

**MINISTRY OF EDUCATION AND TRAINING  
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**PHẠM THỊ BÍCH VÂN**

**AN INVESTIGATION INTO  
BRAND NAMES IN ENGLISH**

**Field: THE ENGLISH LANGUAGE  
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**M.A. THESIS IN THE ENGLISH LANGUAGE  
(A SUMMARY)**

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## CHAPTER 1 INTRODUCTION

### 1.1. RATIONALE

In the international economic integration time, the storm of the brands entering into Vietnamese market becomes stronger and stronger especially brands in English. Moreover, with Vietnamese entry to World Trade Organization and the development of the society make higher quality products, goods, services flow into our market. But there are also many Vietnamese learners or customers who have little or no knowledge about English brands which make no less difficulty for them to understand its meaning.

Moreover, in the society that we live in today it seems that everywhere we can look a lot of brand names not only in our daily life but also on newspaper online, on television and on the street. In reality, learners of English find that the morphological and stylistic features of these brands are not easy at all. For example, a word formation process using in a car brand name Daewoo *Gentra* is blending because *Gentra* comes from the words "gentleman" and "transport" [101]. One lexical stylistic device using in a brand name *Amazon.com* is metaphor. *Amazon.com* suggests nothing about books or DVDs or other products, but it conveys a feeling of vastness and a continual stream as well as an endless source of diverse products. Moreover, we realize that a lot of brands themselves convey some cultural values.

Finally, all these facts lead to the need of having an intensive investigation into linguistics and cultural features of brands to apply in teaching and learning English.

## 1.2. AIMS AND OBJECTIVES

### 1.2.1. Aims

- to provide English teachers and learners some knowledge of morphological features, stylistic devices and cultural features of brand names.

- to apply in teaching and learning English in term of linguistics and cultural features of brand names.

### 1.2.2. Objectives

- to analyze the morphological features of brand names.

- to identify and describe the stylistic features of brand names.

- to find out and describe the cultural features of brand names.

- to work out the ways for the readers to identify them easily as well as present suggestions for English teaching and learning.

## 1.3. SCOPE OF THE STUDY

In this research, we mainly focus on the findings of the morphological and stylistic features of English brands. While analyzing the linguistics features of brands, we also try to clarify the information of brand names as much as we can, with the help of different sources from the Internet. Furthermore, cultural features of brands will be indicated.

## 1.4. RESEARCH QUESTIONS:

1. What are the morphological features of brand names?
2. What are the stylistics devices used to create brand names?
3. What are the cultural features of brand names?

## 1.5. ORGANIZATION OF THE STUDY

The research includes five chapters: Chapter 1(Introduction), Chapter 2 (Theoretical Background), Chapter 3 (Methods and Procedure), Chapter 4 (Discussion and Findings) and Chapter 5 (Conclusions and Implications).

## CHAPTER 2

### LITERATURE REVIEW & THEORETICAL BACKGROUND

#### 2.1. PREVIOUS STUDIES RELATED TO THE RESEARCH

In fact, there are rarely English and Vietnamese references on our study available in bookshop and library. But there are websites from the Internet which we can consult in or refer to for our study.

References on website play an important role in our study. The website <http://www.lunw.com/2004/10-17/19282113747.html> [44] mentioning “*An Analysis of Language Features in English Advertisements*” analyzed language features of advertisements at three levels as follows: lexical features, syntactical features and discourse features.

Another website <http://www.rhymer.com/question.html> [46] mentioning about “*Ten crucial questions when naming your business and product*”, the author has shown some linguistics features of brand names: alpha-numeric names, acronyms and abbreviations, alliterative or rhyming names.

In <http://www.namedevelopment.com/linguistics.html>[48], the author gave some linguistics features of brand names such as metonymy, haplology, alliteration, mimetic, eponymy, description, poetics, combination, allusion, clipping, morphological borrowing, omission, and acronym adaptation.

Furthermore, two websites <http://www.kelkoo.co.uk/bz-b-brands> [114] and <http://images.businessweek.com/ss/06/07top-brands/index-01.htm>[115] list the brand names and the annual

world’s most valuable 100 brands which provide us important data for our investigation.

With regard to culture, Nguyễn Quang [9, p.23-26] in his book “*Giao tiếp phi ngôn từ qua các nền văn hóa*” mentions typical characteristics of culture. Hữu Ngọc (2000) discusses Western cultural identity in general and American culture in particular. In addition, Tomscha (1992) mentions American customs and traditions. Brown K.et Oxford (2005) provides us with the value of British and American culture such as KFC, Walt- Disney, Coca-Cola, and so forth. Conrad Phillip Kottak (2002) mentions some traditional American symbols.

However, no studies have completely been carried out on brand names. Therefore, I choose to do the research entitled “An Investigation into Brand Names in English” with the hope to make small contribution to the English teaching and learning about the brand names.

#### 2.2. THEORETICAL BACKGROUND

##### 2.2.1. Brand Name and Other Related Terms

###### 2.2.1.1. Definition of Terms

A **brand name** is a name of a particular product or group of products, or a service that is recognized by customers. If the name is registered, no other company may use it [15, p.64] for example *Sunsilk, Lipton, Downy, Spic and Span, Head and Shoulder*.

###### 2.2.1.2. Brand Name and Trademark

The U.S. Patent and Trademark Office defines a trademark as words, names, symbols and product design features that are used to distinguish the products or services of one manufacturer or seller from another [120].

A trademark is a registered brand name. It can include any combination of a name, slogan, logo, sounds or colors that identify the company or its products or services. For example, Nike, Coca-Cola and Microsoft are the brand names with the registered trademark Nike's Swoosh, Coca-Cola wave, Windows. Registration of a brand name as a trademark provides legal protection for the brand. In other words, trademarks are legally protected while brand names are not.

### **2.2.1.3. Brand Name and Product Name**

It can say that a product name is manufactured while a brand name is created in the mind of the consumers. Brand name is synonymous for the emotional ties between consumers and products and services.

## **2.2.2. Brand Name and Word Formation**

### **2.2.2.1. Acronym**

In reference to acronyms, Quirk Randolph [34, p.1031-1032] states that acronyms are words formed from the initial letters of the words that make up a descriptive phrase or proper name.

#### HP

Acronym which are pronounced as a word, containing initial letters for example:

#### NEC

### **2.2.2.2. Blending**

According to An Encyclopedic Dictionary of Language and Languages [20, p.44], "*blending is a process in grammar or vocabulary which take place when two elements that do not normally co-occur are combined into a single linguistic unit*", for instance:

#### MICROSOFT

### **2.2.2.3. Clipping**

In reference to clipping, Quick R. et al [34, p.1030], clipping is a process in which a new word is created by the subtraction of one or more syllables from a word, which is also available in its full form.

Final clipping is the process in which an element or elements are taken from the end of a word, for example:

#### CISCO

### **2.2.2.4. Etymology**

According to Oxford Advanced Learner's Dictionary Encyclopedic [26, p.305] etymology is "*the study of true meanings, origin of words*", for instance:

Toyota Vios is derived from the Latin word "vio" meaning to "move forward"[104].

## **2.2.3. Brand Name and Stylistic Devices**

### **2.2.3.1. Phonetic stylistic devices**

**a. Alliteration:** repetition of initial consonant sound

#### BLACKBERRY

#### GOOGLE

### **b. Onomatopoeia**

Simpson [35] defined "*onomatopoeia is a feature of sound patterning which is often thought to form a bridge between "style" and "content*"

#### MEOW MIX

- A sound of cat "Meow..meow" to name cat food

### **c. Rhyme**

The repetition of identical or similar terminal sound combinations of words.

#### LEAN CUISINE

**d. Assonance**

According to Oxford Advanced Learner's Dictionary [16, p.39], assonance "*is similarity between the vowels sound only or the consonant sounds only of two words or syllables*", for instance:

YOUTUBE

**e. Consonance:** the repetition of the same consonant two or more times in short succession.

ASTON MARTIN**2.2.3.2. Lexical stylistic devices****a. Metaphor**

According to An Encyclopedic Dictionary of Language and Languages [20, p.249] metaphor "*is a semantic mapping from one conceptual domain to another, often using anomalous or derivant language*".

APPLE

- A brand name acts as metaphor denoting a perfect product like apples.

**b. Personification**

Personification is treating something that is without life as a human being or representing it in human form.

NIKE

- A sportswear and equipment brand name becomes a human being with the strength and triumph like the Greek goddess.

**c. Metonymy**

According to An Encyclopedic Dictionary of Language and Languages [20, p.250], metonymy is "*a figure of speech in which the name of an attribute of an entity is used in place of the entity itself*", for example:

STARBUCK

- An international coffee and coffeehouse may stand for a person loving coffee, Starbuck in Herman Melville's Moby Dick.

**2.2.4. Brand Name and Culture****2.2.4.1. Definition of Culture**

It was defined from Wikipedia, the free encyclopedia: *Culture can be defined as all the ways of life including arts, beliefs and institutions of a population those are passed down from generation*".

According to Longman Dictionary of Language Teaching & Applied Linguistics [28, p.94], culture "*is the total set of beliefs, attitudes, customs, behavior, social habits of the members of a particular society*".

According to Nguyễn Quang [9, p.23], culture of a nation is a complex pattern which includes what that nation has created and perceived; and how a nation acts in specific circumstances. This pattern helps distinguish this nation from the others.

**2.2.4.2. Cross-culture**

Cross-culture is the bridge of soul and brings about the friendship among people in the world. Therefore, this crossing of cultures has been stimulating and enriching nowadays.

**2.2.4.3. The Relationship between Culture and Language**

Language and culture are closely related and language shapes the worldview of its speakers. Language is a part of culture because culture reflects what a society or a human community does or thinks. All aspects of culture such as literature, art, music, belief, behaviors, and customs and so on are reflected in language. Therefore, language is inseparable from culture, embodies the values and meanings of a

culture including culture artifacts and signals people's cultural identity.

#### **2.2.4.4. *The Relationship between Culture and Brand Name***

Culture e.g. music, fashion, morality, language, technology, law, spirituality forms the shared values and beliefs of a society. Many big global brand names pay attention to local culture, adopt a strong "culture impacts brand" as well as take the *consumer is boss* perspective to ensure that they respects the traditions/norms of a culture.

Furthermore, to clarify the relationship between culture and brand names as well as the impact of culture on brand names, Derrick Daye and Brad VanAuken emphasize some important points that aspires to be successful in cross cultural settings. The first characteristic is "*cultural differences impact brand*". The second characteristic is "*weave the brand into the cultural fiber*".

## **CHAPTER 3 METHODS AND PROCEDURES**

### **3.1. RESEARCH METHODS**

For the purpose of making an investigation into brand names, the combination of descriptive and analytic method is the guideline in conducting the research.

### **3.2. RESEARCH PROCEDURES**

- ◆ Collecting and classifying data:
- ◆ Analyzing data:
- ◆ Synthesizing the findings and drawing conclusions.
- ◆ Putting forward some implications for the teaching and learning English as well as naming brand names and giving some suggestions for further research.

### **3.3. DESCRIPTION OF THE SAMPLE**

In order to prepare data for research, I collected 200 brand names which are suitable for the thesis.

### **3.4. DATA COLLECTION**

We have collected hundreds of brand names from different resources such as on the Internet and mass media. The brand names are mainly from two websites:

◆ <http://www.kelkoo.co.uk/bz-b-brands>

◆ <http://image.businessweek.com/ss/06/07top-brands/index-01.htm>

As far as we know, in brand names, English using in brand names is considered as not only native language but also international one.

### 3.5. DATA ANALYSIS

With the collected data from 200 brand names, we carry out the analysis of brand names in terms of their morphological, stylistic devices and cultural features.

### 3.6. RELIABILITY AND VALIDITY

## CHAPTER 4

### FINDINGS AND DISCUSSION

#### 4.1. THE MORPHOLOGICAL FEATURES OF BRAND NAMES

It seems that the human brain enjoys the linguistics treat, evidenced by the fact that so many of today's most famous brands owners make use of several new-word formation processes relating to morphological processes, the common morphological process used is blending.

##### 4.1.1. Blending in Brand Names

Blending is one of the popular features in brand names, for example:

##### (1) MICROSOFT

Morphologically, there are many ways to form blending. The combination of the beginnings of two words is very popular in blending such as MICROSOFT which originates from noun “*microcomputer*” and noun “*software*”. The formation of “Microsoft” can be explained as follow. The last three syllables in “*microcomputer*” (*i.e. com-pu-ter*) are cut off while the second syllable of “*soft-ware*” (*i.e. ware*) is also cut off. The remaining parts *i.e. micro* and *soft* are then combined to form *Microsoft* which is well-known American computer brand.

It is realized that blending in brands can be formed from these words involving proper names. In other words, two proper names of the brand owners are combined to form new brand for example:

##### (2) MATTEL

The formation of “*Mattel*” originating from two proper names “Harold **MATT** Matson and **EL**liot Handler” [69]. The middle name-Matt is added to two morphemes of the beginning of the other

brand owner-El to form *Mattel* as “the name of world's largest toy whose products include Barbie dolls, Hot Wheels and Matchbox cars, Masters of the Universe, American Girl dolls, board games, in the early 1980s”[69].

Furthermore, the formation of blending in brands can be combined by the beginning of one word adding to the end of the other in brand name with three syllables, such as:

(3) VODAFONE

With regard to the brands, we find that the blending *Vodafone* comes from “*voice data telephone*”. In this example, the first syllable in “*voice*” (i.e. -vo) is remained, the second syllable in “*data*” (i.e. -ta) is cut off while the first second syllable “*telephone*” (i.e. -tele) are also left out. The remaining part i.e. “vo”, “da” and “fone” are then combine to form *Vodafone* which is the world's largest mobile telecommunication network headquartered in Newbury in United Kingdom.

#### 4.1.2. Acronym in Brand Names

Morphologically, acronym consists in making use of the first letter of each of the words to form a new brand, for example:

(4) IBM

The acronym *IBM* of the phrase “*International Business Machines*” has been chosen as brand name of the world's fourth largest technology company and the second most valuable global brand. We can see that an adjective “*International*” combines with a noun phrase “*Business Machines*” to form *IBM*. It is one of the few information technology companies with a continuous history dating back to the 19<sup>th</sup> century.

We can also realize that many of brands in acronym are structured by using the first letter in proper names of the brand owners, for instance:

(5) HP

In the above example, *HP* is the abbreviated form of the family names of two students who graduated from Stanford University in the United States-they are Bill Hewlett and Dave Packard, “*H*” from “*Hewlett*” and “*P*” from “*Packard*”. “*H*” and “*P*” are then combined to form *HP* which is one of the world's largest information technology companies and operates in more than 170 countries around the world.

Furthermore, the formation of acronym in brand name can be pronounced as a word, containing only initial letters, for instance:

(6) NEC

*Nec* originates from “*Nippon Electric Company*” where “*N*”, “*E*” and “*C*” are the first letters of this brand name. *Nec* has structured its organization around three principal segments: computing solutions, network solutions and electronic devices. The brand owners including leadership and experts led *Nec* to one of the most successful global brand of more than 100 years.

#### 4.1.3. Clipping in Brand Names

We have clipping when a part of a word is cut off and the remaining part is used as a new word. *Cisco* brand name below is fore-clipping which retains the final part.

(7) CISCO

To my best knowledge, *Cisco* is cut off from *San Francisco* city [72] where the brand owners -a married couple Len Bosack and Sandy Lerner located their brand name. *Cisco* is also a brand name of

a multinational corporation that designs and sells consumer electronics, networking and communications technology and services.

#### 4.1.4. Etymology in Brand Names

Commonly, etymology studies about the origin of words, and of their history and changes in their meaning, for instance:

##### (8) CAMRY

The brand name *Camry* is the Latin words for "crown" and "small crown" [74].

Moreover, the brand owners make the best possible choice to name their products from other foreign languages for instance, Spanish:

##### (9) CR-X DEL SOL

The Spanish name "*Del Sol*" translates as "*of the sun*" and refers to the car's opening roof [79].

Furthermore, these car brands names are from French language such as:

##### (10) GALLANT

In the brand name *Gallant* which the name was derived from the French word "*gallant*", meaning "chivalrous"[81]. It implies that *Gallant* is car for every chivalrous gentleman. Italian language is also mentioned in these following car brand names such as:

##### (11) LEGANZA

*Leganza* originates from the combination of two Italian words- *elegante* (elegant) and *forza* (power)" [83]. The brand owners want to indicate that Leganze is a merger between graceful and strong beauty for a car as well as the owner. The morphological features of brand names is shown in the following figure:

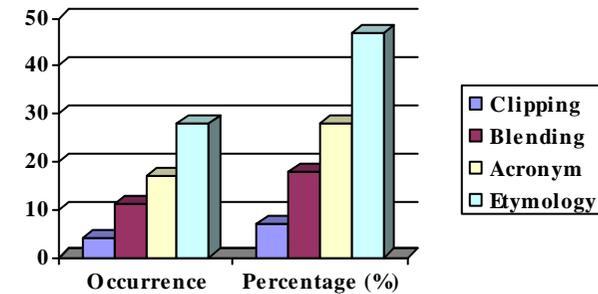


Figure 4.1: Frequency of the Morphological Features in Brand Names

## 4.2. THE STYLISTIC FEATURES OF BRAND NAMES

### 4.2.1. Phonetic Stylistic Devices in Brand Names

#### 4.2.1. Alliteration in Brand Names

Alliteration becomes a very important element in the world of marketing. Let us consider these examples below:

##### (12) BLACKBERRY

According to Oxford Advanced Learner's Dictionary Encyclopedic [26, p.22], alliteration is "*occurrence of the same letter or sound at the beginning of two or more words in succession*". It is observed that the phonemes /b/ occur in the initial position respectively in two key words "*Black*" and "*Berry*". This aimed at drawing the attention at the customers because it enhances the auditory agreeableness due to inherent melody of the speech sound. And an initial consonant "b" connotes dependability and speech. Also worthy of note is the contrast between the vowel sound /i/, a high vowel in /ri/ and the vowel sound /æ/, a low vowel in /blæk/. By that way, the customers can easily remember without difficulty because of the organization of the sound pattern.

#### 4.2.1.2. Onomatopoeia in Brand Names

As defined by Galperin [25, p.124], onomatopoeia is “a combination of speech sounds which aims at imitating sounds produced in nature (wind, sea, thunder, etc.), by things (machines or tools, etc.), by people (singing, laughter) and by animals.

##### (13) MEOW MIX

This brand name *Meow Mix* specializes a variety of dry cat food. According to website [48] the letter “M” is reported to evoke very positive feelings. We also see that there is a balance between the consonant and vowel in the brands (i.e. me- mi). This brand uses the sound of cat “*Meow Meow*” to name their products in order to attract the customers owning these cats. When we look at the brand, we only think about the products.

#### 4.2.1.3. Assonance in Brand Names

Assonance is the refrain of vowel sounds to create internal rhyming within phrases or sentences, for example:

##### (14) YOUTUBE

This website is pronounced /ju: tju:/ where the vowels /ju:/ are repeated two times in “*You*” and “*Tube*”. It is a video-sharing website on which users can upload, share, and view videos. The brand name is based in San Bruno, California, and uses Adobe Flash Video technology to display a wide variety of user-generated video content, including movie clips, TV clips, and music videos, as well as amateur content such as video blogging and short original videos.

#### 4.2.1.4. Consonance in Brand Names

Consonance shows “*concordance in consonants and disparity in vowels*” [25, p.128]. We can find out in the following examples below:

##### (15) ASTON MARTIN

##### (16) COOLER MASTER

*Aston Martin* is a British manufacturer of luxury sports cars which is derived from the name of one of the company's founders, Lionel Martin. *Cooler Master* is a computer hardware manufacturer in Asia.

#### 4.2.1.5. Rhyme in Brand Names

Rhyme refers to the repetition of identical or similar terminal sound combinations of words. Rhyme is used in brands because it is pleasant to the ears that it suggests order.

##### (17) MELLO YELLO

This is the repetition of syllables which is placed at the end of two words. It is full rhyme because it “*presupposes identity of the vowel sound and the following consonant sound in a stressed syllable* “*mello*” and “*yello*” [25, p.128]. The brand owner exploits the similarities in stress and sound between the two words to enhance memorability. We can see that there is a relationship between the sound *Mello* and *Yello* which the brand owner makes use of to bring the excellent impression to customers.

### 4.2.2. Lexical Stylistic Devices in Brand Names

#### 4.2.2.1. Metaphor in Brand Names

Metaphor is a figure of speech that “*transference of some quality from one object to the image of another object*” [25, p.139], for example:

##### (18) APPLE

We see that an actual apple appears to bear no relation to the products or services offered by the company. *Apple* conveys this idea through the message that the brand owner-Steve Jobs had worked

during the summer at an apple farm, and admired the Beatles' record label, Apple. He also believed that *Apples* are the most perfect fruit and his products will be as perfect as these apples. “*Apple* products will give customers the feeling of perfection and thus, it realizes its function of persuasion” [63]. Here, *Apple* acts as metaphor denoting a perfect product or brand name.

#### 4.2.2.2. Metonymy in Brand Names

Metonymy is a figure of speech in which a thing or concept is not called by its own name, but by the name of something closely associated with that thing or concept.

#### (19) STARBUCKS

Metonymically, three brand owners, English teacher Jerry Baldwin, history teacher Zev Siegel, and writer Gordon Bower, chose the name *Starbucks* in honor of Starbuck, the coffee-loving first mate in Herman Melville's *Moby Dick*. In other words, *Starbucks* may stand for a person who enjoys coffee.

#### 4.2.2.3. Personification in Brand Names

Personification is description of an object as being a living person, for example:

#### (20) NIKE

The shoe and sports equipments, *Nike* is named after the Greek goddess. As far as we know, Nike is the goddess of strength, speed and victory throughout the ages of the ancient Greek culture. In this brand name, a pair of shoes or sports equipments becomes a human being with the strength and triumph.

The frequency of stylistic devices using in brand names is illustrated as follows:

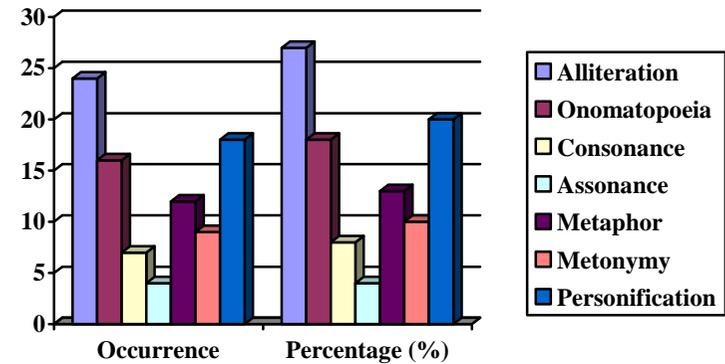


Figure 4.2: Frequency of the Stylistic Devices in Brand Names

### 4.3. THE CULTURAL FEATURES OF BRAND NAMES

#### 4.3.1. Proper Names in Brand Names

As far as we know, an English full name consists of three parts: a first name, a middle name and a family name which are used respectively.

#### (21) WAL- DISNEY

This is a brand name of The Walt Disney Company in the United States. Disney is famous for his influence in the field of entertainment during the 20th century and is one of the “best-known motion picture producers in the world”. He and his staff created a number of the world's most famous fictional characters such as Mickey Mouse that won a special Academy Award in 1932. An interesting fact about Walt Disney is that “he was honored by having his picture on a six-cent United States commemorative postage stamp that was issued September 11<sup>th</sup>, 1968” [66].

### 4.3.2. Geographic Names in Brand Names

We find out that many brand owners named their brands according to the famous places or the place where the brands locate, for instance:

(22) AMAZON.COM

This online bookstore brand was founded by Jeff Bezos who named the brand after the world's most voluminous river - the Amazon. The brand owner also indicates that *Amazon* starts with "A", the beginning of the alphabetical lists. *Amazon.com* started as an online bookstore, but soon diversified, selling DVDs, CDs, MP3 downloads, computer software, video games, electronics, apparel, furniture, food, and toys.

### 4.3.3. Cultural Icon in Brand Names

(23) McDONALD'S

It is not surprising that American enter a McDonald's restaurant for an ordinary, secular act- eating. Going to McDonald's is similar, in some ways, to going to church. Furthermore, in American culture, our daily food consumption is supposed to occur as three meals: breakfast, lunch, dinner. In many countries, a middle meal is primary. Americans are always from home at lunchtime because of their job and usually take less than an hour for lunch. They view dinner as the main meal. Lunch is a lighter meal symbolized by the sandwich. McDonald's provides relatively hot and fresh sandwiches. By eating there, we say something about ourselves as Americans, about our acceptance of certain collective values, customs and ways of living.

## CHAPTER 5

### CONCLUSION AND IMPLICATIONS

#### 5.1. CONCLUSION

Language in brand names is a special kind of language. It has its own features in morphology, stylistic devices and culture. For this reason, the brand owners use them to increase the readability, stimulate desire, create conviction, get action and arouse customers' interest of buying the brand name.

The thesis is carried out in order to answer the questions about morphological features of brands, present the typical stylistic devices of brands as well as to find out the cultural features of brands. It is a combination between descriptive and analytic methods to analyze the sample of brand names. In terms of morphological features, we realize that blending is one of the popular features in brand names. Furthermore, brand owners employ the borrowing languages all over the world to create attractive and vivid brand names (Eg. Camry car brand name is from Latin). These commonly used stylistic devices are metaphor, personification, alliteration, assonance and so on. Especially, the study has show that alliteration is the most persuasive, effective and memorable way used to create brand names.

The important in the research is the cultural features mentioned in the thesis. We find out that the proper name used to create brand names is the way to preserve the value of the family. Moreover, the brand owners take advantage of the geographic name to make impressive brand names which involve in wonderful memory (Eg. Avon cosmetics brand name is named after a famous place- Straford-Upon-Avon in England).

For these reasons above, the brand owners perform their purposes to increase the readability, stimulate desire, create conviction, get action and arouse customers' interest of buying the brands. In addition, the finding of the study has given the foundation for the suggestion on how to deal with dilemmas when naming brand names in the most effective way by making use of language treats.

This study is also hoped to make some valuable contribution to the teaching and learning English about brand names. It will help learners understand and use brand names effectively. Especially, it will not only help Vietnamese learners get better understanding of brand names language but also provide them with some necessary strategies and techniques in naming brands.

To sum up, in order to attain the purpose of brand names, the brand owners often use the morphological features, stylistic devices and cultural features to make their brands more persuasive and attractive. After studying, I found that using language treats play the most positive role in demanding actions from the prospects and making successful advertisements. Therefore, *the investigation into brand names in English* is a helpful device for brand owners in general and English teachers and learners in particular. This study contributes a small part to enrich the knowledge of the field under study.

### **5.2.1. For Learners of English**

The result of the study may be beneficial to learners of English. The analysis will offer them a good insight to get involved in linguistic features of brands.

### **5.2.2. For Brand Owners**

The most important purpose of brand owners is attracting more and more customers to access to their brands. In other word, when naming a brands, the golden rule is making them memorable due to language treats.

### **5.2.3. Suggestions for Language Learning and Teaching**

Firstly, with the aim of helping learners of English to know as well as to use brand names efficiently, teachers should draw their attention to the linguistic features of brand names in everyday life and provide them with accurate meaning and form.

Secondly, the skill can be improved if learners grasp the main morphological and stylistic devices characteristics of brand names in general and know how to apply the knowledge to the context where brand names occur.

Last but not least, brand names play a very essential part in conveying the brand owners' implied meaning as well as motivating their image to customers.

## **5.3. LIMITATION**

As far as we know, brand names world are so large and vivid that we hardly investigate all aspects of it. Therefore, morphological features and stylistic devices are closely looked into in this thesis. In addition, we make an investigation into the cultural features of brand names.

## **5.4. SUGGESTIONS FOR FURTHER RESEARCHES**

There are some problems that could be of your concern and interest for further research as follows: "An investigation into slogans of brand names in English".