The purpose of the article is to establish the linguistic nature of proper names to denote perfumes in their cognitive dimension. The object of the study is proper names denoting perfumes - aromatonyms, the subject – kinesthetic predicates of the English aromatonyms. 2000 English names of perfumes taken from mass media served as the material of the study.

R. Bendler and J. Grinder have researched different ways of dealing with information that we obtain and convert in our consciousness [1]. They distinguish three phenomena: leading system, used to search for information, representative system, which is marked with modal predicates in our consciousness, and referent system, which makes sure we received truthful information. When acquiring new information we rely on our sensations. Bodenhamer and Hall believe that all the experience we have is based on such sensations as taste, sight, smell, hearing and touch, which are called representative systems [5:22].

The names of perfumes advertise the product, and potentially are the only piece of linguistic information that a consumer will receive. Their leading function is attractive/ appealing, consequently for the successful promotion of the product nominators use modally labeled words in their proper names. Such modal markers belong to a certain representative system that can be of four types: visual, kinesthetic, audio or audio-tonal, as well as digital or audio-digital. The dominance of a particular representative system of a particular addressee in a particular communication act is revealed by the predicates the speaker uses. Thus, aromatonyms with modal predicates were divided into four types: kinesthetic, visual, audio, polymodal, with subsequent subdivision.

In order to increase sales a specific good should be aimed at a person with a certain dominant representative system. According to the recommendation of H. Barns if a consumer has dominant visual representative system it is better to use visual means of receiving information, such as graphs, diagrams, photographs. As
for the perfume, not only the looks of the bottle is important, but also the image created in a customer’s mind by its name, aromatonym. If your product is targeted at a person with dominant audial representative system, the sales can be boosted with the help of pleasant music, appealing voices of sales managers, or combination of both while promoting a perfume. A certain melody could be named in aromatonym, which would also have significant impact on a person’s consciousness. People with a leading kinesthetic representative system appreciate physical contact, movements, and tactile sensations. In order to increase the demand for perfume for this type of people, the aim is to create a pleasant by touch packaging, bottle, the actual aroma. Verbalization of these elements in the aromatonym will potentially lead to the attraction of the most common group of consumers.

Kinesthetic type is a leading one because of the product itself, as a perfume exists to make its consumer enjoy olfactory sensations. It should be also mentioned that a perfume creates a certain image, such as: an elegant lady (Ma Dame), pretty girl (Juicy Girl), handsome man (James Bond 007) etc., which is quite attracting to the addressee, therefore visual predicated are also significant in aromatonyms. However, several cases of audial predicated have been also singled out, which could be explained by the attempts to cover bigger target audience.

Having analyzed the proper names of the most popular perfumes sold in 2016 we can see the following. The top ten from the most popular ratings are listed below.

- **Rating 1**
  - L’eau Bleue, Coco Mademoiselle, STASH, J’adore, My Burberry, Campfire Rebel, Scent of a Dream, Follow Us!, Red Door, Divine Decadence (The 10 best perfumes);

- **Rating 2**
  - Acqua di Gio, Rose Essentielle, Allure, Bleu, Bombshell, Man, Tory Burch, Seductive Homme Blue, Michael Kors for Men, Eternity (Most Popular);

- **Rating 3**
  - Decadence, By the Fireplace, Be Desired, Black Opium, Absolu, Flowerbomb, Bombshell, Allure, Soleil Blanc, Splash – Cucumber (15 Best Smelling).

Among these aromatonyms, the larger part (17) contains modal predicates: kinesthetic (8), visual (5), audial (1), polymodal (3). Kinesthetic predicates are subdivided into the ones which are connected with movements (STASH, Follow Us!, Allure); with temperature (By the Fireplace, Campfire Rebel); with olfactory sensations (Scent of a Dream, Rose Essentielle); with feelings (J’adore). Visual predicates usually contain the name of a colour, with three cases of blue colour: L’eau Bleue, Red Door, Bleu, Seductive Homme Blue, Black Opium. An example of audial aromatonyms is Bombshell. Flowerbomb, Soleil Blanc, Splash – Cucumber can serve the example of polymodal predicates. It can be concluded that the majority of popular perfumes contain modal predicate and kinesthetic is the most common one, which certainly influenced the success of the perfume.

According to the semantics of their predicates the kinesthetic aromatonyms can be subdivided into the following subgroups:

1) aromatonyms with the names of actions: Just Move, Wink, Prada Candy Kiss, Textures Cotton Kisses, A Kiss by the Fireside, Touch, Touch of Pink, Touch of Sun, Touch of Spring;

2) aromatonyms with the names of touch: Velvet Mimosa Bloom, Wood and Skin, Silk, Lace & Chocolate, Silky Soft Musk;

3) aromatonyms containing odourative elements: Velvet Bergamot, Honeysuckle Splash, Dad’s Garden Chamomile and Honeysuckle, Rose, Vanilla, Beyond Rose, Aromatics Elixir;
4) aromatonyms containing predicates denoting taste: *The Gin Garden, Fresh Citrus, Creamy Dessert, Dessert Treats Candy, Dessert Treats Cupcake, Dreamy Dessert, Juicy Couture, Candy, Candy Fluff*;

5) aromatonyms with temperature indicating elements: *Sunny Sky, Hot Water, Cool Water, Hot Play, Cool Play*.

Visual predicates are also frequently used in the structure of aromatonyms, such as: aromatonyms containing predicates that assess appearance of an object (*Beautiful Butterfly, Pretty Nina, Dazzling Gold*); aromatonyms that create the entire image of an individual or an object (*Diamonds and Emeralds, Little Lace Dress*); aromatonyms containing names of colours (*Her Golden Secret, Splash Seduction in Black, Purple Label, Truly Pink*); aromatonyms containing the level of brightness (*Glow, Iced Blue, Bright Crystal*).

Audial aromatonyms are extremely rare, however some examples were discovered: *In Tune, Tune of Love, Melodie, I love Tango, Waltz, Jingle 1968, Sonata*.

It can be concluded that the leading subgroup is kinesthetic aromatonyms with elements to denote tactile sensations: softness, smoothness, silkiness, tenderness, etc. It is quite logical that kinesthetic aromatonyms with odorous elements, which denote the aroma itself, its leading ingredient, and olfactory pleasantness, is also frequent. Names of actions as a modal element of kinesthetic aromatonyms are also quite frequent, which is due to the expediency of using the names of gentle or playful movements in aromatonyms.

**References:**

1. Bendler, R., Grinder, Dzh. (2000). From frogs to princes Syktyvkar: Flinta. 223 p. (in Russian).
2. Lurija, A.R. (2010). Lectures in General Psychology. Sankt-Petersburg: 320 p. (in Russian).
3. Pjuselik, R. F., MakBi, A. Dzh. (2010). War of Reality. Dissociated Therapy. Sankt-Petersburg: Speech, 333 p. (in Russian).
4. Sjerjakova, I. I. (2012). Somaticon of English-language discursive practices (Doctoral dissertation). Kyiv, 441 p. (in Ukrainian).
5. Holl, M., Bodenhamer, B. (2015). Full NLP course. Moscow: AST, 640 p. (in Russian).
6. Herz, R. S. Neurobiology of Sensation and Reward [Electronic resource]. Available from: https://www.ncbi.nlm.nih.gov/books/NBK92802/
7. Ljubisavljevic, M. [Electronic resource]. Available from: https://www.scentbird.com/blog/psychology-perfumes/
8. 15 Best Smelling and Irresistible Perfumes for Women [Electronic resource]. Available from: https://www.thetrendspotter.net/2016/06/the-best-perfumes-for-women-to-try-in-2016.htm
9. Most Popular, Best Selling Petfumes 2017 [Electronic resource]. Available from: http://www.worldstopmost.com/2017-2018-2019-2020/products/top-10-most-popular-best-selling-perfumes-in-the-world
10. The 10 best perfumes for women [Electronic resource]. Available from: http://www.bestproducts.com/beauty/g1165/best-perfume-for-women