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## **STORE NAME STRATEGIES IN CHINA AND RUSSIA**

### **Abstract**

This article identifies and analyzes the priority ways of naming the trade organizations of Chelyabinsk and Heihe cities in the zone of cross-border economic cooperation between China and Russia. The typology of the names of shops and other enterprises providing goods and services shows ethnic and cultural features that manifest themselves in the modern language space of the two countries. A large variety of organization names was found in Chelyabinsk city: single words (including complex ones) both Russian and foreign, word groups consisting of Russian and foreign words, abbreviations as well as words with non-traditional spelling and unclear meaning. Six types of naming were found in Heihe city: words with positive connotations, words pointing to the major function of an organization, names containing a company's location, words including the owner's name, unsuitable names and samples of erroneous translation. The first 4 can be considered strategic ways of naming as far as they help promote companies that they name on the market of goods and services and play a considerable role in forming potential customers loyalty.

**Keywords:** onomastics, naming, ergonyms, signboards, positive meaning and connotations, erroneous translation.

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