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Creative naming of Nizhny Novgorod public catering establishments: Graphic aspect

Abstract

The purpose of the research is to analyze the creative naming of Nizhny Novgorod public catering establishments (restaurants, cafes, bars, burgers, coffee shops, pizzerias) from the point of view of graphics. The source of the material for the study was the personal card index of ergonyms. During the course of study, the following research methods were applied: general scientific method, particularly generalization, interpretation and classification of material, word-formation analysis and pragmatic analysis. It was discovered that innovations created by means of graphic hybridization act as a productive way of influencing the consumer. Ergonyms-innovations are easy to remember, have expressiveness, form positive associations, identify the institution. The analysis of the material showed that the most productive patterns of graphic hybridization were monographixation (33%), polygraphixation (47%) and tographixation (18%). It is noted that for a more powerful impact on the recipient, the nominators combine different patterns in one ergonym (2%).

Keywords: naming, catering, graphic hybridization, monographixation, typographixation, polygraphixation, tographixation.

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