Transport nominations in cross-cultural communication training

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Abstract. The article is devoted to studying of transport nomination as a cross-cultural communicative problem. The solution of this problem requires a new interdisciplinary synthesis, i.e. use of knowledge of various sciences such as linguistics in our case. Our research deals with the analysis of transport nominations, transport advertising and brand adaptations in language. The language of transport nominations has a multicultural basis. It is a proceeding unit due to changes of geopolitical, social, and economic priorities. Some processes of globalization, cross-cultural communication and environment influence on adaptation of transport nominations in Russian communicative area. Brand nominations have cross-cultural features, national character and particular passion. All of them become a part of our life and students have to cope with issues of correct pronunciation and translation, global marked language units and foreign or national elements in training of functioning processes of transport brand commodity

1. Introduction
The purpose of education is a formation of certain personality qualities and an acquisition of specific skills. The problems of higher technical education create on the basis of student vocational training. These problems are specified in the purposes of individual disciplines and the formation of relevant competencies. The postmodernism epoch contributed to the change of the education paradigm and its ideal having openness to cross-cultural dialogue in the context of national and world values. A person is forced to accept the rules of his “game” getting into new conditions of a new genre. The solution of this problem requires a new interdisciplinary synthesis, i.e. use of knowledge of various sciences such as linguistics in our case. The successful person is one who is more able to quickly switch the "code" and "lives" in the "genre" [1].

The modern linguistics is anthropocentric science. It opens new ways of studying of psychology and thinking through language which contains rich material for the analysis of specific and national peculiarities, cross-cultural and interlingual contacts. Facts of linguistic reality, new concepts and objects of the surrounding world develop science and technological progress [2].

The relevance of the following research lies in the fact of the growing interest in the processes of transport nomination and its modeling abilities in the multicultural space of modern Russia.

The research is focused on identification of some tendencies of modern Russian development which are reflected in processes of interlingual contacts. It is certainly interesting for modern linguistics which seeks to describe the national peculiarities of the linguistic picture of the world in detail, to form a holistic view of the structure and factors of the nominative language system, to identify and characterize multidimensional relationships of language units.

The research of transport nominations requires knowledge of trademarks and brands.

The language side of trademarks has so far been practically ignored, it is explained by the limited scope of their functioning, the artificiality of education, and the specificity of semantics. In general, it should be noted that numerous foreign trademark manuals and manuals refer to publications in the field of economics. Special attention is paid to the consideration of the legal aspects of their functioning.
Recently, the term "brand" has become widely used. The difference is quite significant between a trademark and a brand. Firstly, the “concept of a trademark” remains highly specialized and they are operated by lawyers most often. The word “brand” is widely known. Secondly, a brand cannot be registered, but a trademark is possible to register. Brand cannot be registered, but it can be estimated. Brand means a financial success of any company. It is a well-known trademark in consciousness of consumers. It is a winning result of the company, i.e. a brand is only a successful trademark. Thus, the brand is a guarantee of quality. That is Qualities in assortment: Swedish, German, Spanish, English, American, Russian, Japanese, Chinese etc.

Theoretical value of the research is focused on identifying some trends in the development of modern Russian language which are reflected in the processes of interlingual contacts. The national characteristics of the world linguistic picture, structure and factors of the nominative language system and cross-cultural relationships of linguistic units are interesting for modern linguistics and pedagogics.

The subject of our research is mental information by J. Fodor [3] and cognitive theory by R. Jackendoff [4].

The following techniques and methods were used to solve methodological and methodological issues of the study: a descriptive method, a method of observation and study of experience, etc. The methodological basis of our research is a philosophical concept of culture and morality, communicative, interethic and ecological culture, etc. V. Belyaev believes cultural approach is one of the modern approaches in pedagogy. We fully share the opinion of the scientist that “a person becomes the heir of culture in the process of education and upbringing” [5]. The Saransk Cultural School of N. I. Voronina enjoys special prestige, their research devotes to integration of science, culture, education and cross-cultural regional policy [6]. The famous Tyumen author researches the key features of the current socio-cultural situation in the Tyumen region, which is determined both by the all-Russian processes and specific local factors [7]. There are many curriculums, university courses in this area.

The environment is constantly reflected in the mind of a person as a carrier of language, culture, spirituality, and life experience. The principle of consciousness understanding is developed in the works of A. N. Leontiev, G. F. V. Hegel, E. F. Tarasov, I. A. Sternin, Yu. A. Sorokin and others. Scientists consider language as a symbolic key to culture, a guide to social reality and instructions for understanding culture. Yu.A. Sorokin emphasizes the multi-layered language consciousness. The correlation of consciousness and mental processes of the cognitive-communicative system is a continuous interrelated process in which life features appear (ecosphere, social landscape, typical economic work, activity, worldview, etc.) [8].

The great value is given to problems of creation of commodity brands by the foreign scientists claiming that the unsuccessful name can lead to a market failure, and successful name can lead to bring millions. (K. Buhler, J. Praninskas, T Matumcs, A Room).

2. Transport nomination in context of cross-cultural communication training
Our research is devoted to the analysis of the transport nominations, transport brand advertising and trademarks adaptations in language. It has a quite practical value in training of functioning processes of brand commodity and translation, understanding and correct pronunciation during the text working. A special function of advertising texts is penetration and adaptation of foreign names of goods in Russian language.

The scientific approach requires knowledge of commodity naming and understanding of the potential buyer consciousness. Special techniques are used during creation of commodity brand. It allows using verbal (all levels of language) and non-verbal units in order to influence on the consciousness of the consumer and to achieve the desired result. All the variety of existing techniques is focused on the image of the product according to the customer desires and expectations. Moreover, at present there is a need to analyze the processes of the emergence and structural-semantic
characteristics of transport brands, the laws of formation and development of nominative language units.

The world of transport isn't heartless and cold, it is penetrated by those feelings help the person to be guided with the world of subjects and objects. Besides, transport flows influence ecological safety [10] and the vital activity of modern person [11]. This plan of the technology existence has a definite influence on the physical world: some names become more popular, others do not, and therefore some vehicles "die", others continue to live transforming into new forms.

The study of language contacts of different nations ("the world in the language") is also presented in the advertising texts of cars:
- Daewoo car advertising “I love Uzbeks, they start up well" - correlation with Eastern temperament,
- Mercedes car “Real German quality”,
- Opel Corsa “Germans are driving for permanent residence in Russia"

The advertising field actively exploits ethnic stereotypes of the perception of a particular people:
For example,
- advertising of the BMW car (It shows wide and clean German roads in the video. Voice of the announcer says behind the scenes: wide roads, wide possibilities)
- Impeccable Japanese concentration. Mitsubishi Lancer. A real Japanese drive.

Each transport nomination has a history of assimilation in Russian and an area of distribution and functional loading.

Sometimes good knowledge of other languages and history of creation is necessary to understand a name meaning of this or that car. For example:

Maybach (Germany) - a car. Wilhelm Maybach was a talented designer and a creator of his own car.

MAN (Germany) – a truck, bus. The history of MAN Nutzfahrzeuge is associated with the development of diesel engines for trucks and railway rolling stock. It was renamed in honor of the first founder of this company in 1987 whose name is Heinrich Mandeville. Three first letters of a surname have been taken during creation of commodity brand.

Mercedes-Benz (Germany) – a car. Mercedes Jelinek was a daughter of a rich Austrian businessman. when she was 11 only she had demanded from the father that cars which he intended to buy had her name.

It should be noted that some transport nominations are translated literally into Russian. For example:

Volkswagen means "people's car" in German.

Audi is a car. The company "Audi" was founded in 1909 by August Horch. It has begun its life since famous firm Horch. In 1909 the talented inventor August Horch built a very unsuccessful 6-cylinder engine which almost brought the company to the brink of bankruptcy. Then he was expelled from his own company. But Horch immediately founded another company nearby. He started to produce cars named by Horch again. His companions sued Horch in court. And Augustus Horch had to change the Latinized version of the former name. The word “horch” means “listen” in German. This is a real fact of using interlanguage connections.

The active position of the creators of transport advertising texts is embodied in a conscious language-creating process, in a targeted selection of a large number of techniques. The creators form and consolidate a positive image of goods or service for consumers. They try to use the national peculiarities of the country where the car will be sold. Application of various emotional and expressional units is allocated to units of verbalization of linguistic and cultural competence [12]. They are case phenomena. They are the main components of national cognitive base. Moreover, case names reflect the values, cultural experience and mentality.

Popular phrases of feature films, quotations of literary works, lines of famous songs, proverbs, sayings, popular expressions, phraseological units, famous statements of public figures are used in the language of advertising of transport brands.
For example, the BMW car “I didn’t think the future would come so soon, MERCEDES-BENZ The sheet music staff winds between trees, it becomes the road through which the car travels. Antonio Vivaldi, The Four Seasons, Summer, FORD Fiesta “Smart Fiesta with voice control features! The stupid Robodog never hears the owner”.

MITSUBISHI Outlander "If Darwin was right other cars would simply die ".

Transport nominations are primarily linguistic signs of the world picture created by a certain people in a certain historical period. Such attitude gives rise to the flourishing of the "precedence" phenomenon because time has advanced the following postulate: “there is maximum of emotions and meaning in the minimum amount of time”. Case names are understood as individual names associated primarily with well-known artwork, historical figure, political figure, geographical reality which have a certain value for the peoples.

These names constitute cultural stereotypes, cultural symbols. They can be references to the state name (such as: Nissan, ARO, Iran Khodro, etc.), the names of historical regions and various significant geographical objects that are symbols of the country (the Ural motorcycle, Tatra cars, Aston Martin, Valday cars, Vauxhall, Otosan, Shanghai, Scania, the passenger ship Altai, cars Volga, Oka, Isuzu, etc.), names of mythological creatures, deities, semi-mythical and mythical heroes (Lada cars mean the Old Russian deity of love, Mazda means the Zoroastrian Supreme deity of light, Mercury means ancient Roman god of trade Mercury, Svyatogor means the epic athlete, the yacht Andrew the Apostle, the plane Ilya Muromets is a national fantastic hero, SsangYong means two dragons). Transport can be called in honor of heroic people and famous persons of the past (the Prince Vladimir cars, Yuri Dolgorukiy, Kalita, Lincoln, the Nette steamship, passenger ships Sergey Lazo, Prokopy Pleshcheev, Pyotr Bereznitsky); names of the cities (cars: Moskvich, Zhiguli, Hino, Lublin, Pontiac, Prague, cranes: Uglich, Ivanovo, Husqvarna motorcycle, etc.).

Analysis of transport brands shows their nomination as follows: percentage, i.e. more correct.

| The principle of nominations | %  |
|-----------------------------|----|
| 1  | Persons, i.e. they’re called in honor of the creator of a vehicle (for example, the Ford car is called in honor of a creator Henry Ford, Porsche is called in honor of a designer Ferdinand Porsche, Foden is called in honor of E.R. Foden); | 51.2 |
| 2  | Objects, i.e. they’re called by the name of the settlement where the first car was created (for example, Otosan cars are in honor of the Otosan-Uchi district, MAZ means Minsk Automobile Plant, Komatsu means Komatsu city on the west coast of Japan); | 45.7 |
| 3  | Actually identifying objects (for example, Caterpillar tracked vehicles mean “caterpillar”, Nissan cars is “Ni” from Nihon - Japan, “san” from “Sangio” - industry, Volkswagen means “people’s car ” in German). | 3.1 |
We understand modern Russian mentality as a kind of unity which is not a national system but it’s an original synthesis of pagan and Christian, Western European and Eastern, Slavic and Asian, Catholic and Orthodox, capitalist and socialist. This fact determines the peculiarities of the development of the Russian multi-human personality. In this regard, the fact of the nomination of Russian cars is very interesting. "to love the motherland", patriotism is considered an integral feature of the Russian people character.

It can be traced even in the names of various national vehicles (Volga, Zhiguli, KAMAZ, Volzhnin, etc.). Russian vehicles are named either in honor of the heroes or in honor of a specific territory of the Russian Federation (Ilya Muromets, Ivanovets, KAMAZ). Moreover, advertisers create advertising slogans to promote pride of "their native side" and to stimulate Russians in order to buy domestic cars. For example:

- UAZ Patriot. True, Reliable friend.
- GAS. Russian cars
- Ural Strong cars for strong Russia.

So-called “soft” advertising is mainly used in advertising Russian cars. "Soft" advertising spreads information about the product and also it is directed to creating the favorable atmosphere around these goods, to calling for a sense of pride in the Russian car. In the construction of there are no imperative constructions in such advertising text. This is often emotional advertising playing on symbolism, deep motives.

- the Lada Kalina car. Our city has apparently fallen in love.
- the tractor "BELARUS". They could not win the Russian winter but it is won by THE BELARUS TRACTOR.
- KAMAZ - King of the roads. Tanks are not afraid of dirt!

Besides there are many facts of adaptation of foreign transport names in Russia. For example, the Mitsubishi transport brand. Mitsubishi is one of the largest and oldest machine-building concerns in Japan. This word means three diamonds. It has come from a logo of the company chosen by Ivasaki Yataro. There are two ways of this word pronouncing in the daily speech: [mitsubisi] and [mɪtˌsuːˈbiʃi] in Russia. Both options have taken the place in media and advertising. Pronunciation [mitsubisi] is correct, it is used by producers of this car and the Japanese advertisers.

It can be assumed that the use of the pronunciation of the brand affects the advertising and cognitive consciousness of potential car owners. Our students have interviewed the leaders of the Mitsubishi dealerships and we found that residents of Moscow and the European part of Russia use the pronunciation [mɪtˌsuːˈbɪʃi] more often. They pronounce this word using English transcription.

Our task was to determine the percentage of using pronunciation of the brand by the Tyumen citizens. Linguistic methods were used to solve the problem. The use of these methods in describing the functioning of a language does not differ from similar tools in the humanitarian [12] and technical [13] sciences. However use of methods of measurement of language realization allows to modify significantly a concept of language system and a possibility of its functioning.

Residents of Tyumen often use the Japanese version of the pronunciation of this car as a percentage, i.e. more correct.

Table 2. Frequency of Mitsubishi using in Tyumen.

| Absolute frequency | Relative frequency |
|--------------------|--------------------|
| [mitsuːˈbɪʃi]      | 57                 | 0.38               |
| [mitsubisi]        | 93                 | 0.62               |

We turned to the computer program of the Russian National Corpus in order to confirm or refute the data. The corpus contains both written texts (fiction, memoirs, journalism, scientific, religious literature, everyday printed matter), as well as recordings of oral texts (public speaking and private
conversations). Corpus articles are dated 1994-2017. The popularity of the Mitsubishi brand is quite high, the program issued a figure of 86 only in the main body and 254 uses in the newspaper body, all texts are devoted to analyzing the brand and do not contain the advertising slogans.

The pronunciation “mitsubisi” is used 87% in the National Corpus of the Russian language, it’s more often than “mitsubishi”. And nevertheless, advertisers continue to use the last one.

We dare to suggest that this incident is associated with the processes of globalization and the influence of the English language. By the way, this research was very interesting and useful for students of Tyumen industrial university.

3. Conclusion

The received results allow to confirm to confirm the earlier hypotheses, to expand and supplement the developments on the problem of psycholinguistics, language contacts and intercultural communication. The results of an individual nomination are first generalized in the speech practice of society, then they enter a common language for all members of society and become facts of public consciousness [14]. Advertising has a significant impact on the modern person’s worldview. During our life transport advertising gets into all spheres of life, filling it with meanings and images. Influencing the cognitive system of people, the advertised trademarks become part of intercultural communication. It influences the cognitive system of people. Transport brands become a part of cross-cultural communication.

Thus, the language of transport, transport nominations has a multicultural basis, it a proceeding unit due to changes of geopolitical, social, and economic priorities. Some processes of globalization, cross-cultural communication and environment influence on adaptation of transport nominations in Russian communicative area. Brand nominations have cross-cultural features, national character and particular passion. All of them become a part of our life and students have to cope with issues of correct pronunciation and translation, global marked language units and foreign or national elements in training of functioning processes of transport brand commodity. Therefore, this problem demands a particular testing, a training curriculum and teaching at the university.

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