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Word formation of trademarks
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Z á s a d y p r o v y p r a c o v á n í :

Předmětem této bakalářské práce je vyzkoumat původ názvů náhodně vybraného vzorku obchodních značek. Teoretická část se bude zabývat způsobem tvorby slov v angličtině ve spojení s Brand managementem, který se tvorbou obchodních značek zabývá v ekonomické sféře. V praktické části autorka provede analýzu jednotlivých značek z hlediska lexikologického se zohledněním strategií Brand managementu. Cílem této práce je zjistit lingvistické tendence při tvorbě obchodních značek a jaké faktory se z pohledu Brand managementu podílí na jejich vzniku.

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Abstract

The aim of this bachelor paper is to describe processes of word-formation and to analyse the chosen sample of brand names. In the theoretical part, the individual word-formation processes are described. The brief description and function of brand management is also included. The practical part deals with the analysis of a sample of brand names, which were chosen randomly.

Abstrakt

Předmětem této bakalářské práce je vyzkoumat původ názvů náhodně vybraného vzorku obchodních značek. Teoretická část se bude zabývat způsobem tvorby slov v angličtině. V praktické části autorka provede analýzu jednotlivých značek z hlediska lexikologického se zohledněním strategií Brand managementu. Cílem této práce je zjistit lingvistické tendence při tvorbě obchodních značek a jaké faktory se z pohledu Brand managementu podílí na jejich vzniku.

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1 Introduction

The aim of this bachelor paper is to describe word-formation and apply those rules into the sphere of brand management, especially branding. The main goal is to prove the assumptions, chosen for this paper. In the second part of the paper, analysis, they are proved or disproved. The first one can be stated at the very beginning: the author does not suppose that brand management copies the strategies in word-forming and it violates some basic concepts of many word-forming processes.

Firstly, the theoretical background to the processes of word-formation is set. Basic terminology about words and their parts are briefly discussed at the very beginning. General characteristic of word-formation is introduced and after that each type is described in detail. Derivation by affixation is mentioned. After, the processes of derivation without affixation are described. The usage and frequency is discussed for each type. It is not assumed that the three basic processes in word-formation will correspond with the processes in branding.

Secondly, the topic of brand management is briefly explained and some basic strategies are suggested. Then the trademarks are described and the main properties of the brand name are explained. The simplified brand-name strategies are shown.

Finally, the analysis of the randomly chosen sample of two hundred brand names is analysed according to the ways they were created and if the result corresponds to the word-formation processes. The analysed sample is divided into groups listed in the analysis in order of the occurrence. Some representative examples are explained and graphs supporting the analysis are attached. Then the analysis is summarised and the thesis ends with overall conclusion and Resumé.

2 Basic concepts

In the following chapter, basic terminology is briefly discussed. Firstly, the term word is defined. Secondly, the difference between words, lexemes and morphemes is described. Thirdly, terms root, stem and base are shortly discussed. Finally, all the basic terms are summed up.

2.1 Basic terminology

Webster's dictionary defines the **word** as "a written or printed character or combination of characters representing a spoken word ... usually without being divisible into smaller units capable of independent use" [cit. 2012-14-03] URL: <<http://www.merriam-webster.com/dictionary/word>>

Even though it seems to be clear, Bauer indicates that the problem is not as explicit as it looks:

"The definition of a word has been, for a long time, a major problem for linguistic theory because, however the term 'word' is defined, there are some items in some languages which speakers of those language call 'words' but which are not covered by the definition." (Bauer, 1983:8)

According to Peprník a word is considered to be the cornerstone of each language both in the lexical sphere of the language and in grammar. (Peprník, 1992:3)

From this it can be assumed that to find a complete and clear definition of a word is far more dependent on the attitude of each linguist. For use of this thesis the Webster's definition will be used as the basic one.

Dušková describes a word, equally as a **morpheme**, as a stable complex of phonemes (in written language, grapheme) having a certain meaning. The difference between a word and a morpheme can be considered as the level of discreteness and also as the possibility of further division. (Dušková, 2006: 15) Minkova adds a little bit more to this definition and states that words are forms representing meaning and that a word is the smallest free-standing form. (Minkova, 2009: 63)

In written form of the language it is far easier to recognise each word in a sequence of a text. (Katamba, 1993: 19) Furthermore Peprník stresses that the pauses in the written form of the language may not correspond with the spoken form. (Peprník, 1992: 3)

Many definitions of a word may be found among different literatures but generally there is a widespread belief that the word is formally-semantic structure, i.e. the word has two inseparable parts – form and meaning.

Morphemes can be divided into two main categories. Bound and free morphemes. A **bound morpheme** can only occur in conjunction with at least one other morpheme. The typical examples of bound morpheme are prefixes, suffixes and rarely occurring infixes. This topic will be thoroughly described later. A **free morpheme** is the morpheme that can occur in isolation and can also be a word-form. Dušková furthermore adds and stresses the fact that the existence of a morpheme is bound to a word. She admits to the relatively large number of cases when the word can have only one morpheme. In that case, the morpheme becomes the word. (Dušková, 2006: 15 – 18)

Another term, necessary to explain, is a **lexeme**. Peprník compares lexemes to words and explains that lexeme is a broader term than the word because lexeme may have several forms. The situation when the lexeme becomes the word is when the lexeme is formed from one unit – e.g. *eye*, *eyeless*. Another case is when the lexeme is has more than one unit and those words appear in the collocation – e.g. *eye doctor*, *black eye*. (Peprník, 1992: 3)

The terms stem, root and base are terms that usually overlap. What is clear is that these are the smallest grammatical parts from which all the affixes have been removed. The term **root** is used both in derivational and inflectional morphology. It can be explained by the example: the word *untouchable* where the root is *touch*, in the compound word *wheelchair*, *wheel* and *chair* are the two roots. The term **stem** is used only in terms of inflectional morphology. The stem may contain more than one root and only inflectional affixes are added. If the above mentioned example is taken again, in the word *untouchables*, the stem is *untouchable* and the inflectional suffix –s is added;

in the word *wheelchairs* the stem is *wheelchair*. The last term **base** can be described as the form to which any kind of affix can be added. (Bauer, 1983: 20 – 22) Basically, terms base and root may seem to be synonymous but the further research would be necessary to state the real difference. As this is not the crucial part of this paper, this definition may be considered sufficient.

Crystal suggests that the terms root, stem and base are nearly synonymous and he does not add any further division. He only mentions that in other sources of literature these terms may be referred in a different way. (Crystal, 2003: 198) This may be considered rather surprising summarization because as was depicted above, this terminology is rather complicated and may cause misunderstanding.

3 Word-formation processes

The following chapter describes individual word-formation processes in detail. Firstly, the processes with affixation are described. Secondly, the non-affixation processes are mentioned.

We can say that the word-formation processes concern only open class words. These words can be omitted, when they fall out of use. They can easily change their word class dropping out of one class, going to another and thus their grammatical functions change too. (Greenbaum, Quirk, 2009: 15-17)

There are three basic word-formation processes in modern English: compounding, affixation and conversion. (Nevalainen, 2006: 59)

Another distinction can be made if we take into consideration the role of affixes. Then the division for two possible groups of affixation and non-affixation appears. It can be easily assumed that infixation, prefixation and suffixation are parts of affixation and processes of conversion, abbreviation and blending may be considered non-affixation. (Plag, 2002: 22)

Different linguists may have varying opinions about division, so according to Bauer we can speak about the class-changing and the class-maintaining process of derivation. (Bauer, 1983: 31)

In this paper, all the word-formation processes are discussed separately without any special division.

3.1 Derivation by affixation

In this chapter, the topic of affixation is explained in detail. First, the term of affixation is briefly discussed and then prefixation is examined. After, suffixation is described, and finally infixation is mentioned.

There are three possible ways of derivation by affixation. Prefixes, suffixes and infixes differ in their position in the word. All affixes are considered to have the word-forming function. They are derivational morphemes.

Additionally, flecional morphemes will also be mentioned. These have morphological function – they only create new forms of an already existing word, *e.g. rich – richer – the richest*. The formal difference between flecional and morphological morphemes is the fact that they are the last component of the word. This means that they follow derivational morphemes, *e.g. invent – invention – inventions*. (Dušková, 2006: 18)

It is not always clear and easy to state that all affixes are bound or free morphemes. Each case should be dealt with separately. As in the example of *error-free*; this could be explained as free of errors. Here the word free means the same in both cases. From this example it is clear that the word *free* is a free morpheme but still with a derivational function because the word class has changed. As such, this would have to be considered as a compound and not as a form of suffixation. These cases are, according to Plag, described as neoclassical elements and we have to be extra careful when analysing such words. (Plag, 2002: 90 – 92)

3.1.1 Prefixation

Although we can say that prefixation has clear rules, or at least the rules are more obvious than in other kinds of word-formation, even here some exceptions can be found. We can find some very good examples of prefixes such as *en-gage* or *en-rich*. However, there are also cases that seem to be created by prefixation, such as *contain*, *deceive* or *receive* but they are not. (Peprník, 1992: 8)

Prefixation is a class-maintaining type of word-formation and there is a more or less fixed list of prefixes including their most usual meaning. It is possible to find some prefixes with more ambiguous meaning. Quirk and Greenbaum mention for example the prefix *bi-*:

„Bimonthly is notoriously ambiguous, in that it can mean either 'every two months' or 'twice every month'. Biweekly has the same ambiguity. Biennial normally has only the meaning 'every two years' (in contrast with biannual 'twice a year'), but many speakers find it as ambiguous as bimonthly“. (Quirk, Greenbaum, 1998: 435)

They also all agree on the notion that there are certain prefixes with a fixed meaning, such as *co-*, *micro-*, *mini-*, *super-* etc. (Quirk, Greenbaum, 1998: 435 - 437).

Minkova raises the topic of listing these „new words“ in dictionaries. She implies that the student looking for a word should be familiar with certain knowledge about word-formation, thus she finds it inessential to include all possible word forms of each word. She claims that it may differ from dictionary to dictionary. (Minkova, 2009: 7 – 9)

3.1.2 Suffixation

Unlike prefixation the process of suffixation has a class-changing function. It is also possible to identify, to a certain extent, the class of a word is just by looking at the last suffix of the word.

Crystal suggests that some suffixes have a fairly clear meaning such as the most common English suffix *-er* and it is very easy to guess the possible word class and the fact that it is likely to be a person.

Other cases can be found with the suffix *-y* that suggests the new word will be an adjective, formed from a noun e.g. *rain – rainy; noise – noisy; cloud – cloudy*. (Crystal, 2003: 128)

Štekauer and Lieber mention in their Handbook of word-formation the importance of phonology. They provide an example of verbs which can form nouns by the derivational suffix *-al*. That can only be added to words with final stress. (Štekauer, Lieber, 2005: 32)

3.1.3 Infixation

In contrast to prefixation and suffixation, where the rules of use are rather clear and unambiguous, infixation not only has no rules, but according to literature also nearly no examples. And if there are some examples then the authors differ in explanation and usage.

Dušková gives us the example of *passenger* and *messenger* and claims that the *n* in these words can be considered as an element of infixation to words passage and message. (Dušková, 2006: 18)

Plag, together with Crystal, both agree on the fact that morphologists usually do not consider infixation as a valid part of English word-formation. However, they both give the examples of *kanga-bloody-roo* and *abso-blooming-lutely* and suggest the idea that infixation can be used commonly in spoken informal language to emphasise some statement and to express the attitude of the speaker.

3.2 Compounding

When a word can be described as one grammatical and lexical unit but it still contains more than two elements which we could potentially describe as two different stems, we talk about a compound.

Compounds are the largest and the most important source of new words in English apart from borrowings. Despite this fact, Quirk and Greenbaum state that: “There is no one formal criterion that can be used for a general definition of compounds in English.” (Quirk, Greenbaum, 1998: 444 - 445). Similar attitude towards this word-formation type shares also Bauer, who admits that there are several possible ways of defining compounds. This can be explained if we combine all facts about compounds. A compound lexeme is a lexeme containing two or more potential stems where each of them contains at least one root. But if the word *e.g. school-master-ish* is taken, then according to Bauer it is said that:”

„...the base of the derivational process is compound, but not that the whole lexeme is a compound. A compound may therefore be more fully described as a lexeme containing two or more potential stems that has not subsequently been subjected to a derivational process.“ (Bauer, 1983: 29)

Crystal describes a compound rather simply, as a word that contains more than one lexical stem. Even though it may seem that two (or more) lexemes are present, the parts are functioning as a single item. He also stresses that such a new word must function as one, both grammatically and phonetically. (Crystal, 2003: 129)

Compounds can be divided into two main categories *syntactic compounds* and *lexical compounds*. Syntactic compounds are not listed in dictionaries because they are created by regular grammar rules, like sentences *e.g. birthplace* (a place of birth), *moonlight* (light provided by the moon), *sunrise* (the rising of the sun). Lexical compounds are compounds where the meaning is not clear at first sight. Of course there are exceptions but generally it can be said that these compounds mean more than what can be assumed from the combination of words. Examples that can illustrate this type are *e.g. a blue-collar worker, sweetheart*. The blue-collar worker is not a type of the

worker who only wears blue collar, and a sweetheart is not a heart that is sweet. Generally it can be assumed that where the meaning is not obvious, they are listed in some dictionaries (Minková, 2009: 10)

As mentioned earlier above the problem of neoclassical compounds also covers this way of word-forming process.

Eventhough the basic assumption of this bachelor thesis is the fact that tendencies in branding will not follow the rules of word-formation, the process of compounding is still expected to be one of the most common due to his huge influence on English vocabulary.

3.3 Conversion

Conversion is considered to be a way of creating words from already existing words without any visible change. The change of the word lies in its grammatical sphere. There are no morphological means used in this change. Thanks to this change the word changes its syntactic function in the sentence. It is also considered to be extremely productive. (Peprnik, 1992: 39)

This way of word-formation is mainly focused on producing nouns, adjectives and verbs. However Crystal warns that we have to be careful about the sense because usually the meaning is carried together with the process of derivation but there may appear certain exceptions. (Crystal, 2003: 129)

The term zero-derivation can be also found in many literatures. Some linguists consider conversion as a type of a derivational process. Minkova also puts this type of word formation into the category of derivation without affixation. But if we allow the term zero-derivation we would also have to allow some zero-affix which has not appeared in any of the literature. (Minkova, 2009: 8 – 9)

As there are basically no clear rules about the process of converting one word of a certain word class to another, technically any word can undergo this type of word-formation process, including all already formed words. So items created by clipping, compounding, acronyms or blends can be also converted.

As Bauer suggests this type of word-formation process is chiefly working in open form classes (noun, verb, adjective, and adverb).(Bauer, 1983: 32 – 33) But thanks to the fact that English is an analytical language we can easily recognise the different functions of the same word, as Minkova provides us several examples:

*This is a **major** oversight.*

*She graduated with **a major** in geography*

*She **majored** in geography.*

*They wanted **to green** the neighbourhood.*

*They were given **a green** light.*

*The kid pushed aside the **greens** on the plate.*

*We don't have **any doubt** it's correct.*

*We don't **doubt** that it's correct*

(Minková, 2009: 8)

To the above mentioned examples, one more should be added to explain why converted words are considered to be semantically more complex than their bases: e.g. the bottle and to bottle. "Speaking in terms of concepts, the verb *to bottle* requires the existence of the concept of a bottle. Without a bottle there is no bottling." (Plag, 2003: 136 – 137)

Minková adds other examples and explanations:

"They are called "denominal verbs" for that reason, and they are said to be derived by a process of conversion – the noun is converted into a verb. In one sense such converted words are not new items in the lexicon. They are already there in another function (...). Since this process allows one word to acquire a new function, we can also think of it as *functional extension*, or *functional shift*. "(Minkova, 2009: 8 - 9)

Another possible type of conversion may be found in using proper names. All nouns can be divided into common nouns (appellative) and proper nouns according to their meaning. Proper nouns can be further divided into two subcategories – nouns describing living creatures and nouns describing places (toponyms). (Peprník, 1992: 150)

The term of proper names as a part of a lexicon was only mentioned by Crystal who moreover adds that if we consider proper names as a part of lexicon they will still be on the boundary of it. (Crystal, 2003: 122)

In the literature listed in bibliography, these two remarks were found about proper names.

If we take several examples from the analysis that follows, and use them for illustration and explanation why to accept proper names as a part of conversion: The company *Aston Martin* was founded by Lionel *Martin* and from the "*Aston Hill*" races

(near Aston Clinton) where the company was founded. So both types from the above mentioned nouns were used. URL <<http://www.amlvantage.com/history.shtml>> And still according to Crystal's theory it would not be considered as a part of the lexicon. The author of this paper tries to suggest the idea that proper names used in the category of brand management undergo the process of conversion. Other examples can be provided: *Black & Decker*, *Boeing*, *Brooks Sports*, *Buick* – all of these were created from the name of the founder, so the new Black and Decker gets new meaning – it no longer describes only those two businessmen but it describes the company and its products. URL <<http://www.businesswire.com/news/home/20110310006292/en/Strategic-Development-Significant-Branding-Events-Occurred-March>>

3.4 Abbreviations

This chapter is divided into four parts – Initialism, Acronyms, Clipping and Blends. Same division of this category may be found in Crystal's Cambridge Encyclopedia of the English Language. Opinion about this structure may differ in literatures.

Abbreviations are used every day and they became a natural part of modern life. Abbreviating is an inseparable part of modern tendencies in English language. Some abbreviations are normal part of everyday life; the typical example that represents this theory could be BBC. Crystal furthermore adds: "It would be strange indeed to hear someone routinely expanding BBC, NATO, USA, AIDS, and all other common abbreviations of contemporary English." He claims that some unabbreviated forms can be unknown to most people. (Crystal, 2003: 119)

On the other hand he admits that people may feel a little bit confused if abbreviations are used too often. Especially if people are not very well aware of the field where the abbreviations are taken from. (Crystal, 2003: 120)

Opposing opinion on this topic can be found in Peprník's English lexicology. He states that abbreviating is not a very frequent aspect in English word-formation. He divides the spoken variant into the two possible groups. The first group, according to Peprník, can be the group of abbreviated expressions used only in written form with a different way of pronunciation. He lists abbreviations such as e.g. (for example), etc.(et cetera), p.(page), sg and pl(singular and plural). Secondly he mentions the group of abbreviations that are a combination of graphic and phonemic aspect. He includes initialism and acronyms to this group which will be mentioned later. (Peprník, 1992: 33 – 35)

When creating a new abbreviation the orthographic and phonetic part of it has to be considered. As Plag suggests it is not so clear to decide whether to read the new word as a regular word, or as individual letters, and the usage may differ. And therefore he suggests that the way of reading the word may create two groups - initialism and acronyms. (Plag, 2003: 160 – 164)

According to Aronoff, who admits that orthography can be important to a certain degree, orthography still can not be considered as the linguistic aspect in creating a new abbreviated word. (Aronoff, 1976: 20) Aronoff and Bauer both agree that when speaking about abbreviating more aspects must be considered and a wider range of factors must be taken into account. This is rather different than with other ways of word-formation. (Bauer, 1983: 232 – 238)

3.4.1 Initialism

The words falling into this group are only the first letter of each word from the expression. Sometimes we can find initials which are not only the first letters but also some other letters, so that the new word or group of letters fulfil the phonotactic and graphologic requirements. (Crystal, 2003: 120) Example can be taken from the analysis itself, the Arby's were created from Raffael brothers, by taking only initials and adding extra letters.

Plag suggests rather an interesting idea, that some abbreviated expressions are versatile to a certain extent. He names several examples of common abbreviated expressions and claims that the possibility of pronunciation is up to the speaker himself. He continues by adding a fact that the orthographical part of an expression may also differ. (Plag, 2003: 160 - 162)

3.4.2 Acronyms

To consider an abbreviated word an acronym it must comply with a certain criterion. The most important is that only some parts of the word are taken, initial letters usually, and the final combination must be pronounced as a word. Otherwise it would be considered as the initialism. When speaking about creating new words in this way also the graphical part must be considered and the lexical meaning can be evaluated. This means that for the purposes of this word-formation process some words, usually prepositions, can or must be omitted. It is therefore more complicated to guess the original ideas because the original name could have been modified for the needs of creating an acronym.

It is clear that some abbreviations cannot be pronounced as words, e.g. BBC, CNN. (Bauer, 1983: 237-8)

Aronoff mentions this type together with the group of so called 'oddities' and adds that this type of word-formation is unknown to most languages in the world and even in English it is rather new type of word-formation. (Aronoff, 1976: 20)

3.4.3 Clipping

As already stated at the beginning of this chapter, abbreviated expressions have become inseparable part of our lives and this is also true for the process of clipping. All the sources agree that the process of clipping basically does not create a new word, but only modifies the existing one, with the word class, grammatical function and lexical meaning remaining the same.

What Bauer and Crystal, along with Davy, agree on is that by clipping, the stylistic level of a word changes. Clipped forms are usually used in situations where you expect the listeners will be familiar with certain knowledge of the environs. (Crystal, Davy, 1969: 34 – 35)

Words like phone, ad or lab suggest that there are probably more groups in this word-forming process. According to Quirk and Greenbaum, we can divide this process into three main possible ways of clipping:

- 1) The shortening may occur at the beginning of the word:

phone → *telephone*

- 2) The shortening may occur at the end of the word (more commonly):

photo → *photograph*

- 3) The shortening may occur at both ends of the word (rare):

flu → *influenza*

(Quirk, Greenbaum.1998:448)

3.4.4 Blends

Blends, or as they may be known in some literatures – portmanteau words, are created by merging parts of, usually, two words into one. Of course, the orthographic and phonetic part of language must be considered. This type of abbreviation creates a new lexeme.

Forming such a new lexeme is according to Bauer fairly arbitrary. Despite this fact he mentions several possible rules and he suggests that it is considered traditional to take the first part of one word and the end of another. (Bauer, 1983: 236-237)

As with other types of word-formation, the phonotactic and orthographical part of the new word must also be considered. (Aronoff, 1976: 20)

Rather than mix morphemes randomly it is far more frequent to use them according to the rules mentioned above. But some blends are still recognisable with problems and sometimes they seem clear only to those people who created them. (Bauer, 1983: 234 – 236) Minkova agrees and she suggests that some words are used for so long, and so frequently, that common users do not know their original structure and the fact that they were once two words. (Minkova, 2009: 13 – 14)

It may seem perfectly easy to distinguish the acronym from the blend; however in some cases it can be found difficult as the rules do not cover all the aspects entirely and rules for acronyms and blends tend to be loose. It may be demonstrated on the example that Bauer provides: *rejas*ing **RE**using **J**unk **As** **S**ometh**ING** else. For blends is generally unusual to use the beginnings of words but as Bauer stresses it cannot be considered rule because the individual motivation must be taken into account. (Bauer, 1983: 237 – 238)

Several examples from the analysis may be provided to support the theory of the ambiguity in distinguishing acronyms and blends. *LexMark* Company was created by combining *Lexington* and *Marketing*. If the rules of acronyms are applied to this case the Lex and Mark are too long for it so it cannot be considered as a pure case of acronym. And also the rules for blending seem inapplicable for this case. Rather a big number of cases like this one were found in the analysis.

To sum up this category of word-formation, it can be said that two main rules exist for blends. Firstly, that the initial part of one word is combined with the final part of the second word. Secondly, that the size (in terms of syllables) of the new word, blend, is determined by the second element. Finally, it has to be remembered that in this process, the individual approach must be taken into account.

3.5 Back formation

As was explained above, it is traditional in English to form a new lexeme by adding a prefix or suffix to an already existing one. The process of back-formation works the other way round. When using the process of back-formation, a word consisting of two morphemes (one free and one bound morpheme), is derived most commonly from a noun, to form a verb. The new word usually carries the original meaning of the noun, which is usually an occupational noun, thus the new verb describes the activity of the noun. (Aronoff, 1976: 27)

The largest group of back-formatted words are verbs. If we consider the basic rule about back-formation that the last part of a word should be omitted to create a verb from a noun, there suddenly appears a rather interesting fact; that back-formation could be considered as a type of clipping. (Bauer, 1983: 230 – 232)

As the procedure of forming these types of words is highly similar to affixation, it can be considered as rather difficult and ambiguous to state that a particular word is the result of back-formation, or the process of affixation. “Most of the words are no longer transparent.” (Minková, 2009: 15)

3.6 Foreign borrowing

Foreign borrowings, or sometimes called loan words, are inseparable part of English lexicon but from the morphological point of view it is not a typical way of word-formation. It is without any hesitation that the new lexeme enters the language so this is one of the ways of enlarging the lexicon. But it is not a typical morphological feature. The history of foreign borrowings can be traced back to the times of Anglo-Saxons and continues until now. The influence is highly interactive and different languages exchange words without any limits. Even the Czech influence can be found in English lexicon – the word robot is originally Czech. (Crystal, 2003: 126) There are many words in English now that were imported into the language and almost all of them became the natural part of the English language.

4 Brand management

In the following chapter, brand management is described. As this topic is extensive, only the main strategies and ideas are mentioned to better illustrate and understand the analysis. The term trademark is explained, its importance for the company's position on the market is highlighted and finally some examples are given from case study of one of the selected trademarks from the analysis.

Brand management is a set of different methods for creating and empowering a brand name. It is divided into two main parts, visual and marketing. The visual part is the most important for the company to acquire customers and for ease of recall. This is also used for advertising and campaigns. The marketing aspect is more about the strategies that are chosen for each product. (Riezebos, 2003: 167 – 169)

4.1 Trademarks

A trademark, or brand, is the most powerful thing that can be used in competition. The general manager of McDonald's once said: "Imagine a situation, that a natural catastrophe destroys all the company's assets, buildings and equipment. It would not be a problem to get a loan necessary for restoring the buildings and it is only because of the power of the brand." He insists on the fact, that a good trademark is more valuable than the total amount of all the other assets. (Kotler, 2007: 635)

Brand is generally defined as a set of several items that are characteristic for the product, or company, and used for the advertising. A name, a term, a sign, a symbol, a design, or typically a combination of these is considered the base of the brand/trademark. Its intentions are to be easy to recognise among the other products of the group and to differentiate themselves from competitors. (Kotler, Keller, 2006: 274)

Brand, no matter if it is a strong point of the company or weak, also has its place in the SWOT analysis of each company. It influences the result of such analysis so it is important not to overlook this aspect. (Blažková, 2007: 156)

There are general strategies in brand management, also called branding. The main two are described in the following paragraph.

Firstly, the company can decide that the most important thing is the company name. In that case, each product's name, even though they have their own names, is not essentially important for the advertising and promotion. A practical example could be found in the approach of Apple Company, or Rolls-Royce cars. This strategy is called family branding. It is essential to have a very strong and positive reputation among costumers. Secondly, the company can decide to give each product line a different name. A typical example of such strategy can be found in the product lines of Procter & Gamble. Pampers, Dove and many others are presented as individual brands despite the fact that Procter & Gamble is their parent company. (Kotler, Keller, 2006: 41) and [cit. 2012-14-03] URL: < <http://smallbusiness.chron.com/examples-family-branding-14298.html>>

4.2 Brand-name strategy

Not many authors mention the connection between linguistics and the way brands are created. The way it is connected with the language is actually not a discipline of management. It is considered to be the task for other companies, dealing with the advertising and typography. But it undoubtedly plays its role in the final image of the company. One of the authors who refer this link is Riezebos. He mentions several basic criteria about brand names. That a brand must be very easy to read is crucial. The written form should be easy to remember and not difficult to write down, and pronunciation should not cause any problems. (Riezebos et al., 2003: 104 – 108) This theory could be found also in the previous part of this paper because acronyms, blends and clipped nouns must complete certain phonotactic and orthographic features.

Alliteration is surprisingly important and is used in many brand names – *Tic Tac*, *KitKat*, *Range Rover*, *Ben Bits* etc. Also, assonance can play its role when deciding which brand name will be effective – *Bavaria*, *Catsan*, *Chiquita*. (Riezebos et al., 2003: 118 – 120) No clear link between the word-formation processes and branding has been found in listed literature.

Advertising is an inseparable part of a successful brand. For purposes of advertising the brand must be adjusted for the use in logos and signs. Crystal and Davy

suggest that the use of catchy phrases and metaphorical language are used and important factor, influencing the future look of a brand. (Crystal, Davy, 1969: 222 -226)

5 Introduction to the analysis

The following analysis deals with randomly selected sample of two hundred brand names. The analysis proves or disproves selected hypotheses and explains reasons of the result. First the author assumes that the way trademarks are created does not follow the rules and tendencies in word-formation. Secondly, the author admits the huge importance of compounds in the language and believes that despite the first hypothesis, the process of compounding is important. Thirdly, the author will try to find word-formation processes that are suitable for graphic needs. And finally, there is an assumption that the role of proper names is rather important.

5.1 Data collection and methodology

Before the actual analysis of the chosen sample there was a decision about the number and type of brands/trademarks. First criterion that had to be completed was the current headquarters' base. That had to be in any country where the English is the official language. Because the analysis deals with word-formation in English, the company names had to be from the English speaking world. This criterion was fulfilled by over 300 companies. Secondly, for the successful analysis it was necessary to know the history of the company name. It was necessary to find out what was the motivation for single company names. This was accomplished by over 200 companies. As a representative sample, 200 of them were randomly chosen.

Unfortunately there appeared a problem with sources because some companies do not mention the original source of their name.

Concerning the actual analysis, this work tries to disprove the application of word-formation on creating new brand, trademarks and company names. The above mentioned assumptions are proved or disproved throughout the analysis.

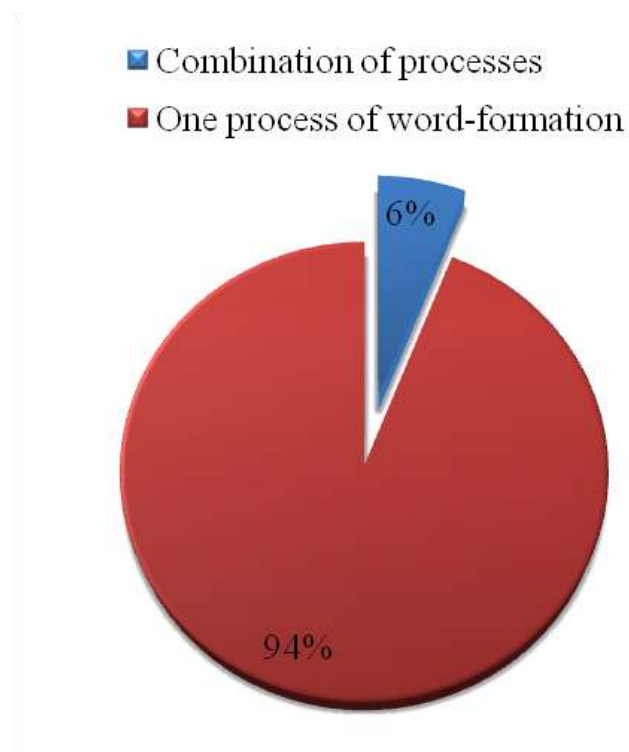
When the sample of the brand names and trademarks was completed it was organised into the chart alphabetically, and according to the story found about each company name, the analysis was completed. Then the theoretical knowledge about word-formation was applied to define each process from the analysis. When the data

were organised, the final evaluation could be completed and the results presented. The whole chart with all the selected brand names can be found in the Appendices. The trademarks are listed alphabetically.

5.2 Analysis

The analysis is described below according to the frequency of each occurrence. Firstly, the overall results are presented and then each case is dealt with separately.

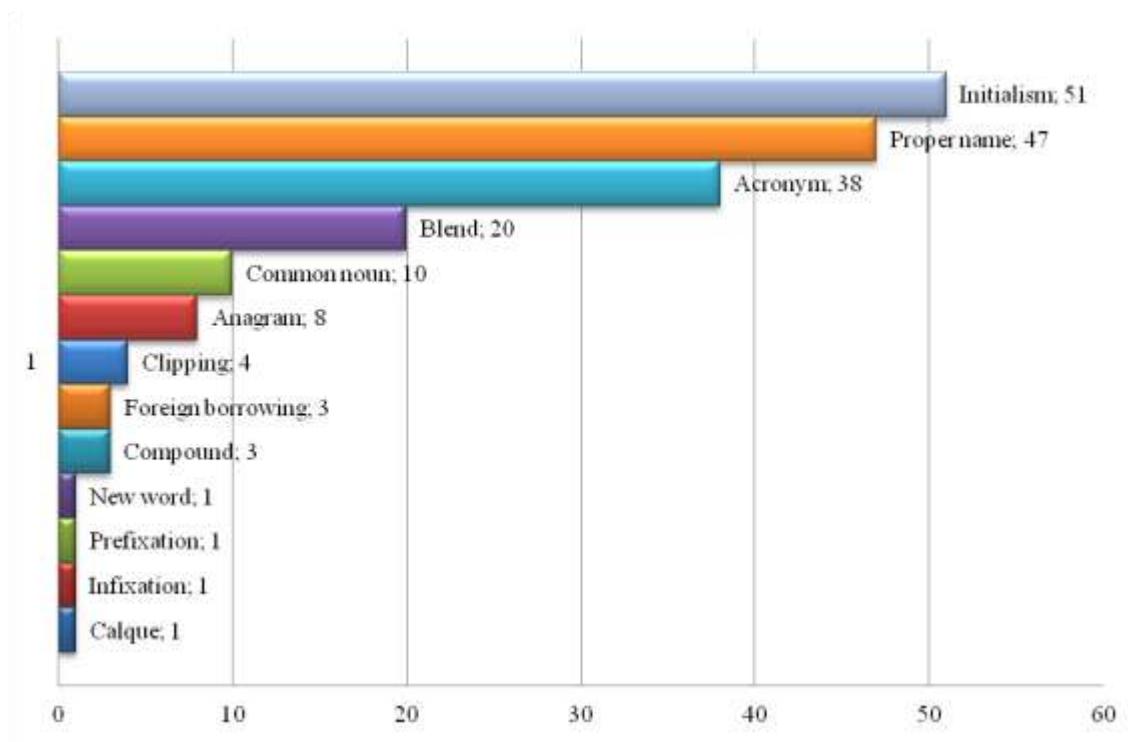
The pie chart below shows the percentage of combined processes in creating brands. The analysis discovered that in branding the tendency is to use only one process of word-formation. 94% of all brands were created with only one way of word-formation which is a rather high number. The expected percentage was about 65% to the benefit of combination of processes.



Graph 1: Combination or one process of word-formation

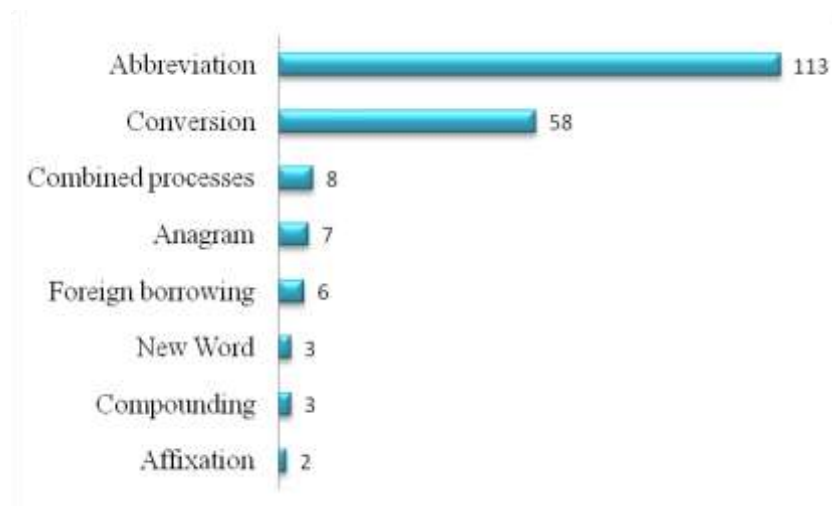
This result was not expected because the main assumption was that branding violates the rules of word-formation. Even though linguists admit the possibility of using more word-formation processes in one word, it has to be said that it is not frequent and it is usually very complicated to identify such a word. (Bauer, 1983: 239 – 240)

The second graph shows the major and minor word-formation processes, if only one way is considered. It can be seen that the most common way of creating the brand name or the trademark is by the process of conversion, the proper name used for the brand name gets a new meaning, thus the new word is created. Out of these 174 cases the major part was taken by initialism and proper names/conversion, as can be seen in the graph. Then the second and third largest groups of word-forming processes are blends and acronyms which, as mentioned earlier, sometimes do not differ and the detailed study is necessary.



Graph 2: Detailed division of processes

From the graph above it may be easy to state major and minor word-forming processes in English branding. It is more detailed graph showing the individual occurrences. Abbreviating in general is highly popular because of suitable usage for logos and other promotional material – it is short, it does not take much space and short and catchy phrases are easy to remember.



Graph 3: General division of processes

The graph above provides us more general idea about the division of word-forming processes in the branding strategies. In the theoretical part where it was stated that in English, the major word-forming processes are compounding and conversion. The graph shows general tendencies in branding and as can be seen in the graph it does not correspond with the theoretical part. Only the process of conversion completed the rule about three main word-formation processes.

5.2.1 Initialism

The most commonly found feature in the analysis is initialism. This is mainly because of graphic side of the trademark. Such a trademark is very short and for the purposes of graphic art when creating a logo is such a name very easy to compose it into a graphical design. This is helpful especially in software, computer and electronics business, where they have to place a visibly catchy and easy to remember logo. It takes only a minimal part of a product but it still must be clearly visible and effective.

The initialism without any additional process of word-formation was found in 51 cases of trademarks which makes 25.5% of all the examples. What is similar to almost all of them is the fact that the logo is in capital letters and is not longer than four letters. Examples representing this group are e.g. *AMD, ATI, BBC, BCC, BHP Billiton, Bp, BT, CAE, DKNY etc.* This result may not be found surprising because as was expected, the influence of graphic design when creating a logo is very strong.

The combination of initialism with another process of word-formation appeared in other 15 cases. Some of these were already mentioned above (hp).

The difference in percentage was very close. It is not much surprising phenomenon because as was already mentioned above, some companies later decided to change their original name and thus they used either initialism or other process of abbreviating.

5.2.2 Proper names

The analysis showed that one of the most frequent types of forming new brands is the fact that an already existing proper name is taken and its original meaning is transformed. Thus the word gets a new meaning, new lexeme is created and the function of the word does not usually stay the same. So we can describe this feature as a conversion. Despite this phenomenon almost no detailed evidence about this was found in literature studied. Crystal admits the idea about proper names being a part of vocabulary but he concludes the topic by stating that this group is on boundary of the lexicon. (Crystal, 2003: 122)

This type of forming brand names makes up 27% of all the examples. It is typical that the company carries the name of the founder *e.g. Honeywell, Johnson & Johnson, Kroger etc.* It cannot be said that a certain type of business uses this type of word-formational process. It is upon each company's founder's decision.

Another motivation is found in geographical features. It can be either a place where the company was founded or the inspiration for the founder.

Proper names were not only used in only one way of word-formational process. Purely proper name was found in 23.5% of cases and the remaining 3.5% is completed by other word-formational processes.

It is rather common for this type of word-formation process that originally the name was a combination of two proper names written fully but later the founders usually decided to change the original brand. Typical example is the company *hp* – It was originally Hewlett-Packard but they later had to adjust the name and shorten it. *E.g. A & M Records – Herp Albert and Jerry Moss, A & P, Arby's, B & Q – Richard Block and David Quayle, CiCi's pizza, H & R Block, K-mart/ Kmart, MGM - Metro-Goldwyn-Mayer Inc., PRS Guitars, PwC – Price Waterhouse and Coopers.*

5.2.3 Acronym

The process of abbreviating, especially initialism and acronyms appeared to be significantly popular for brand managers and founders. This process similarly to the process of blending is very diverse and allows many adjustments. This can happen because of the rules about creating the acronym which are loose and not specified into detail. So the founders may play with words and syllables without any restrictions or breaking the rules of the language. The total number of occurrence is 19% of all cases which makes up 38 examples out of 200. This process only appeared in combination with proper names because usually an existing company name was modified to create the acronym. This was taken as automatic so it is not depicted in the results as a combined process of word-formation.

It still must be stressed that this word-forming process is very close to the process of blending and so it is very difficult to be precise during the identification of the process.

The results of this word-formation process are very creative *e.g.* *COLT – City Of London Telecom*, *Genentech - GENetic ENgineering TECHnology*, *Intel – INTegrated ELelectronics*. These examples are quite clear to identify but it was necessary to know the story that is behind each company name but still there were cases where the classification was rather disputed. The company Adidas and was another case of combination, in this case combination of proper name and the acronym, which is not in fact 100% sure. From the theoretical part it can be assumed that Adidas, created by the first name *Adi* (Adolf) and surname *Dassler* would be an acronym. But it was already mentioned that the rules about these two types of word-forming processes are not fully stated. A very interesting motivation and usage of acronyms was found in the company name *CIGNA* (the official pronunciation is [*sig-nuh*]). The company history says that they used the combination of letters from **I**nsurance **C**ompany of **A**merica – **I N U** and **C**onnecticut **G**eneral – **C G**. The new company name *CIGNA* is an anagram from letters **I N U C G**. [Cit. 2012-24-3] URL <<http://www.cigna.com/aboutus/company-history>>

5.2.4 Blends

Blends covered 10.5% of all brands. Out of this number 10% was purely blend, others occurred in combination. The process of blending is relatively creative because there may appear many interesting and original combinations. Some cases seemed to overlap with the acronyms and it was more difficult to state the differences between those two processes.

For example the company's name *Pixar* was a complicated problem to solve because the company name had several motivations at the same time. First was the word 'pixel' and to be able to sound Spanish the founders added the –ar suffix common in Spanish verbs. But they also state that the name of the co-founder was one motivation so the last part of a word could also be initials from the name Alvy Ray Smith. [Cit. 2012-24-3] URL <<http://www.mnn.com/earth-matters/energy/blogs/big-oil-borrows-pixar-name-from-disney>>

Another interesting story about the company name was about *Lenovo Group*. The inspiration came from the pseudo-Latin word for ‘new’ and first syllable from the word Legend and the Lenovo was the result.

5.2.5 Common noun

It is considered rather surprising but the common nouns can also be an inspiration for creating a new brand name. This way of creating brand names is rather similar to the process of conversion and as was mentioned earlier in the analysis the original common noun receives the new meaning and so the new lexeme appears.

It appeared in 10 cases which is 5% occurrence, similar to the next process of creating brand names – anagram.

The fruit seemed to be very inspiring, so there are three companies from the analysis, whose founders used fruit to name the company e.g. *Apple* – the name came from Steve Jobs’ favourite fruit and he also wanted to distance himself from the cold company names of that time – *IBM*, *DEC* etc. < <http://www.mactalk.com.au/19/91076-how-did-apple-get-its-name.html>>

Apricot – the founders wanted a ‘fruity’ name and it was also necessary to include letters *ACT* (Applied Computer Techniques) so the Apricot had all these properties necessary. <<http://www.computernostalgia.net/articles/apricotComputers.htm>> *Crabtree & Evelyn* – Founders were also inspired by fruit. Usual things people see and use daily were another possible source of inspiration – *Grey Global Group* got its name because of the grey colour of the walls in the first office and also *Twitter* got its name because of the similarity between sharing the information and the purpose of their social networking service. The company name *Caterpillar* has the similar story because the movement of the tractor seemed to be similar to the way caterpillars crawl.

5.2.6 Anagram

This feature of the language is not listed in the previous theoretical part because it is not considered to be the part of the word-forming processes. However, it seems that it is rather popular and many companies decided to use a set of letters or a word and create the new word by this process. Many variations of the anagram appeared in the analysis, either arranging letters of the original word randomly into the new one, or writing the old one backwards. Example of the first type could be the company could be *CIGNA*. They combined the process of acronym with the anagram to create a new word. The initial letters of the company were taken and arranged in order to create the new word which completed phonotactic and orthographic features of the word. URL <<http://www.cigna.com/aboutus/company-history>>

Writing the name backwards seems surprisingly common, it appeared in three cases – *Harpo Productions* – Oprah Winfrey’s company, the name was created by writing her name Oprah backwards URL <<http://www.oprah.com/pressroom/Harpo-Productions-in-the-News-Press-Releases>>, *Sorcim* – Micros backwards <<http://www.formacompany.com/en/company-names/company-names-history>>, *Xobni* – inbox backwards <<http://www.xobni.com/about/>>

Crystal describes anagram as using same letters of one word and putting them in other sequence so that the new word is created. But even though it sounds like the word-forming process (the fact that the ‘new word’ is created) it is not accepted by other linguists and Crystal is the only one who admits this thought. (Crystal, 2003: 398)

4% of all companies made up 8 examples which could be considered surprisingly high number of occurrence.

One of the most famous brand names produced by the anagram is Google. The company history says that this happened by the mispronunciation of the word ‘googol’. <<http://cs.wikipedia.org/wiki/Google>>

5.2.7 Clipping

The process of clipping belongs to the group of abbreviations. Clipping appeared in 4 cases in the analysis. One of these examples could be also listed in the previous group. It is the example of the company *Asus* – they have chosen the mythological winged horse which represented inspiration and knowledge. They were inspired by this and they have shortened the *Pegasus* into *Asus*. URL <http://www.asus.com/About_ASUS/Origin_of_the_Name_ASUS/>. Another example can be provided – the company name *Cisco* was created from the name of the city San FranCISCO. URL <<http://www.brandingbusiness.com/2011/09/name-origins-the-story-behind-the-brand-name/>>

5.2.8 Foreign borrowing

As was already mentioned in the theoretical part, loan words are not the typical word-formation process in English; however it is necessary to mention them because they seem to be inspiring for branding and they also appeared in the analysis, three companies out of 200 seemed to be inspired by foreign languages and used expressions from Asian languages, Latin, Greek and French. The brand *Acer* found the inspiration in Latin and it means sharp, acute and facile - URL < <http://thenextweb.com/insider/2011/09/15/the-story-behind-some-of-the-worlds-most-recognizable-tech-brands/>>. The Asian languages are also rather popular among brand managers because Japanese word ‘atari’ inspired founders of the company *Atari*, which is originally American but they wanted a Japanese-sounding name - URL <<http://japanexplained.wordpress.com/japanese-business-explained/meanings-and-stories-of-japanese-company-names/>>.

Also one case of calque could be listed in this group – “Calques are lexical items which are translated part-by-part into another language. The process is unusual in Modern English. (Crystal, 2003: 27) There is one example of the calque in the analysis – the company *Bridgestone* got its name from the surname of the founder - Ishibashi which means ‘stone bridge’ or ‘bridge of stone’. URL < <http://www.fundinguniverse.com/company-histories/Bridgestone-Corporation-Company-History.html>>

5.2.9 New words

Surprisingly the results showed that creating new words in brand management is not very frequent. Only one example of new words was found in the analysed sample. It is the company name *Kodak*. The founder, George Eastman, wanted to create the name with letter 'K' included at the beginning and at the end. He tried out many variations and this one sounded well and there was no possibility of mispronunciation. URL <http://www.kodak.com/ek/US/en/Our_Company/History_of_Kodak/George_Eastman.htm>

5.2.10 Minor processes in branding

Other processes may be considered as minor processes in branding because the occurrence was less than 2%. These examples were mentioned in the bigger categories above because they usually occurred in combination with other processes of word-formation. The general results basically correspond with this chart about minor word-formation processes because all the major processes are basically only combined in the chart below. The chart describes the possible variations in combining the processes of word-formation.

Combination of the processes	%	
Proper name + Initialism	1,5%	hp, K-mart, MGM
Proper name + Common noun	1,0%	POW! Entertainment, Crabtree & Evelyn
Proper name + Acronym	0,5%	Adidas
Initialism + Proper name + Anagram	0,5%	H & R Block
Foreign borrowing + clipping	0,5%	Asus
Foreign borrowing + Anagram	0,5%	Novell
Blend + Initialism	0,5%	Pixar
Blend + Foreign borrowing	0,5%	Lenovo Group
Acronym + Anagram	0,5%	Cigna

Table 1: Combination of the word-formation

6 Conclusion

Four basic hypotheses were chosen for this paper and were mentioned in the Introduction chapter. First assumption was that the strategies in creating brand names will not follow the rules of word-formation and the structure of the selected sample of brand names will be different from the viewpoint of word-formation. As was mentioned in the theoretical part, three main processes in English word-formation are compounding, affixation and conversion. Compounding, which is considered as a crucial way of word-formation in modern English, was represented only by three examples, which made 1.5% from all the brand names. Affixation appeared in two cases – 1% (one of those was a very rare occurrence of infixation) and finally conversion which took nearly 30% of the sample. Given these numbers it can be said that this hypothesis was proved only partly. Affixation and compounding really do not appear in the brand-naming strategies but on the other hand conversion is rather often used.

The second hypothesis admitted the fact that the influence of compounding process in English is so strong that it has to influence brand management and also the process of creating brand names. The second hypothesis was closely linked with the previous one. But the analysis showed that the process of compounding is not interesting in this area of the language. Despite the huge number of compounded words in general English, trademarks are not included into this group.

Thirdly, the author assumed that the process of creating the brand is very creative and the founders have basically no limits for forming the brand so many unusual word-forming strategies are used in branding. This was not proved in the analysis because the results showed five major ways of creating brand names and these took over 94% of all the examples so for the minor processes there is 6% left. These minor processes are considered creative; this group includes creating of new words, compounds or infixation.

And finally the author wanted to investigate which word-forming process is the most suitable for the needs of branding, especially in view of the fact, that this part of management is rather strongly influenced by the advertisement. From the results it is

possible to deduce certain principles for branding, usually if the company name is very long, initialism is used and the logo is fancier to attract people's attention.

Overall, the analysis showed that the borders between each word-formation type are very unclear and frequently not specific enough. Unfortunately this looseness was not used by the process of branding so often and so the result is not very varied.

The whole chart with company names and the processes by which they were created can be found in Appendices.

7 Resumé

Cílem této práce bylo, pomocí analýzy vzorku náhodně vybraných obchodních jmen, určit pravdivost vybraných předpokladů pro tuto práci. Slovní zásoba každého jazyka je ovlivňována novými slovy prakticky neustále. Díky moderním technologiím a neustálému rozvoji do jazyka proudí stále nová a nová slovní spojení. Jedním z takového odvětví je i brand management, který se zabývá vznikem obchodních jmen a značek. I obchodní jména se stala relativně přirozenou součástí jazyka a běžně se používají.

Práce je rozdělena do dvou hlavních částí. První část slouží jako teoretický podklad pro analýzu, která následuje. V teoretické části autorka uvádí možné způsoby obohacování slovní zásoby v angličtině. Kapitola je rozdělena do několika skupin. První kapitola *Basic concepts* stanovuje a definuje základní pojmy nutné k snadnému pochopení pozdějších termínů použitých v práci. Pojmy *kmen slova - stem, kořen slova - root, základ slova - base, volný (free) a vázaný (bound) morfém* jsou vysvětleny a základní rozdíl mezi morfémem, slovem a lexémem je objasněn. Poté následuje úvodní kapitola k samotným slovotvorným procesům. Několik základních pojetí v rozlišení slovotvorných procesů je naznačeno, avšak toto téma je natolik široké, že mu v rámci této práce nemohlo být vyčleněno více místa.

První proces je popsán jako derivace pomocí přípon (suffix), předpon (prefix) a infixů. Tento proces je nesmírně obsáhlý, avšak autorka se snažila vystihnout podstatu a zmínila ty nejzákladnější pravidla. Další kapitola se věnuje procesu *skládání (compounds)*, který je považováno za nejběžnější způsob obohacování slovní zásoby v angličtině. Dalším zmíněným procesem byl proces konverze, tj. když slovo nezmění svůj původní tvar a na první pohled není patrná žádná změna. Autorka naznačila již v teoretické části, že vlastní jména by ve sféře brand managementu mohla být součástí konverze a to z toho důvodu, že když zakladatel pojmenuje firmu svým jménem, původně pouze příjmení najednou získá zcela jiný význam. Podobná je i situace, kdy pro firmy byla motivací běžná podstatná jména, která v názvu firmy opět získají nový význam. Tudíž obě zmíněné kategorie vlastně splňují základní kritérium pro obohacení slovní zásoby a to fakt, že přibude nový lexém.

Následující rozsáhlá kapitola zahrnovala procesy zkracování. Mezi ty patří *iniciálové zkratky (initialism)*, *akronyma (acronyms)*, *krácení (clipping)* a *křížení (blends)*. Každému jednotlivému způsobu krácení byla věnována samostatná podkapitola a charakteristické rysy byly popsány pro každou část. Zároveň byla u této kapitoly naznačena nejasná pravidla, která ne vždy přesně definují jaké konkrétní náležitosti má jednotlivá skupina mít. Z toho vyplývá, že se některé procesy mohou překrývat, nebo rozdíly mezi nimi mohou být tak nepatrné, že identifikace takového slova je skutečně složitá.

Další krátkou zmínku bylo nutné učinit o foreign borrowings, tedy o přejímání slov z cizího jazyka. Jedná se o jev, který byl v průběhu vývoje angličtiny poměrně důležitý. I dnes do angličtiny proudí stále nová a nová slova z cizích jazyků. Tento jev se pak objevil i v analýze samotné.

Druhou důležitou kapitolou v teoretické části je kapitola o brand managementu. To je téma velice rozsáhlé a poměrně komplexní, takže učinit jen krátký výňatek bylo relativně složité. Přesto se však autorka snažila zahrnout pouze ty aspekty, které by mohly mít nějaký vztah k tématu slovo tvorby a případně jaký vliv mají některé lingvistické jevy na tvorbu obchodních jmen a značek.

V praktické části autorka provedla rozbor 200 náhodně vybraných obchodních jmen a značek. Ty jsou rozděleny do skupin podle výskytu. Nejpočetnější skupinou jsou iniciálové zkratky, pak následují vlastní jména (konverze), akronyma, křížení, obecná podstatná jména a přesmyčky.

Po teoretické části bylo možné určit předpokládaný výsledek analýzy, tedy zvolit si jednotlivé hypotézy. První vycházela z faktu, že brand management využívá natolik specifickou slovní zásobu, že se procesy použité v anglické slovo tvorbě nepromítnou do výsledků analýzy, přesněji, že procesy které jsou v anglické slovo tvorbě klíčové, nebudou pro brand management podstatné. To se podařilo potvrdit jen částečně. Podle několika dat z literatury se dá za základní a nejdůležitější procesy v angličtině považovat derivace pomocí afixů, skládání a konverze. Analýza potvrdila, že skutečně derivace pomocí afixů a skládání je jev v brand managementu velice neobvyklý. Na

druhou stranu ale konverze, konkrétně používání vlastních jmen a toponym, se ukázala jako jev poměrně dominantní, který zahrnul celých 30 % všech příkladů.

Druhá hypotéza naopak připouštěla možnost, že vliv složených pojmenování (compounds) je natolik silný, že se nutně musí projevit ve výsledku analýzy a to alespoň deseti procenty. Tato hypotéza se nepotvrdila, protože compounds (složená pojmenování) se vyskytly pouze v 1, 5 % příkladů.

V návaznosti na první hypotézu se dalo předpokládat, že když nebudou dominantní tři hlavní způsoby tvoření slov, na řadu přijdou ty méně časté, ale o to barvitější. Předpoklad byl tedy takový, že procesy především ze skupiny zkratek, budou dominantní. Zkratky totiž umožňují poměrně pestré využití, především proto, že pravidla při tvoření tímto způsobem nejsou tak úplně striktní a dovolují určitou improvizaci. Tuto hypotézu se pomocí výsledků analýzy podařilo potvrdit. Zkratky celkově byly identifikovány ve 113 případech. Z toho byl nejčastěji použit proces iniciálových zkratek, kdy se z relativně dlouhých víceslovných názvů firem tvořila jednoduchá zkratková pojmenování. Hned vzápětí za iniciálovými zkratkami, které se vyskytly v 25 %, následovala akronyma. Ta se vyskytla v téměř 20 %. Akronyma na rozdíl od iniciálových zkratek umožňují vyslovení finální skupiny písmen jako slovo. Podobnou skupinu tvoří slova vytvořená pomocí křížení. Nejméně běžný způsob ze skupiny zkratek je krácení.

Posledním cílem práce bylo zjistit, které slovtvorné procesy jsou pro brand management zajímavé z hlediska potřeb pro tvorbu loga, případně sloganů. Z výsledků analýzy lze předpokládat, že nejtvoárnější skupinou jsou opět zkratky. Umožňují větší variabilitu z hlediska použití loga, sloganu atd.

Z výsledků analýzy lze usoudit, že brand management skutečně nevyužívá pravidel slovtvorby stejnou měrou, jako když se tvoří nová pojmenování v obecném jazyce. Jedná se o velmi specifickou skupinu, která využívá velice odbornou slovní zásobu a nedbá pravidel slovtvorby. Naopak, použity jsou takové procesy, které ani nejsou považovány z hlediska morfologie za proces tvorby nových slov. Objevil se zde například způsob tvoření pomocí přesmyčky písmen ve slově, a to poměrně často – celkem v 8 případech.

Dalším překvapivým výsledkem byl i pouze jediný výskyt zcela nového slova a to v případě firmy Kodak. V tomto případě se rozhodli nepoužít žádný z uvedených možných procesů slovo tvorby a zvolili si pouze požadovaná písmena a pak podle kombinací vybrali tu, která nejvíce vyhovovala jejich představám. Tento jev by se dal očekávat jako daleko častější, když vezmeme v potaz v podstatě nulové omezení.

Závěrem lze říci, že brand management je zcela odpoután od pravidel lingvistiky a nevyužívá ustálených a jednotných struktur, která platí i v případě slovo tvorby.

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9 Appendices

20th century Fox	William Fox's Fox Film, and Twentieth Century Pictures.	Proper name
3 Com	the three <i>coms</i> are <i>computer</i> , <i>communication</i> , and <i>compatibility</i> .	Clipping
3M	Minnesota Mining and Manufacturing Company	Initialism
A & M Records	founders Herb Alpert and Jerry Moss	Initialism
A & P	from Atlantic & Pacific	Initialism
Acer	The Latin word for sharp, acute	Foreign borrowing
Adidas	from the name of the founder Adolf (Adi) Dassler .	Proper name + Acronym
Adobe Systems	from the Adobe Creek behind the house of co-founder John Warnock	Proper name
Alcoa	Aluminum Company of America	Acronym
Amazon.com	river, the Amazon	Proper name
AMC Theatres	American Multi-Cinema	Initialism
AMD	Advanced Micro Devices	Initialism
Amoco	American Oil Company	Acronym
Amstrad	Alan Michael Sugar Trading	Acronym
AoL	America Online	Initialism
Apache	Apache - original tribe	Proper name
Apple	For the favorite fruit of co-founder Steve Jobs	Common noun
Apricot Computers	wanted a name that included the letters A, C and T. Apricot fit the bill	Common noun
Arby's	stands for R.B., the initials of Raffel Brothers,	Initialism
Aricent Group	two words "arise" and "ascent".	Blend
Asda stores	Associated Dairies	Acronym
Aston Martin	from the "Aston Hill" races and the surname of Lionel Martin, the company's founder.	Proper name

Asus	Pegasus	Foreign borrowing + clipping
AT & T	the A merican T elephone and T elegraph Corporation	Initialism
Atari	"Atari" is a Japanese word	Foreign borrowing
ATI	A rray T echnologies I ncorporated	Initialism
B & Q	founders Richard B lock and David Q uayle	Initialism
BBC	B ritish B roadcasting C orporation	Initialism
BCC Research	B usiness C ommunications C ompany.	Initialism
BEA Systems	B ill C oleman, E d S cott and A lfred C huang	Initialism
Ben & Jerry's	Ben Cohen and Jerry Greenfield	Proper name
BHP Billiton	Broken Hill Proprietary Billiton	Initialism
Black & Decker	named after founders S. Duncan Black and Alonzo G. Decker.	Proper name
Boeing	named after founder William E. Boeing.	Proper name
Bp	British Petroleum - later bp	Initialism
Bridgestone	named after founder Shojiro Ishibashi. The surname <i>Ishibashi</i> (石橋) means "stone bridge", or "bridge of stone".	Calque
Brooks Sports	The name Brooks was selected by Morris Goldenberg as an Anglicized substitute for his wife's maiden name of Bruchs.	Proper name
BT	British Telecom	Initialism
Buick	Named for its founder, David Dunbar Buick.	Proper name
CAE	Canadian Aviation Electronics	Initialism
Canon	Hansa Canon (Standard Model)	Foreign borrowing
Caterpillar	Charles Clements observed the tractor crawled like a caterpillar — Holt replied, "Caterpillar it is. That's the name for it.	Common noun
Celera	with "era of the cell"	Compound
Cenex	C entral E xchange	Acronym
CiCi's Pizza	Joe Croce and Mike Cole	Initialism

Cigna	I nsurance Company of North A merica (INA) and C onnecticut G eneral (CG)	Acronym + Anagram
Cincom	C incinnati (where it was based) and C omputer (its business).	Acronym
Cisco	short for San F rancisco	Clipping
CKX Inc.	named from " C ontent is K ing", with the X from founder Robert F.X. Sillerman	Initialism
Coca-cola	coca leaves and kola nuts	Compound
Coleco	C onnecticut L eather C ompany.	Acronym
Colgate	William Colgate	Proper name
COLT	C ity O f L ondon T elecom	Acronym
Comcast	c ommunications and b roadcast.	Blend
Compaq	compatibility and quality.	Acronym
Comsat	c ommunications s atellites	Acronym
ConocoPhillips	C ontinental O il C ompany P hillips P etroleum C ompany	Acronym
Corel	Cowpland Research Laboratory	Acronym
Cosworth	Mike C ostin and Keith D uck w orth.	Blend
Crabtree & Evelyn	gardener John Evelyn, and the tree that bears Crabapples	Proper name + Common noun
Cray	founder Seymour Cray.	Proper name
CRC Press	Chemical Rubber Company (CRC) Press	Initialism
Cromemco	C rothers M emorial H all C ompany	Acronym
Cutco	C ooking U tensils C ompany	Acronym
Dell	named after its founder, Michael Dell	Proper name
Denning & Fourcade, Inc	founders Robert Denning and Vincent Fourcade	Proper name
DHL	founders Adrian D alsey, Larry H illblom, and Robert L ynn.	Initialism
Dick's Sporting Goods	founder Dick Stack	Proper name
Digg, Inc.	"Diggnation"	Clipping
Dixons	and chose the name Dixons from the phone book	Proper name

DKNY	Donna Karan New York	Initialism
Dow	founder Herbert Henry Dow	Proper name
Duane Reade	named after Duane and Reade Streets in lower Manhattan	Proper name
Dynegy	<i>dynamic energy</i> company	Blend
EA Games	Electronic Arts	Initialism
eBay	"Echo Bay"	Blend
EDS	Electronic Data Systems	Initialism
EMC Corporation	EMC adopted the EMC^2 notation to refer to Einstein's famous equation, $E = mc^2$.	Common noun
EMI	Electric and Musical Industries Ltd.	Initialism
Equifax	Equitable and factual	Blend
Ernst & Young	founders, A.C. Ernst and Arthur Young .	Proper name
ESPN	Entertainment and Sports Programming Network	Initialism
ESRI	Environmental Systems Research Institute	Initialism
Esso	S.O. in Standard Oil	Acronym
Exxon	a name contrived by Esso	Anagram
Facebook	the colloquial name of books	Common noun
FedEx	Federal Express Corporation	Acronym
FICO	Fair Isaac Corporation	Initialism
Firestone	founder Harvey Firestone	Proper name
Five guys	"five guys" – Jerry Murrell and his four sons	Common noun
Fluke	founder John Fluke	Proper name
Ford Motor Company	Henry Ford	Proper name
FranklinCovey	Benjamin Franklin and Stephen Covey	Proper name
French Connection FCUK	French Connection United Kingdom.	Initialism
Garmin	founders Gary Burrell and Dr. Min Kao	Blend
Gatti's Pizza	Gatti was the maiden name of Pat Eure, wife of company founder Jim Eure.	Proper name

GCap Media	GWR Group and Capital Radio Group	Initialism
GEICO	from G overnment E mployees I nsurance C ompany	Acronym
Genentech	from G enetic E ngineering T echnology	Acronym
GoodYear	Charles Goodyear	Proper name
Google	„googol“	Anagram
Grey Global Group	the colour of the walls of its first office	Common noun
Groupon	short for group coupon	Blend
Gulfstream Aerospace	the Gulf of Mexico and crosses the Atlantic	Proper name
H & R Block	brothers H enry W. and R ichard B loch with "Bloch" changed to "Block" to avoid mispronunciation	Initialism + Proper name + Anagram
Happy Madison Productions	<i>Happy Gilmore</i> and <i>Billy Madison</i>	Proper name
Harpo Productions	founded by Oprah Winfrey. Harpo is Oprah backwards	Anagram
HBOS	H alifax and the B ank of Scotland	Initialism
HMV	"His Master's Voice"	Initialism
Honeywell	Mark Honeywell, founder	Proper name
Hospira	hospital, spirit, inspire and the Latin word spero	Blend
Hotmail	the letters "HTML" – HoTMaiL	Infixation
hp	Bill Hewlett and Dave Packard	Proper name + Initialism
Hudson's Bay Company	the Hudson Bay	Proper name
Chrysler	named after the founder Chrysler	Proper name
IBM	International Business Machines	Initialism
ICL	International Computers Limited	Initialism
IMI	Imperial Metal Industries	Initialism
Intel	INTEgrated Electronics	Acronym
J2TV	J ustin Berfield and producer J ason Felts	Anagram
JBL	from J ames B Lansing	Initialism

JCP	from 'J'ames 'C'ash 'P'enney	Initialism
Johnson & Johnson	brothers James Wood Johnson and Edward Mead Johnson	Proper name
Kenwood Limited	Kenneth (Ken) Wood	Blend
Kenworth Truck Company	Harry Kent and Edgar Worthington .	Acronym
KFC	short for K entucky F ried C hicken	Initialism
K-mart/ Kmart	Sebastian S. Kresge	Proper name + Initialism
Kodak	new word	New word
Kroger	founder Barney Kroger	Proper name
Lenovo Group	"Le-" (Legend) and "novo", pseudo-Latin for "new"	Blend + Foreign borrowing
Level 3 Communications	"Level 3" is a reference to the network layer	Common noun
LexMark	Lexington Marketing	Acronym
LionBridge	L 10 N	Anagram
LionHead Studios	games studio named after Mark Webley's pet hamster, which died a week before the company was founded	Proper name
Loblaws	founder Theodore Loblaw	Proper name
Lockheed Martin	Lockheed Corporation and Martin Marietta	Proper name
LoJack	is a pun on the word "hijack"	Blend
Lonsdale	named after the Lonsdale Belt, a boxing trophy	Proper name
Lotus Software	named after the Lotus Position or 'Padmasana'	Proper name
Lucent Technologies	Lucent (meaning "luminous" or "glowing with light")	Common noun
Lycos	from <i>Lycosidae</i> , spiders	Proper name
Manugistics	Manufacturing + Logistics	Blend
Manulife Financial	Manufacturing Life	Blend
Mars	named after Frank C. Mars and his wife, Ethel	Proper name
Masco	Manoogian, Screw and Company	Acronym
Mattel	Harold "Matt" Matson and Elliot Handler	Acronym

MBNA	M aryland B ank, N A National Association	Initialism
McDonald's	from the name of the brothers Dick McDonald and Mac McDonald, who founded the first McDonald's restaurant in 1940.	Proper name
MG Cars	from Morris Garages after co-founder William Morris	Initialism
MGM - Metro-Goldwyn-Mayer Inc.	M etro Picture Corporation, G oldwyn Pictures Corporation, and Louis B. M ayer Pictures	Proper name + Initialism
Microsoft	original name of "Micro-Soft"	Prefixation
Nabisco	The N ational B iscuit C ompany	Acronym
NAD Electronics	N ew A coustic D imension	Initialism
NCR Corporation	from National C ash R egister	Initialism
Netscape	network + landscape	Blend
Nike	named for the Greek goddess of victory	Proper name
Nortel Networks	named from Nortel (N orthern T elecom) and Bay N etworks	Compound
Novell	Nouvelle is the feminine form of the French adjective 'Nouveau'. Nouvelle as a noun in French is 'news'	Foreign borrowing + Anagram
OCZ	O verclockers	Anagram
Paccar	from P acific C ar and R ail	Acronym
Palmolive	<i>Palmolive</i> was named for the two oils (Palm and Olive)	Blend
Pamida	Patrick, Michael and David	Acronym
Pennzoil	South Penn Oil (P enn),and Zapata Oil (z oil)	Blend
Pepsi	named from the digestive enzyme pepsin	Proper name
Pixar	from p ixel and 'ar' is frequently used in Spanish verbs, implying the name means "To Pix".	Blend + Initialism
POW! Entertainment	POW! is commonly used in comic book fights	Proper name + Common noun
Procter & Gamble	named after the founders, William Procter and James Gamble	Proper name
PRS Guitars	named after its founder, Paul Reed Smith	Initialism
Psion	P otter S cientific I nstruments O r N othing	Acronym
PwC	Price Waterhouse and Coopers	Initialism

Quad	an acronym for Quality Unit Amplified Domestic .	Acronym
Qualcomm	Quality Communication	Acronym
QVC	Quality, Value and Convenience	Initialism
RAND	Research And Development	Acronym
RCA	Radio Corporation America	Initialism
Rolls-Royce	first car, a <i>Royce</i> , Charles Stewart Rolls	Proper name
RSA	formed from the first letters of the family names of its founders Ronald Rivest, Adi Shamir and Len Adleman	Initialism
SABRE	Semi-Automatic Business Research Environment	Acronym
SCO	Santa Cruz Operation	Initialism
SEGA	Service Games	Acronym
SGI	Silicon Graphics Inc.	Initialism
Sorcim	Micro backwards	Anagram
Sprint	Southern Pacific Railroad Internal Communication	Acronym
Sram	named from its founders Scott King , Stanley Ray Day , and Sam Patterson	Acronym
SRI International	from Stanford Research Institute	Initialism
Starbucks	named after Starbuck, a character in Herman Melville's novel <i>Moby-Dick</i> ,	Proper name
Stellent	stellar and excellent	Blend
Tesco	T. E. Stockwell and John Cohen	Acronym
The Walt Disney Company	founder Walt Disney	Proper name
Twitter	Twitter	Common noun
Umbro	Humphrey (Umphrey) Brothers	Acronym
Unilever	Margarine Unie and Lever Brothers	Blend
Unisys	from United Information Systems	Acronym
Unocal Corporation	the Union Oil Company of California , founded in 1890	Acronym
UPS	United Parcel Service of America, Inc	Initialism
Verizon	veritas (Latin for truth) and horizon.	Blend

Vodafone	from Voice, Data, Telefone	Blend
Williams-Sonoma	founded by Chuck Williams in Sonoma, California	Proper name
Xerox	named from xerography	Clipping
Xobni	inbox backwards	Anagram
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