** in linguistics refers to words that are phonetically simple, cognitively efficient, and emotionally resonant (Crystal, 2003). In the context of branding, such words help form quick and lasting impressions in consumers' minds. For instance, short and universally recognized names like **Apple**, **Nike**, **Gucci**, and **Chanel** have become global symbols of style, innovation, and status.

According to Kohli and LaBahn (1997), "Brand names that are short, unique, and suggestive of product attributes are more likely to be successful."<sup>2</sup> This can be seen in names like **Versace**, which carries exotic, luxurious associations, or **Vitacci**, which employs a soft, rhythmic phonology that aligns with fashion branding norms.

Moreover, as Aitchison (2003) emphasizes, the mental lexicon favors high-frequency, phonetically smooth words, which explains why brand names with such features tend to spread quickly and stick in consumers' minds. In a globalized market, the **ergonomic quality** of a brand name plays a critical role in cross-cultural acceptance and marketing success.

## METHOD AND MATERIALS

This study is based on a qualitative descriptive approach, focusing on the analysis of brand names from a linguistic and marketing perspective. The primary objective of

the research is to investigate how world-renowned brands apply ergonomic word principles in their naming and communication strategies to ensure simplicity, emotional appeal, and memorability.

The research material includes brand names such as Apple, Nike, Gucci, Chanel, Versace, and Vitacci, which were selected due to their global popularity, widespread recognition, and strong brand identity.

Vitacci is a fashion brand registered in Russia, which combines Italian design aesthetics in its products. The brand is mainly engaged in the production of shoes, bags, clothing and accessories. Vitacci actively presents its products on the markets of Russia, Kazakhstan, Belarus, and especially Uzbekistan.

The brand name "Gucci" is simply the founder's surname. This lends the name a strong sense of heritage, authenticity, and identity, which many luxury brands strive for.

Gucci meets ergonomic criteria:

Short and smooth: Just two syllables Goo-chee make it easy to say and remember.

This ergonomic design makes "Gucci" not only a strong brand name but a word that is fun to say, easy to repeat, and impossible to forget.<sup>3</sup>

A successful brand name must be memorable, easy to pronounce, and emotionally engaging. One of the best examples of an ergonomic brand name in the sports industry is Nike. Known worldwide for its athletic wear and famous "Just Do It" slogan, Nike's name itself is a powerful marketing tool. This article examines how Nike became one of the most iconic and ergonomic brand names in the world.

Nike gained global recognition not just through its products, but through its name and branding strategy. The name “Nike” has become:

A symbol of motivation and performance.<sup>4</sup>

The name "Chanel" is a surname, giving the brand a personal and historical feel. This personal connection allows the brand to maintain an emotional and cultural identity, rooted in innovation and empowerment.

#### Ergonomic Qualities of the Name “Chanel”

Phonetically smooth: Pronounced Sha-nel, it flows naturally and is easy to say in many languages.

The term “ergonomic” in linguistics refers to how easy and effective a word is for communication. “Chanel” exhibits several features that make it an ideal ergonomic brand name:

A key word in sports and fitness conversations

An iconic term used in advertising and pop culture.<sup>5</sup>

Among the most recognizable and influential brand names in the modern world, Apple stands out not only because of its revolutionary technology, but also because of its name. At first glance, “Apple” may seem simple even ordinary but that is exactly what gives it powerful ergonomic value. In this article, we will explore how “Apple” became an iconic global brand and how its name plays a critical role in that success.

The company Apple was founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne. Steve Jobs reportedly chose the name "Apple" because he thought it was “fun, spirited, and not intimidating.” It was also meant to appear before Atari in the phonebook a strategic decision at the time.<sup>6</sup>



Unlike technical or complex brand names, Apple sounded natural, friendly, and human a refreshing contrast to the high-tech world the company would soon dominate

As a word, “Apple” is a perfect example of ergonomic branding:

Familiar word – It’s a common noun known in nearly every language.

Visually iconic – Easily represented with a logo, reinforcing memorability.

The collected data was analyzed manually, employing linguistic frameworks such as phonosemantics, psycholinguistics, and brand communication theory to interpret how each brand name fulfills ergonomic principles and enhances consumer perception.

## RESULTS AND DISCUSSION

The analysis of globally recognized brand names reveals that **ergonomic principles** play a crucial role in the effectiveness of brand communication. The research found that most successful brand names share **common phonological and semantic features** that make them easier to remember, pronounce, and emotionally connect with.

Brand names like *Nike*, *Apple*, and *Gucci* use short, smooth, and rhythmically appealing sounds. For example, *Nike* consists of two syllables with a clear vowel ending, making it easy to pronounce in various languages. Similarly, *Apple* uses plosive consonants (/p/, /l/) and an open vowel sound, which increases memorability.

Names such as *Chanel* and *Versace* evoke a sense of elegance and luxury. Their phonological structure aligns with their brand image. For instance, *Chanel* uses soft, flowing consonants, while *Versace* ends with a melodic vowel sequence that appeals to a sense of exotic sophistication.

These findings suggest that **ergonomic branding** is not just a matter of aesthetics but a **strategic linguistic tool**. Phonosemantic choices shape how consumers **feel, think, and respond** to a brand. A well-structured brand name becomes a **shortcut to emotional and functional value**, as evidenced by the long-standing popularity of brands like *Apple* and *Nike*.

This study confirms the theoretical claims made by Kotler and Keller (2016), and Aitchison (2003), who both emphasize that effective language use in branding enhances **consumer engagement** and **loyalty**. The research also reflects Crystal's (2003) argument that phonetically ergonomic words are more likely to gain widespread acceptance.<sup>5</sup>

Moreover, the success of luxury brands like *Gucci*, *Chanel*, and *Versace* demonstrates that **phonological luxury** where names “sound” expensive or elegant—is a real and influential phenomenon in consumer behavior. Meanwhile, *Vitacci* shows how even emerging brands can gain recognition by mimicking the sound patterns of elite global brands.

## CONCLUSION

This study demonstrates that ergonomics in language particularly in brand naming plays a fundamental role in establishing a strong brand identity, enhancing memorability, and fostering emotional connection with consumers. The analysis of globally recognized brands such as **Apple, Nike, Gucci, Chanel, Versace, and Vitacci** shows that successful brand names are not arbitrary; rather, they are carefully crafted using **phonetic simplicity, semantic appeal, and cultural flexibility**.

Each of these brand names exhibits characteristics that align with the principles of ergonomic word construction: they are easy to pronounce, pleasant to hear, and rich in associative meaning. These qualities contribute to **brand loyalty, consumer trust,**

and **global adaptability** essential factors for brand success in today's competitive markets.

Furthermore, the study supports previous research by branding theorists and linguists, confirming that **language ergonomics is an essential element** of modern marketing strategies. The success of a brand name lies not only in its visual design or product quality, but also in its **linguistic efficiency and psychological impact**.

In conclusion, the power of a brand name lies in its ability to speak to the mind and the heart. A truly ergonomic brand name bridges the gap between sound, sense, and consumer experience making it a powerful tool in shaping perceptions and influencing behavior across cultures.

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