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## **WHAT IN A NAME OR ERGONYMS IN THE RESTAURANT BUSINESS OF GRODNO**

Language is a powerful tool we use to tell stories, elicit emotions, and taste the world around us. From restaurant names to menu writing, everyone uses language to inspire curiosity, educate, and rave about food. In the modern world restaurants are an integral part of society providing a space for people to gather, socialize and enjoy a meal together. Restaurant name as a language application form reflects the social culture of the area. But what is in the name of a restaurant?

The choice of a name can indirectly indicate the nominator's level of cultural awareness as well as the addressee's cultural background. There is no agreed way of classifying restaurant names within the scientific community. Names given to restaurants may differ to a great extent depending on the target market, type of the food served, branding strategy of the establishment. Researches distinguish some common linguistic features observed in restaurant names: descriptiveness and evocativeness; puns and wordplay; the use of foreign words, owner's name or location-based names; alliteration; branding and theme.

Restaurants' names often reflect the linguistic and cultural features of the cuisine or theme they offer. These names can incorporate specific words or phrases from different languages, as well as cultural references that reflect the origin or style of the food being served. A study of eatery establishments in the linguistic

landscape of a place provides valuable insights into the intersection of language, culture, and food, and shows what crucial role language plays in shaping the dining experiences and perceptions of eatery establishments in a given community.

Restaurants' names can vary significantly in terms of their semantic, structural, and functional features. Understanding of semantics enables the identification of the fundamental principles of motivation behind modern names and the prevailing trends in naming practices. Restaurant names can be classified into groups according to their primary semantic value: geographical; personal names, surnames, famous people, literary characters; animal, bird; object; food, product. Classification by semantics has a number of disadvantages. Some names have non-standard structure, making it difficult to choose the main word for classification. Some names combine concepts from different semantic groups. Nevertheless, this classification provides insight into the extensive range of restaurant names and the predominant naming trends observed in the restaurant industry.

The structure of a restaurant name can also impact its memorability and attractiveness. It would be inaccurate to assert that all restaurant names adhere to a uniform structure. A number of experts believe that names that are short, simple, and easy to pronounce are often more appealing to customers. Many restaurants choose one word restaurant names because they come across as very modern, in addition to being easy to remember. Additionally, incorporating wordplay, alliteration, or rhyming can make a restaurant name more unique and memorable.

Ergonyms can be grouped according to their functions: informative (inform about the orientation of the institution, the goods offered), advertising (contain evaluative characteristic) and advertising-informative, i.e. combining both functions. Advertising – informative ergonyms are considered to be the most effective.

Despite a vivid interest to the nomination processes in the restaurant business worldwide, the study and analysis of language on ergonyms in the restaurant business of Grodno has not been paid enough attention yet. Grodno is becoming more and more popular with tourist who come to the city not only to admire the sights but also experience the best flavors around Grodno. The number of restaurants, cafes is constantly increasing and owners tend to be very creative while naming their enterprise. Grodno restaurants serve dishes of various cuisines: Austrian, Azerbaijani, Belarusian, Georgian, European, Spanish, Italian, Mexican, Pan-Asian, Japanese. There are a lot of fast-food places and cafes serving coffee to any liking.

The topicality of this research is determined by a number of factors, including the lexical, semantic, structural and functional features of restaurant names used by the author to classify the eatery establishments of Grodno. In addition, the work considers the ways in which these names function within the linguistic landscape

of the city, as well as their cognitive potential and the use of wordplay during restaurant naming process, which facilitates the prediction of how such ergonyms will be perceived by potential visitors. In the course of this research, we categorize over 202 Grodno restaurant names based on three attributes (semantic, structural, and functional). Nomination processes in the restaurant business of Grodno are characterized by high creativity with a wide use of various linguistic and paralinguistic means.

Our analysis of restaurant names from the functional point of view has revealed a notable exception to the general trend of ergonyms: the majority of names are purely advertising names, accounting for about 60% of the total. The least common are restaurant names with only an informative function, representing only 11.4% of the total. This group comprises names that provide information about the type of eatery establishment (*Suchi Home, Бульбяная, Просто кофе*), its specific location (*Пышки, На Телеграфной*) and the dishes it offers (*Хинкальня, Донпио, Мото, Дранікі гародня*, etc.). The second place in terms of frequency is held by advertising-informative names, which account for 28.7% of the total number of ergonyms considered. Examples of such names include ergonyms where common words of a foreign language are used (*Bene* meaning 'good' in Italian), toponyms (*Одесса-мама, Вена, Наполи* provide information about the restaurant's specialization in a particular national cuisine), characteristic anthroponyms (*Leon Bakst, Семашко*) and names of dishes in a foreign language (*Momo, Basta Pasta, Gogo Pizza*). We conclude that most restaurant owners pay attention to the advertising component of the name. Nevertheless, this practice can occasionally prove misleading for the visitor. It is evident that the most effective names are those that are both advertising and informative. However, in the context of intense competition within the restaurant industry, it is crucial to ensure that a restaurant's name is distinctive from other similar establishments rather than to give the most detailed information about it in a name.

Grodno restaurants vary significantly in terms of their semantic features. The most numerous group of ergonyms contains words from gastronomic discourse, i.e. names of products (*Semolina, Розмарин, Фарфалле*, etc.); dishes (*Мото, Тапас, Дранікі Гародня*, etc.); drinks (*Какао, Донпио*, etc.); utensils (*Чашки & Ложки, Джезва*, etc.); eatery establishments (*Карчма, Хокаах, Хинкальня*, etc.); ergonyms referring to the ways of cooking (e.g. *Forno, Прожарка, Вуглі*, etc.). Such restaurant names make up 28.7% of the data. We believe such ergonyms are not only catchy and easy to remember but also help customers understand what dishes or cuisine they are likely to have at such restaurants.

Grodno eatery establishments make wide use of toponyms. Toponym is the general term for a proper name of any geographical feature, and full scope of the term also includes proper names of all cosmographical features. Toponymic names

in Grodno are the following: *Белосток, Карафутто, Одесса-мама, Maldiva, Sherwood, Greenwich, Неман, Вавилон, Наполи*, etc. Such ergonyms make up 14.8% of the data. We believe such restaurant names as *Пышки, На Телеграфной* help customers bind the eatery establishment to its location.

Nearly 10 % of restaurant names contain anthroponyms which are proper names of human beings, both individual and collective. Among such eatery establishments are restaurants *Leon Bakst, Houdini, Пушкин, Пешков, Замок Зеваны*, etc. Sometimes anthroponyms used in naming process can be modified as in *Чайкоффский, Larinoff*. We consider such ergonyms differ in originality and allow customers to form in their heads a certain image about the establishment. Such names are understandable, cause the necessary associations and are well remembered. Names of animals, birds, plants are sometimes used in restaurant-naming process of Grodno, e.g. *Золотой телёнок, Yellow Chicken, Канибара, Василькі, Дзічка*, etc.

The application of the structural feature reveals that not all names adhere to a uniform structure, characterized by a singular noun or a combination of a noun and an adjective. We can divide the names of eatery establishment in Grodno into the following groups if structural features are taken into consideration: a noun (*Карчма, Гости*, etc.); a noun &/+ a noun (*Cup&Cake, Suchi Home*, etc.); an adjective + a noun (*Королевская Охота, Yellow Chicken*, etc.); an acronym (*KFC*); a noun + a numeral (*Yellow Street 17*). Approximately 55% of ergonyms are names of the first group (nouns). This indicates that the majority of restaurant names have a relatively simple structure. The second most frequent structure is two nouns (18%). Ergonyms where adjectives are used constitute 3% of the sample.

In order to analyze the relationship between a restaurant's name and its popularity, we examined the names of the 20 most highly-rated restaurants in Grodno, as listed on the website [tripadvisor.ru](http://tripadvisor.ru). Our findings indicate that the majority of these popular restaurants have names that are distinctive and unconventional. The novelty of the restaurant name makes it memorable, catchy and speaking, and evokes a certain feeling or image of the environment the restaurant offers its guests.

We have conducted a survey to see whether restaurant names are speaking to visitors and whether owners' rationale behind the choice of a specific name for their restaurants is perceived by the public. The findings show that while the name is not a primary factor in selecting a restaurant, it is a variable that customers do pay attention to. The respondents gave their preference to unusual, novel, creative ergonyms while choosing a restaurant name for each category of eatery establishments.

The study of eatery establishments in the linguistic landscape of Grodno allows us to say that the most frequent language used in Grodno restaurant names is Russian (46.6%). There are some cases in this group when Russian is used to

transliterate (*Доннуо, Хомей, Карафymo*, etc.) or transcribe (*Хани Кабани, Кофе Саунд*, etc.) words used in naming from another language. Owners eagerly use transcription and transliteration to add foreignness, glamour and originality to their restaurant names but still choose to stay within the Cyrillic alphabet. 16.5% of the restaurants of this group contain a word that doesn't sound Russian at all. The wide use of English in the linguistic landscape of the city (36.6%) shows that both citizens and guests of Grodno want to see it and have a good command of English to understand the wordplay used in naming process. The Belarusian language is used only in 8.1% of restaurants' names. We believe the number of Belarusian in the linguistic landscape of the city is crucial for maintaining ethnolinguistic vitality and owners are to use it more actively in restaurant-naming processes.

The name of a restaurant is no longer a simple ergonym, as it has cultural implication and its language form reflects the social culture. The ergonomic lexicon represents a dynamic and evolving domain of names, continuously evolving and disappearing, and increasingly attracting the attention of researchers. This research may be useful for further diachronic analysis of ergonyms in the restaurant business of Grodno. The comprehensive study of such ergonyms, their classification according to specific semantic, structural, functional and linguacultural features, as well as an outside view on implementing restaurant-naming practices might be of interest for marketing and other specialists working in these spheres.