PROPER NAMES IN CONSTRUCTION BUSINESS

"What's in a name? That which we call a rose by any other name would smell as sweet?" These are the words from the tragedy "Romeo and Juliet" by William Shakespeare where the issue of naming is touched upon. People tend to give names to everything. When a baby enters this world it is given a name, which is a proper name. Before getting too far it should be clarified what’s understood under proper names. This class comprises such words as Peter, Helen, Minsk, Svisloch, Ivanov, Smith, etc.

John Stuart Mill defines a proper name as a word with a purpose of naming something we are talking about, but not telling anything about it" ("A System of Logic, Ratiocinative and Inductive"). It means that such names do not indicate or attach any attributes or qualities to the objects or persons named. Stuart Mill together with some other scientists characterizes a proper name as a name utterly having no meaning.

However, such definition of proper names contrasts sharply with that given by A. Superanskaja, O. Espersen, V. Bolotov, et al. who state that proper nouns are meaningful. It should be noted that there is no well-established viewpoint on proper names which can account for all complexity of the nature of proper names.

Nevertheless, we support the point of view pertaining that proper names do have meaning both in speech and in text. It should be highlighted that proper names could be used as a powerful marketing tool. For businesses a name often means a lasting impression. A good, distinctive name allows a business to build public goodwill and could increase sales.

Today. a lot of western construction companies give their buildings a proper name. Such names are not only a combination of letters, but they convey additional meanings. Some companies consider it a necessity, others do it for fun. However, proper names used for construction gives it personality, individuality and an air of elegance. Elegance is often achieved by associating a building with a prestigious family, a prominent scientist or an outstanding person, an attractive place or a location. Some names are chosen because they happen to be in vogue at the time of construction. many are linked with the past.
While analyzing a proper name, it should be taken into account that it imparts linguistic and extra linguistic information. Extra linguistic information can be divided into the following categories:

1. Semantic information, which plays the most important part in information structure of any word.
2. Emotional and expressive information. Such information conveys the mood and feelings implied.
3. Chronological information, which tells you about the time of speech.
4. Background information. It exposes some national traits and culture.
5. Social information, which reveals the social sphere where the names function.
6. Local information. Such information helps to find out more about the place and its peculiarities.

In 90% of the cases when proper names are used to promote a product, such names are allusive by their nature. Allusive proper names completely or partially convey the extra linguistic information listed above.

In Belarus, the practice of giving proper names to constructions is relatively new. Zomex Investment, FLLC, a major investment company carrying out a unique investment project *Minsk Lighthouse* could be considered a pioneer in this field. The proper names used for the constructions built such as Vivaldi, Mozart, Beethoven, Chopin, Modigliani, Tchaikovsky, Monet and some others not only attract media attention, but create an imitable image of each construction, stating that these residential apartments are elite, crystallizing classical traditions and musical harmony, revealing its own artistic legacy.

In conclusion, it should be underlined that proper names in construction business have a bright future and could become one of the incentives to make a large-scale purchasing decision.

In order to efficiently use proper names, marketing research should be conducted to find out the social preferences and the dominant positive associations with particular proper names.

### Advertising Discourse in the Russian and English Languages

The 21st century under the banner of the development of mass media has brought about a plenty of issues which influence the established life setup and cause a close integration of cultures, advertising being one of the most topical ones. The issue under research is designed to find out which lexical units and techniques constitute advertising for Russian speaking and English speaking audiences, what and whether they differ, by studying characteristic features of advertising linguistics by an example of food advertising.

- Advertisers use various rationalistic arguments, such as appeals to products' healthiness. Due to the mentality of Russian speaking target audiences, references to authorities constitute undeniable arguments. Both, Russian and English ads often compose lots...