

THE LATIN LANGUAGE IN THE NAMING OF MODERN COMPANIES

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Introduction. Latin language is one of the most ancient indoeuropean languages, belongs to Latin Faliscus sub-group Italian languages. Lot of people associate it with medicine and pharmacy. But this most ancient language has found its use in wider range. With development of business and industry it became popular among businessmen to use Latin language in naming of their companies.

Aim. Naming(giving the name)- is a process of working at giving the name of the company or the brand. It is one of the most important problems of every businessman. There are some reasons for that:

- every company will ring reliable and harmonious in Latin.
- The Latin name can draw attention to Your business, marking it out among other competing companis.
- The name will be understandable to foreign partners.
- They bring commercial success.

Materials and methods. Eg. Audi corporation Company founder is August Horsch -The imperative mood of the verb “Listen” that matches the Latin verb “Audi”

Lego company. Company founder is Ole Kirk Khristiansen. “Lego” – means “I Read” or “I match”

Lego is the word that means game or company, is easy to pronounce and its name is remembered at once and forever.

Citrus company. The network of shops that deal with trading electronics and gadgets. Its name is easy to remember, it is short and unordinary.

Results and discussion. We confirmed the relevance of Latin names to use them in business

Conclusions. One of the secrets of maitaining a successful business is naming. It gives much more than just a nice name. Naming is a face of any firm, company and corporation.