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HYBRID NAMES OF COMMERCIAL ORGANIZATIONS IN THE LINGUISTIC LANDSCAPE

Multilingualism has been still impacting and somehow challenging the processes of globalization and acts as a socializing force that connects people building up new forms of communication. The present study aims to examine the dynamics of hybrid naming practices in the linguistic landscape of Kazakhstan's capital, focusing on how the interplay of languages reflects broader sociolinguistic trends and the nation's language policy. By examining the intersection of trilingualism (Kazakh-Russian-English) and bilingualism (Kazakh-Russian, Kazakh-English), this research uncovers emerging trends in language use. The methodology of this research combines visual ethnography and critical discourse analysis, with data collection involving photographic documentation of signage and supplementary information from the 2GIS application. The findings demonstrate that commercial signage not only mirrors but also actively promotes key trends in Kazakhstan's language policy, such as national identity formation, the process of Latinization, multilingualism, and the influence of globalization. These insights contribute to a deeper understanding of how language policies shape public spaces and highlight the role of commercial signage as a site for negotiating linguistic and cultural identities in a globalized world.

Key words: hybridization, commercial place names (ergonyms), signs, linguistic landscape, language policy, language planning, multilingualism, globalization.

MAIN PROVISIONS

The study of linguistic landscapes (LLS) has increasingly become a focal point in understanding how language interacts with public spaces in urban environments. Sorescu-Marinković and Salamurović particularly emphasize that LLS as a discipline has its roots in the examination of urban spaces. These spaces are typically characterized by the presence of large businesses, department stores, retail outlets, supermarkets, coffee shops, libraries, public institutions, and various association offices, where written signs play a crucial role in creating a unique linguistic landscape [1].

In recent years, the study of naming practices, including ergonyms – names given to commercial entities – has attracted growing interest among linguists worldwide. This burgeoning interest is reflective of a broader trend in sociolinguistic research, where naming practices are seen as key indicators of cultural, social, and economic transformations [2].

The linguistic aspects of contemporary naming have been extensively studied by Kazakhstani linguists like G.B. Madieva, M.E. Kakimova, and S.K. Imanberdieva, as well as by Russian scholars such as M.V. Golomidova, O.S. Issers, and I.V. Kryukova, among others. A significant body of research has also addressed the pragmatic aspects of ergonyms. I.V. Kryukova, for instance, classifies ergonyms as a subset of advertising names, emphasizing their peripheral role within the broader onomastic lexicon [3].

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M.V. Golomidova explores contemporary local naming practices, emphasizing their correlation with the overall image of a city [4]. A.M. Emelyanova focuses on a case study of Ufa, examining names associated with various domains such as business, commerce, culture, and sports [5]. E.A. Trifonova's comparative analysis of Russian and English poetic ergonyms sheds light on their semantic, pragmatic, and poetic intricacies, elucidating their functions within literary and journalistic contexts [6].

Kazakhstani linguists have recently begun to explore the realm of ergonyms. S.K. Imanberdieva examines the names of public catering establishments (shops, canteens, restaurants, cafes, bars, etc.) in Almaty [7]. M.E. Kakimova's research focuses on the proper names of business associations (ergonyms) in the North Kazakhstan region. The study reveals a collection of ergonyms and performs linguistic attribution, examining the nomination techniques prevalent in the ergonymy of the region. It also outlines sociolinguistic and extralinguistic factors – such as the linguistic context, geographical landscape, historical background, and economic circumstances – that exert substantial influence on the development of ergonymy in Northern Kazakhstan. Furthermore, the study delves into the unique characteristics of the semantics, structure, and systemic organization of the analyzed names, offering insights into their extralinguistic dimensions. The researcher adopts a parallel description approach, systematically exploring both motivated and structural-derivational types and models of ergonyms [8].

Further extending this line of inquiry, scholars such as M. Tusupbekova, Zh. Konyratbayeva, and B. Abdualiuly have conducted in-depth analyses of foreign-language ergonyms within the urban linguistic landscape, focusing on their pragmatic features within the framework of urban onomastics [9]. Notably, Zh. Abdrakhmanova's research explores the evolution of toponymy in Kazakhstan, using Atyrau as a case study to demonstrate how urban ergonyms can trace broader cultural and linguistic trends. Her work underscores the potential of these studies to forecast the future role of the state language in urban spaces [10].

E.A. Zhuravleva's research focuses on examining the names of business establishments in Kokshetau. Through an analysis of names associated with social service facilities and catering establishments, the study highlights common trends and distinct characteristics within each sphere. Notably, recurring names include those of individuals, mythological and national heroes, and literary characters [11].

INTRODUCTION

Through the lens of language, we can observe the ways in which societal values, ideologies, and historical changes are encoded and transmitted. One specific area where this is particularly evident is in the naming of commercial organizations. The nomination of commercial entities, referred to as ergonyms, reflects distinct ideological or linguistic characteristics during different historical periods. These names are not merely labels; they are embedded with meaning that reflects the shifting dynamics of the societies in which they are created [12]. This phenomenon is driven by the rapid expansion of creative, commercial, and socio-political activities in economically developed nations. In recent years, Astana, being a multicultural city, has witnessed the emergence of new trends in naming commercial establishments. These trends are often shaped by both linguistic and extralinguistic factors, which sociolinguists are increasingly exploring.

Hybridization represents a perspective on globalization that enhances our understanding of the dynamic interplay between global and local influences, blending traditions and cultural forms [13]. In this context, hybrid ergonyms - names that combine elements from different languages and cultures—have become particularly prevalent. By examining these hybrid names of commercial organizations, we can gain insights into transformational language tendencies, highlighting the influence of globalization and language fashion in shaping the linguistic landscape of Kazakhstan.

Despite their prevalence and diversity, ergonyms have traditionally received less scholarly attention compared to other naming categories such as anthroponyms and toponyms. However, the growing interest in hybrid ergonyms reflects a broader recognition of their significance in the study

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of contemporary sociolinguistics. These hybrid names not only embody general naming trends but also capture the unique linguistic and cultural characteristics specific to particular contexts.

MATERIALS AND METHODS

We employed Linguistic Landscape (LL) analysis as a key tool to interpret visual language use within its sociopolitical context. This approach is essential for understanding how public signage and other visual language displays both reflect and (re)produce language ideologies. In this research, the LL analysis allowed us to examine how the linguistic landscape of Astana functions as a form of de facto language policy, where the selection and prominence of languages in public spaces are not just a reflection of existing policies but also actively shape and reinforce them.

To establish a solid basis for our methodology, we began with a systematic literature search, which provided the necessary framework for our research. The study involved an analysis of more than 2150 names of commercial organizations in Astana, from which approximately 350 hybrid names were selected for further examination. Data collection was carried out through the study for the two-year period (May 2021- March 2023) in six streets of Astana: Left (Kabanbay, Saraishyk, Turan Streets) and Right (Zhenys, Kenessary, Seifullin Streets) Sides.

To address potential confounding factors, we appeal to the information system "2GIS" as a source of research. The validity of our findings was confirmed through a photographic fixation of commercial place names. The qualitative study focusing on primary data resources (globalization policy, language policy, language marketing, hybridization), shows the growing influence of the English in the city linguistic landscape. Considering language choices in the linguistic landscape emanating from the centralized policies and grass-roots and local initiatives, the study presents practical cases found in Astana's linguistic landscape that give visibility to the city's multiple languages. Our qualitative analysis of commercial names (multilingual, bilingual) underscores the importance of transformational linguistic flows (hybridization, globalization, Latinization, localization, and others) in the development of the linguistic landscape of Kazakhstan.

RESULTS

Hybrid ergonyms refer to structurally and semantically blended names of commercial entities that reflect cognitive mechanisms of toponym formation, the influence of linguistic trends, linguistic creativity, on one hand, and the stereotypical nature of naming in ergonyms, on the other.

The selection of this material can be explained by a variety of reasons and characteristics inherent to ergonyms:

1. Ergonyms are a more dynamic and less stable component of the urban onomasticon compared to other urbanonyms.

2. Ergonyms are subject to foreign influence in the sphere of commercial naming, reflecting contemporary trends of globalization and integrative processes in their names.

3. The abundance of diverse and creative names fosters competition and generates a need for names that attract as many consumers as possible.

4. The pursuit of originality and novelty is realized in creative ergonyms.

Thus, the contemporary trend in the development of ergonyms justifies the assertion that, nowadays, embodying the function of carrying nominative meaning is not the sole linguistic merit of onyms. They also encompass a vast amount of diverse information. This information is valuable as it encompasses various representations of language, geographical and historical facts, intercultural and ethnic peculiarities, among others. They acquire a functional-pragmatic orientation, which is a necessary criterion in the implementation and further development of speech activities, with communication serving as the starting point - the primary function of any language.

Additionally, borrowings may result in contaminated names like Bubble&Шәй, Угли Bar&More, and Дәрі-Land. The influence of a foreign language often leads to a blending of form and content within the microtoponymic concept represented in the ergonym [14]. Ergonyms featuring

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borrowings can serve as identifying names (Bubble&Шәй, Fairy Bauyrsaq Day, Kitap Fest Astana, OYU Fest, The Дети, Әлем for you, BalaHair) or non-identifying ones (Tyt In Dostyk, Мята Signature, Бухен House, Korkem Premium) based on O.I. Issers' terminology [15].

Current research highlights that globalization inevitably impacts the functioning of languages: foreign elements have begun to penetrate them, assimilating into the language and transforming its subsystems. Globalization predetermines the Latinized unification of product names and trademarks. An example of how multicultural the atmosphere of urban space can be is the ergonymic system of the Kazakh language. Therefore, it can be said that the borrowing of linguistic units in contemporary ergonomics is conditioned by social factors and modern trends.

Frequently, the notion of "foreign" is associated with high-quality goods or services, cutting-edge technologies, and the latest developments. As a result, a prominent contemporary trend involves the integration of foreign words, typically represented in Latin script, into Kazakh and bilingual Kazakh-Russian contexts.

Word creation in commercial names is achieved through various methods, utilizing:

a)   Compounding, suffixation, and blending: СыйLike is a composite formed by combining the root of the verb "сый" from "сыйлау" and the English verb "like," thus resulting in the Kazakh word "сыйлайық" (to give). Baurdaq is a composite formed by combining the beginning of the root "Baur" from the word "Baursak" and the ending "daq" from the word "Kuyrdaq."

b)   Compounding, transcription, and non-assimilated borrowing: EshFresh, МЯСОROOB, ПельMEN, VZлетный.

c)   The Latin alphabet in Kazakh-English ergonyms: Kettik Barin Tasta, Bauyrdaq, Tap Taza. Additionally, the graphical representation can manifest in diverse forms, including both Kazakh and English – Bubble&Шәй, Janym Soul, For Jastar, Сәнди, Дәрі-Land, Samal Cakes, Balausa Tea&Coffee, Bope Store, Fun&Sun Mangilik, СыйLike, Boyau Studio, Jana Post, Maqta Baby Shop, Arzan Market, Bidai Bakery, Op-Onai Food, Байлық Finance, Бақыт Coffee, Moonshaq, Quyrdaq House, Balahair.

d)   Foreign words in titles: Why not?, BOOM BOOM ROOM, La Crème.

e)   Hybrid Russian-English words and phrases: The Doner на углях, Кредит Time, Угли Bar&More, Mr.Сырник, Baby+Детский мир, Спартак-Victory, Asia Двери, World Класс, Робин Beer, MAMA CITY, Divanidea, and others.

f)   Mixed alphabet within a single word: Есікoff , Likekomek, КруассанOff, ЧайкOffский, ШашлыкOff, Әке&бала, Пятн.Off, ЦветOff, Serebroff, Двери&Пол, Рестобеаf, ResPUBlika, Xalva house, СпилBEERG, PresiDENTal, PoliGRAF, Yntymaq, ВиLка, Чisto.

g)   Fully or partially anglicized colloquial language: Tentek, Тәп-Тәтті, Agashki, Бухен House, Usi Pusi Kids, Happy Mom, Mom's Beauty, Забей, Tezbesh, Zheka's doner house, Bobber Bro, Yummy DONER.

The frequent use of unofficial names, coupled with their ongoing updates and additions in urban speech, prompts an examination of another linguistic phenomenon known as linguistic fashion. I.V. Kryukova addresses this issue, asserting that the constant evolution of entities such as industrial enterprises, commercial firms, societies, and creative collectives, renders ergonyms highly dynamic and susceptible to various influences and restructurings [4]. In this context, deliberate naming and renaming are more pronounced compared to other types of proper names. This observation can also be applied to unofficial nominations, facilitating a deeper understanding of this process.

h)   Ambiguous ergonyms, wordplay: Дәм Boom, DODO Pizza, DoorDom, Shal Bar, Синьора Толстушка.

The consideration of café and restaurant visitors' preferences during the naming process is crucial for establishing a sense of suitability and resonance with their tastes and intellectual inclinations. This becomes especially relevant in light of the prevalence of unusual, creatively coined names, referred to as ergonyms, which often manifest as graphic hybrids such as Et-Et, Ай Ай Ай чикен, Loffee-coffee, DONER KOMIRDE, Shaloon_baloon, and Шар-Шарыч. However, restaurateurs and marketers recognize that while these inventive names can enhance the establishment's uniqueness, they may not consistently align with its intended image or resonate with

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customers' expectations. In certain instances, these innovative names may even evoke discomfort among clients, particularly when perceived ambiguously, as evidenced by examples like BigBlin, Agashki, Shal Bar, and others. Such unease often stems from the presence of homonymous slang terms with negative connotations. Therefore, adopting a thoughtful approach to naming that considers both creativity and alignment with customer expectations is paramount to ensuring a positive perception and resonance with the target audience.

DISCUSSION

The conducted sampling and analysis of materials indicate that nominators are constantly exploring various morphological processes and forms to fulfill the function of ergonyms. Hybridization in names is achieved through partial borrowings, blending, and suffixation, as well as the use of multiple alphabets, facilitating the creation of creative ergonyms that do not always accurately identify the designated object.

Therefore, our findings suggest that hybrid names of commercial organizations, although relatively uncommon in the overall corpus of names, have a substantial impact on shaping the linguistic landscape of the modern city. These names serve as indicators of language interaction, reflecting the extent of foreign language influence in terms of morphology, syntax, and lexicon, as well as contemporary naming trends. The typology of hybrid names of commercial objects highlights the distinctive nature of naming practices in Kazakhstan and underscores the impact of globalization processes on the communicative environment of modern cities.

The constant evolution of ergonymy, alongside frequent shifts in fashionable linguistic standards, is driven by competitive forces in economics, politics, and entertainment, as well as the broadening participation in naming practices. Originating from diverse linguistic backgrounds, creators of names exhibit varying tastes, educational histories, value systems, and professional experiences. As emotional and factual information becomes embedded within the ergonym during nomination and communication, the name successfully achieves its pragmatic goal of capturing the recipient's attention. The selection of a name by the nominator for the object provides a relatively clear understanding of both the object itself and the dynamics of the relationship between communication participants, thus serving as a marker for their future interactions. This phenomenon is particularly evident in the case of hybrid names such as Әке&бала, For Jastar, Бәрі Бар, Janym Soul, and Bidai Bakery. The pragmatic functions of the ergonym signify a specific and fundamental characteristic of a distinct onomastic unit, fully realized only in names tailored for the domain of goods and services.

The linguistic landscape of Astana is a dynamic entity undergoing significant transformations driven by shifting geopolitical, social, and economic priorities. These transformations are evident in various aspects, including the widespread renaming and nomination of objects essential to modern life, as well as the restoration and revitalization of previously existing proper names. Additionally, they encompass the establishment of national identity, the expansion of the corpus of named objects, and the incorporation of socially and nationally marked linguistic units in nomination processes, alongside the integration of foreign language elements.

The dynamics and expansion of onomastic space zones also occur through changes in the concept of proper names and the emergence of new Kazakh naming formulas. It is worth noting that in recent years, the linguistic preferences and perceptions of language speakers have significantly evolved. Public linguistic consciousness actively responds to the emergence of new ergonyms, with hypotheses being proposed regarding the origins of names, the motivations behind naming and renaming, and the analysis of potential associations.

The study of linguistic preferences and attitudes towards ongoing reforms and societal changes is a crucial aspect of research in Kazakhstan. Such studies contribute to the formulation and implementation of the country's language policy and, more broadly, to the shaping of Kazakhstani identity. Modern global trends, including globalization, integration, and multilingualism, result in the emergence of numerous institutions, both governmental and non-governmental, commercial

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organizations, and professional identities. These trends transform the character, composition, and status of neighborhoods, districts, and cities, while also reshaping relationships between various societal groups and between the state and civil society.

CONCLUSION

The study is aimed at the exploring the dynamics of hybrid naming practices in the linguistic landscape of Kazakhstan's capital, focusing on how the interplay of languages reflects broader sociolinguistic trends and the nation's language policy. By studying the intersection of trilingualism (Kazakh-Russian-English) and bilingualism (Kazakh-Russian, Kazakh-English), the present research could reveal the emerging trends in language use and identity formation.

The methodology centered on a qualitative linguistic landscape analysis, which involved the systematic interpretation of public signage and commercial names. Linguistic analysis was employed to examine the structure and meaning of hybrid names, focusing on how languages merge and interact in public spaces. This approach allowed us to explore how hybrid naming practices reflect broader processes of globalization, hybridization, and language policy.

The planning of the linguistic landscape as a favorable environment for the co-functioning of different languages becomes an integral part of the process of state building of a multilingual society. Taking into account the results, we consider it necessary to maintain the successive bond and continue research activities in providing an evidential scientific base on the problem of the urban linguistic landscape development in the context of the elaboration of the latest media technologies and the latest achievements in foreign and domestic science. The focus of the future study is the modern transformational language processes that shape the urban landscape, as well as the influence of language fashion on the language practice of citizens. As an illustrative language material, it is planned to use various types of media texts. The obtained illustrative scientific data will be correlated with the results of a sociolinguistic survey in order to identify the attitude of citizens and stakeholders to the linguistic representation of media texts, to the formation of "fashionable" language habits.

The research findings reveal a real strengthening of the Kazakh language's standing within the linguistic landscape, accompanied by elevated prestige and a growing motivation for its acquisition and application in daily activities. Additionally, there is a noticeable rise in interest towards the English language, a phenomenon inherently understandable given its status as the lingua franca in various domains such as tourism, commerce, science, and technology. Proficiency in English not only facilitates international communication but also unlocks wider avenues for personal and professional advancement.

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Тілдік ландшафттағы коммерциялық ұйымдардың гибридті атаулары

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Мультилингвизм жаһандану үдерістеріне әлі де әсер етіп, оларды күрделендіре отырып, адамдарды біріктіретін және жаңа коммуникация формаларын құратын әлеуметтендіруші күш ретінде әрекет етуде. Бұл зерттеу тілдердің өзара әрекеттесуінің кеңірек әлеуметтік лингвистикалық тенденцияларды және тіл саясатын қалай көрсететініне назар аудара отырып, Қазақстан астанасының лингвистикалық ландшафтындағы гибридті атау тәжірибесінің динамикасын зерттеуге бағытталған. Зерттеу үштілділік (қазақ-орыс-ағылшын) пен қостілділіктің (қазақ-орыс, қазақ-ағылшын) тоғысқан тұстарын зерттей отырып, тіл қолданысындағы жаңа тенденцияларды ашады. Зерттеудің әдіснамасы көрнекі этнография мен сыни дискурсты талдауды, белгілердің фотосуреттерін және 2GIS қолданбасынан қосымша ақпаратты қамтитын деректер жинауды біріктіреді. Зерттеу нәтижелері белгілердегі тілдің тіл саясатының негізгі үрдістерін, атап айтқанда ұлттық бірегейлік, латындандыру, көптілділік және жаһандануды бейнелейтінін және ілгерілетететінін көрсетеді. Бұл зерттеу тіл саясатының қоғамдық кеңістіктерге әсерін тереңірек түсінуге мүмкіндік береді және жаһандану жағдайында мәдени және тілдік бірегейліктерді қалыптастырудағы коммерциялық маңдайшалардың маңызды рөлін айқындайды..

Кілт сөздер: гибридтендіру, коммерциялық объектілердің атаулары (эргонимдар), белгілер, тілдік ландшафт, тіл саясаты, тілдік жоспарлау, көптілділік, жаһандану.

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Гибридные наименования коммерческих организаций в языковом ландшафте

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Мультилингвизм продолжает оказывать влияние и усложнять процессы глобализации, выступая в роли социализирующей силы, которая соединяет людей и создает новые формы коммуникации. Настоящее исследование посвящено изучению динамики гибридных практик наименования в языковом ландшафте столицы Казахстана, с целью выявить, как взаимодействие различных языков отражает более широкие социолингвистические тенденции и особенности языковой политики государства. Особое внимание уделяется пересечению триязычия (казахский, русский, английский) и двуязычия (казахский-русский, казахский-английский), что позволяет выявить новые тенденции в использовании языков. Методологическая основа исследования включает визуальную этнографию и критический дискурс-анализ, с привлечением фотодокументации вывесок и данных из приложения 2GIS. Результаты исследования демонстрируют, что коммерческие вывески не только отражают ключевые направления языковой политики Казахстана, но и играют активную роль в их продвижении, включая такие аспекты, как формирование национальной идентичности, процесс латинизации, многоязычие и влияние глобализационных процессов. Эти выводы углубляют понимание того, каким образом языковая политика воздействует на общественные пространства, и подчеркивают важную роль коммерческих вывесок как инструмента формирования и согласования культурных и языковых идентичностей в условиях глобализации.

Ключевые слова: гибридизация, наименования коммерческих объектов (эргонимы), знаки, языковой ландшафт, языковая политика, языковое планирование, многоязычие, глобализация.

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