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**NOMINATING UNITS FOR MARKING
CONFECTIONERY PRODUCTS
(НОМІНАТИВНІ ОДИНИЦІ НА ПОЗНАЧЕННЯ
КОНДИТЕРСЬКИХ ВИРОБІВ)**

Industry terminology creates linguistic units (the restaurant industry is not an exception in this process), and they include a group whose semantic structure is determined by the features of the object nomination. This is the sphere of nomenclature units' formation (NU). The term "nomenclature" is derived from Latin and means a set of names (nomens) of specific objects in a particular field of science. According to the concept elaborated by V.M. Leychik, "nomens relate to the concepts through terms, and function in special communication due to the existence of appropriate terms. Moreover, they relate not to any concept, but to one indicating the form". Domestic researchers define nomen as a lexical unit by which we name an object that we see and perceive, without realizing its exact place in the classification system without correlation with other objects.

We consider this issue on the example of linguistic units that denote the names of confectionery products, which were reflected in the album-catalogue compiled by I. Nyshchyi during the Soviet times. These materials were widely used in secondary schools and universities of the restaurant and trade industry.

Branch term "*confectionery products*" are defined as "*sweet products with a pleasant taste and aroma, attractive external characteristics, significant nutritive value and digestibility, the main raw materials for which are sugar and other sweet substances, molasses, milk, butter, various fruits, berries, flour, cocoa products, nuts, fats, oils*". Specific terms for confectionery products include *candy, marshmallow, jam, marmalade, caramel, dragee, confiture, candied fruit, jelly, cocoa powder, chocolates, halva, national sugary sweets* (corresponding to the hyperonymic term *sugar confectionery*); *biscuits, waffles, rolls, rum beans, gingerbread cookies, muffins, cakes, cakes* (correspond to the hyperonymic terminology of *flour confectionery*). Nomenclature and terminology (NT) include, for example, combinations: marmalade "Summer", "Jellied" bars in chocolate, chocolate "Golden label", cookies "Maria", cake "Rose", caramel "Honey pillow".

Let's compare the following examples: NTs *three-layer marmalade, white-and-pink marshmallow, milk chocolate* with wafers contain

technological names, motivated by the peculiarities of product manufacture, and NTs *marmalade "May"*, *Chocolate "Fish"* include commercial nomens, metaphorical motivation of which associative and does contains neither composition indication nor technology of manufacturing the product.

The author of the album catalogue "Confectionery" noted that "now many vitaminized confectionery products for dietetic and baby nutrition, as well as specialty and medicinal varieties are manufactured". So pastille, marshmallow, marmalade were in demand among Soviet consumers because, by the current state standard, they met quality requirements and positively influences human health. Under this condition, we investigate the factors that operate in the nominative situation, influence the creation of a specific name and encourage a potential consumer to buy products. It is known that personal preferences of the nominee, his aesthetic tastes, opportunities, desire to reflect significant features in the brand names of the products. Moreover, this cannot stay out of the addressee attention. NTs are created as a result of the secondary nomination, since the name reflects the associative nature of the nominator's thinking, semantics of the linguistic units are formed, their symbolic functions that are the subject to the requirement to indicate reality elements in the language: "Maria" cookies, "Kyiv" cake.

Foreign-language names were the part of a small portion of NT: *chocolate in the "Mignon" tile*, *"Éclair" cake*.

Partial linguistic analysis shows that nomens in NTs are mainly nouns ("*Rocket*", "*Tuzyk*", "*Squirrel*") and adjectives ("*Apricot*", "*Eastern*", "*Spring*"). At the structural level, the simplest are mono-lexical NTs, among which root formations ("*Dawn*") and suffixal ("*Bee*") prevail. Nomens can represent different types of phrases: "Three Hares", "The First of May", "Space Exploration" – and enter into the word complexes: biscuit cake "Horn of Plenty", chocolate sweets "Sights of Moscow".

Thus, our study allowed us to identify different ways of creating nomens and nomenclature-terminological combinations, characterized by the peculiarities of semantic transformation, secondary use of common, branch and foreign-language vocabulary.