

УДК 811.161.2'373.2

**THE WORD-FORMING CHARACTERISTIC OF THE BRAND NAMES  
OF SVITLOVODSK, KIROVOHRAD REGION**

**Bohuslava Zmarko**

*Ivan Franko National University of Lviv,  
Ivan Kovalyk department of the Ukrainian language,  
1/234, Universytetska Str., Lviv, Ukraine, 79001,  
phone (0 322) 239 47 17  
e-mail:boguslava.zmarko@gmail.com*

The article is devoted to the analysis of ways of word formation of firm names in Svitlovodsk, their structure, origin, which includes Ukrainian words as well as borrowings. At the same time attention is paid to the consideration of sociolinguistic factors that influence the creation of neologisms. The study contains a gradation of the most frequent and the least commonly used ways of word formation. It has been clarified the reasons for the formation of unusual onyms. The facts of violation of the law of Ukraine “About language” have been revealed.

*Keywords:* firmonym, erhonym, derivation, word formation, usual names, occasional names.

**DOI:** <http://dx.doi.org/10.30970/vpl.2020.72.10923>

Language is a dynamic phenomenon that reflects social, political, economical, and cultural changes. They appear in the nomination of proper and common names. Each century has its own special tradition of naming processes, phenomena, objects of reality. Thus in the XX century Russian names dominated, rarely – Ukrainian ones, Anglicisms (Latinisms) were considered inappropriate. Subsequently, there was a tendency to name objects more often with the Ukrainian onyms. At the end of the XX – beginning of the XXI century the process of democratization in the nomination of proper names took place.

**Statement of the problem, purpose of research.** The word-formation of trademarks of the town Svitlovodsk has not been the subject of the onomastic studies yet. The purpose of the article is to investigate one of the types of ergonyms – brand names, to determine their characteristic ways of word formation, motivation, structure. The object of the study is the brand names of Svitlovodsk, Kirovohrad region. The subject of the study is the word-formation of more than 200 names of private enterprises of the town.

**Relevance of research.** Therefore, this intelligence will be relevant. The novelty of the work is that the names of Svitlovodsk’ firms will be grouped by structural classes, ways of word formation. The factors that influence on the naming of private enterprises will be traced for the first time.

In the article we use both general scientific (analysis, synthesis, analogy, observations) and special (linguistic description, component and structural-semantic analysis, statistical description) methods.

**Analysis of recent research and publications.** Onomastic literature interprets the synonymous terms ‘ergonomic’, ‘firmonym’, ‘pragmonym’, as ‘proper names of

commercial and industrial association of people'. O. Belei states in particular that the most successful is the term 'firmonym', formed from the token 'firm' – "organization that conducts business", 'onym', modeled on the terms 'anthroponym', 'toponym', 'zoonym' and others [1: 7].

The modern system of proper names is contrasted with the ideologically marked lexemes of the Soviet era. At present, the homonymic system of the Ukrainian language is aimed at Euro nomination, which consists in the active use of anthroponyms (names of business owners), theonyms, mythonyms, names with numeric and letter components [11: 20].

At the end of the twentieth century, there were two trends: the formation of Ukrainian neologisms and new words borrowed from other languages. The second phenomenon, according to A. Shumeikina, arose from the intensification of social development, globalization processes in the world. Thus, there is an active innovative word-formation of usual and occasional words.

According to S. Shestakova, the nomination of pragmonyms and ergonyms tends to intellectualize names and democratize it at the same time. It is typical for the beginning of the XXI century. From the scientists' point of view, many short words appeared (nouns and adjectives most of all). A. Shumeikina explains this phenomenon with the growing influence of the mass media, Internet, advertising, English language, as well as the general tendency to save means of expression in the language [13: 156].

**Presenting main material.** Analyzing the firmonyms of Svitlovodsk, we can outline the specifics of their derivation. The lexical-semantic way of word formation is the most frequently used. Its specificity is that the sound form of a generic word (motivator), while remaining unchanged, acquires the new meaning and becomes semantically derivated (motivated). In other words, onymization (transition of the general name into proper one: "Octava", "Credo", "Dzherelo", "Balzam", "Moloko"), transonymization (transfer of the proper name from one class of names to another: "Dnipro", "Antares", "Triana", "Promethei", "Tiasmyn", "Ros" and onimotransonimization (combined use of variants of the method by the model: onymisation + transonymisation: "Askold-Contynent") [11: 8].

The firmonyms of Svitlovodsk are characterized by lexical compression. It is possible due to the way of word formation – abbreviation. Nowadays this type of derivation exists as often as lexical and semantic. Abbreviation is a derivative word, which was formed by one of the varieties of abbreviations of several generic words, followed by their combination into one whole [5: 110].

Thus, T. Romanova positively characterizes the acronym and notes that it "stand out against other names by its emphasized mystery" [cit. for 5: 111]. O. Superanska [cit. for 5: 111] and O. Belei [cit. for 5: 114] say that the ergonyms-abbreviations hide information about the business activity and the owner of the ergoobject. A. Bespalova considers that "every abbreviation component has a semantic load" and performs informative or advertising function [cit. for 5: 112]. However, there is also the opposite thought. For instance, I. Shevlyakova and D. Alekseev negatively evaluate abbreviations because of their meaninglessness [5: 110].

N. Kutuzova calls the ergonyms of the abbreviational type 'abbreviation complexes' and identifies the following structural and morphological classes of such names: 1) initial or acronym abbreviations, which are divided into acoustical ("MIG", "ORMA", "RIDA", "PIC", "VAL") and lettered names: "SMI", "MTBK"; 2) partial or combination of parts of

the words “*Prominvest*”, “*Agrotek*”, “*Mitecom*”, “*Servitransbud*”; and 3) partial or combination of the truncated part of the lexeme and the full word “*Profistal*”, “*Techservice*”, “*Expohaz*”. Originally there are three models of ergonyms: formed from the general names, from onyms and mixed type [cit. for 5: 111].

In our opinion, one of the most essential characteristics for ergonyms in general and for ergonyms of the abbreviational type in particular is their ability to convey information about the referent of the name. We have found the following pattern in such ergonyms: the more informative corporate name, the less its advertising potential. The reason is that the advertising function of the proper name of this type is due to its originality, mysteriousness and opacity, properties, which are obstacle to its information content. The solution to this problem is to combine both the informative and promotional components in one company's name.

On the basis of informativeness, we distinguish the types of firmonyms: 1) informative – the information contained is available in a ready or almost ready for perception form and does not require complex processes of transformation or decoding “*Svitlovodsk lisozaovod*”, “*Svitlovodsk zavod budivelno-pidyomnoho obladnannia*”, “*Vikonnyi dyzajn*”; 2) conditionally informative – a necessary prerequisite for updating the information embedded or encrypted in the title is the application of associative thinking and background knowledge of its addressee “*Ukrtechresource*”, “*Kapitalinvestgroup*”, “*Nico-Lukrystal*”; 3) non-informative – they do not provide any information about the field of business of the ergoobject: “*Parytet-plus*”, “*Iduasport*”, “*Vela-plus*”, “*Lehion IK*”. This and the previous types of ergonomics are mostly formed by the following kinds of acronyms of the initial type: alphabetic, sound, initial-digital, mixed [5: 111].

By their nature and functions, the elements of ergonyms of the abbreviational type include: 1) advertising components. These include lexemes with the connotations ‘advanced’, ‘best’, ‘quality’, ‘useful’, ‘professional’, ‘plus’, ‘leader’, ‘good’ ‘express’ (“*Naftoprom-plus*”, “*Promoptima plus*”, “*Soling-plus*”, “*Parytet-plus*”, “*Vtorplastplus*”); 2) toponymic components indicating spatial relations: “*Svitlovodskiy zavod adsorbentiv*”, “*Svitlovodska naftobaza*”, “*Svitlovodskiy richkovyi terminal*”, “*Tiasmyn*”, “*Ros*”; 3) ergonymic elements, with the function of the specifying the sphere of activity of the ergoobject: “*Svitlovodska transportna kompania*”, “*Tekhservis*”; 4) ergonyms' components that convey information about its owner: “*Kobets Svitlana*”, “*Lukashov*”, “*Belevtsov*”, “*Koretsky IK*”, “*Victor IK*”; 5) foreign language lexemes with informative and advertising meaning: “*Soling-plus*”, “*Mix-lain*”.

Borrowed words and constructions are less commonly used in the nomination process. They are divided in two types: 1) total substitution (decorated with source language graphics); 2) partial substitution (decorated with Ukrainian language graphics) (“*Sanrais*”), including hybrid proper names (“*Soling-plus*”, “*Mix-lain*”, “*NT Sistems*”, “*Yu GTI*”, “*Ol Nechurel*”, “*TBI-Invest*”) [11: 8]. Currently there is a tendency in the Ukrainian language to use foreign words actively, but they are often not motivated. They are used by the business owners to attract more consumer attention, enhance the image of the company. Such names may be ‘fashionable’, but not appropriate for use in the name of the firm.

Truncation is rarely used. Preferably it exists in combination with other methods in binary or multicomponent word combinations. A. Shumeykina distinguishes among them the new things that have undergone truncation in the second part of the word with subsequent zero suffixation: 1) admin (istrator), skin (head), as well as uni, azer, comp, ped; 2) lexemes, which have the beginning and end of the word, or the end only: mafon

(mahnitofon), kury (kuratory), krosy (krosivky); 3) neoplasms formed by the shortening of the second part of the word and the adherence to the truncated noun base of the suffixes ak- (-iak-), -yk- (-ik-), -as-, and -iun-, for example: *studniak*, *vidak* [13: 157]. There are no splicing neoplasms among Svitlovodsk's firm names there except those which are included in the abbreviations of the combined type: "*Profistal*", "*Spetszovnishkomplekt*". The obvious reason for avoiding the usage of second and third type of concrescence is their shade of coarseness, which is not generally acceptable for ergonomics.

The least numerical ways of the word formation are suffixation and morphological syntactical one. The first is represented only by the firm name "*Revivsky*". The second one includes names that are substantiated by adjectives: "*Nova*", "*Tsentralnyi*", "*Domovoi*". The unproductivity of these methods is explained by the fact that their own adverbial adjective-type names are low in content, not sufficiently motivated, and may therefore be unclear to the consumer / reader.

Today there are an unlimited amount of means to attract attention to an enterprise. And the most effective and fast way to advertise is to create a non-standard custom name. Due to this fact, the authors use mostly multicomponent onyms, consisting of a combination of tokens and numbers (numbers) – "*Arzamas-17*"; "*Master-1*", "*Gradient-2*"; lexems and initials written with the hyphen – "*Vela-S*" or separately – "*Halo H*", with the hyphen and separately – "*Vel-set hrup*". Obviously, these titles lack transparent motivation. They encrypt more, hiding the essence of what the company specializes in.

When we research the word-formation of firm names, it is important to pay attention to the level of their motivation, because, unlike the normative derivation, those words formed by business owners often have a non-transparent motivational basis. According to I. Shmilyk's classification, firm names are divided into motivated (having a transparent semantic structure) and unmotivated. The universal factors underlying ergonomic motivation are the belonging of the business to the owner, the location of the business, its relationship with other objects, the specificity of the activity, ie they are motivated. Consequently the most well-known are the onyms created from antroponyms, toponyms, and the other type that is names that were built from general nominations.

S. Shestakova considers the names as unmotivated (recessive), names that are completely unrelated to the fact that the enterprise distributes or manufactures. Such onyms do not contain information about the subject of the nomination and are often artificial words created by the mechanical combination of combinations of letters. They are characterized not by the absence of a motive for naming [11: 10].

There is a close relationship between the degree of motivation and the structural characteristic of the onym. Svitlovodsk's firm names are structurally consist from one word, two words and verbosed. Obviously, the one-word onyms most clearly explain reality, binary compounds (mainly formed in a lexical-syntactic way or lexical-semantic way) are more complex to understand and interpret the name's motivation.

Unique brand names have a more meaningful and concise motivation for the name of the company, although we see cases of a name far removed from the content in the field in which the firm is engaged. Thus, "*Octava*" is the company deals with grain-drying complexes, although at first glance it can be assumed that the company sells or manufactures musical instruments. Although binary compounds have two words in their composition, they do not always explain the 'product' that the firm specializes in more broadly and fully. For example, the company "*Plaj*" is engaged in repairing household products, although the 'plaj' is the word that belongs to the western Ukrainian dialect with

the meaning “path in the mountains” [8: 558]. As a result, the name does not explain the scope of employment of the company, but only raises consumer's questions. So as we see, this reality does not exist in Svitlovodsk, which is what attracts the attention of consumers of the Middle Dnipro region.

Although there are motivated two-component word-phrases. The company “*Zhyva voda*” is engaged in packing of purified drinking water, so we consider this name is clearly motivated. In multicomponent names there is an advantage – an in depth interpretation of the scope of the enterprise. That means the reader / consumer can already guess from the name of the products / spheres of services of the private structure, without wasting time in search of additional information (“*Svitlovodska fabryka lisomaterialiv*”, “*Svitlovodsky zavod adsorbentiv*”, “*Svitlovodsky budivelny zavod*”, “*Transportna kompania Svitlovodsk*”, “*Svitlovodsky richkovy terminal*”). However, the multicomponent of the name has the disadvantage – the accumulation of additional, not always important for the consumer information. And in the case of abbreviative method of creation, such lexical compounds may have a vague semantics (“*Torhovy dim “Kaskad plus*”, “*SV Dniprova khvylya*”, “*Kremyn-Agro-Colos*”). Thus, “*Torhivelno-vyrobnycha firma torhresurs*” produces hygienic filler for animals, which is not clear from the name.

It is worth paying attention to the Russian-speaking brand names and transliterated in Ukrainian: “*Parus*”, “*Snab-servis*”, “*Agropromsnab*”, “*MIG*”, “*Azimut*”, “*Kremgessilikat*”, “*Domovoj*”, “*Jug i K Kontakt*”, “*Vash doctor*”. In addition to Russian occasional neologisms, there are also English-language new words created by the owners of the firms: (“*Solinh-plus*”, “*Mix-lain*”, “*NT Systems*”, “*Yu GTI Montazh*”, “*All Nechurel*”, “*ITG Invest*”, “*Sititelecom*”). The aforementioned phenomenon is described in detail by O. Belei in the book “Transformation of the Ukrainian onomastykon of the post-totalitarian period on the slavic background”, where the scientist states: “The most common practice that gives rise to the most numerous types of profanity in modern Ukrainian proper names is the unlawful use of a foreign-language (non-Ukrainian) lexical base and graphics in the formation and transmission of letters of onyms-neologisms” [2: 157]. Nowadays entrepreneurs should follow the modern Law of Ukraine “On Ensuring the Functioning of the Ukrainian Language as State” (2019). For example, in the chapter VI “Application of the Ukrainian language as a state language in proper names and names” Article 39 states: 3. “Inscriptions of official names of state authorities, authorities of the Autonomous Republic of Crimea and bodies of local self-government, enterprises, institutions and organizations of state and communal ownership of seals, stamps, stamps, official forms and signs have to be executed in the state language” [10]. So, we see a clear violation of the Ukrainian legislation on the rules for the use of proper business names.

**Conclusion.** The firmonyms of Svitlovodsk are widely represented by lexico-semantic, abbreviative ways of word formation. The structural composition is dominated by unambiguous ones. In terms of motivation, the most transparent are multicomponent names. Their detailed name gives a clear explanation of the industry / the specifics of the enterprise. According to the rules of spelling and the Law of Ukraine “On Ensuring the Functioning of the Ukrainian Language as a State”, most make common names. Among the Occasionalisms are names with broken rules of spelling, unnormative orthography of anglicisms, russianisms. Thus, we observe a tendency to use monosyllabic Ukrainian-language names, which in terms of content and formality are the most profitable advertising of goods / services of the enterprise. A positive trend is the use of brand names in Ukrainian. Significantly decreased the number of Russian-speaking neoplasms, that in the early XXI century dominated in Svitlovodsk. We hope that the quality work of the

registration of private enterprises will contribute to compliance with all the provisions of the Law of Ukraine “On Ensuring the Functioning of the Ukrainian Language as a State”, and the number of non-normative firm names will decrease.

**Prospects of using results of investigation.** After investigating the derivative characteristic of the firmonyms of Svitlovodsk we see the necessity to research more detailed onyms – the names of products made by the firms that we have analyzed in this article. From our point of view, the factory and the results of its work are closely connected. Moreover, our future article can show the regularity – the owner of the factory can name his firm and products using the same type of word formation in both onyms.

### СПИСОК ВИКОРИСТАНОЇ ЛІТЕРАТУРИ

1. *Белей О. О.* Сучасна українська ергонімія (на матеріалі власних назв підприємств Закарпатської області України) [Текст] : дис... канд. філол. наук: 10.02.01 / Белей Олег Омелянович ; Ужгородський держ. ун-т. – Ужгород, 2000. – 209 арк. – арк. 171–191.
2. *Белей О. О.* Трансформація українського ономастикону постолітарного періоду на загальнослов'янському тлі / О. Белей. – Wrocław : WUW, 2007. – 245 с.
3. *Вакарюк Л. О.* Український словотвір у термінах. Словник–довідник / Л. О. Вакарюк, С. Є. Панцьо. – Тернопіль: Джура, 2007. – 260 с.
4. *Вербич С. О.* Сучасна українська онімна лексика: функціональний аспект / С. О. Вербич // Вісник НАН України. – 2008. – № 5. – С. 54–60.
5. *Деременда Ю. М.* Назви абrevіатурного типу як структурно-морфологічний різновид ергонімів / Ю. М. Деремнда // Рідне слово в етнокультурному вимірі. – 2012. – С. 110–116. – Режим доступу : [http://nbuv.gov.ua/UJRN/rsev\\_2012\\_2012\\_16](http://nbuv.gov.ua/UJRN/rsev_2012_2012_16)
6. *Колоїз Ж. В.* Українська оказіональна деривація: монографія / Ж. В. Колоїз. – Київ : Акцент, 2007. – 275 с.
7. Словник української мови : в 11 т. / АН УРСР. Інститут мовознавства; за ред. І. К. Білодіда. – Київ : Наукова думка, 1970–1980. – Т. 6, 1975. – С. 558. Режим доступу : <http://sum.in.ua/s/plaj>
8. *Стишов О. А.* Динамічні процеси в лексико-семантичній системі та в словотворі української мови кінці ХХ ст. (на матеріалі мови засобів масової інформації) : автореф. дис. ... д-ра філол. наук: 10.02.01 / Стишов Олександр Анатолійович ; НАН України; Інститут мовознавства ім. О. О. Потебні. – Київ, 2003. – 21 с.
9. *Тараненко О. О.* Актуалізовані моделі в системі словотворення сучасної української мови (кінець ХХ – ХХІ ст.). – Київ : Вид. дім Д. Бураго, 2015. – 248 с.
10. Текст Закону України “Про забезпечення функціонування української мови як державної”. – Режим доступу : <https://zakon.rada.gov.ua/laws/show/2704-19/print>
11. *Шестакова С. О.* Лексико-семантичні інновації у системі української номінації (на матеріалі ергонімів і прагмонімів) : дис. ... канд. філол. наук : спец. 10.02.01 «Українська мова» / С. О. Шестакова. – Харків, 2002. – 241 с.
12. *Шмілик І. Д.* Лексико-стилістичні засоби в мовленні реклами / Humanities and social sciences, Львів. – 2009. – С. 101–106.

13. Шумейкіна А. В. Деякі явища словотвору сучасної української мови (на матеріалі мови засобів масової інформації) / А. В. Шумейкіна // Науковий часопис Національного педагогічного університету імені М. П. Драгоманова : зб. наук. праць. – Київ : Вид-во НПУ імені М. П. Драгоманова, 2010. – С. 156–160. – (Серія 10 : Проблеми граматики і лексикології української мови ; вип. 6).

## REFERENCES

1. Belei, O. O. (2000). *Suchasna ukrainska erhonimia (na materialii vlasnykh nazv pidpyemstv Zakarpatskoi oblasti Ukrainy)* [Tekst]: dys. kand. filol. nauk: 10.2.01. Uzhhorod. 209 ark.
2. Belei, O. O. (2007). *Transformatsiia ukrainskoho onomastykonu posttotalitarnoho period na zahalnoslovianskomu tli*. Vroslav: VUV.
3. Vakariuk, L. O., Pantso, S. E. (2007). *Ukrainskyi slovotvir u terminakh*. Slovnyk-dovidnyk. Ternopil: Dzhura.
4. Verbych, S. O. (2008). Suchasna ukrainska onimna leksyka: funktsionalnyi aspekt. *Visnyk NAN Ukrainy*, №5, 54–60.
5. Deremenda, Iu. M. (2012). Nazvy abreviaturnoho typu iak strukturno-morfologichnyi riznovyd erhonimiv / Iu. Deremenda. *Ridne slovo v etnokulturnomu vymiri*, 110–116. Retrieved from [http://nbuv.gov.ua/UJRN/rsev\\_2012\\_2012\\_16](http://nbuv.gov.ua/UJRN/rsev_2012_2012_16)
6. Koloiz, Zh. V. (2007). *Ukrainska okazionalna deryvatsia: monohrafiia*. Kyiv: Aktsent.
7. *Slovnnyk ukrainskoi movy v 11 tt.* (1975). / AN URSSR. Instytut movoznavstva; za red. I. K. Bilodida. Kyiv: Naukova dumka, t. 6, – 558. Retrieved from <http://sum.in.ua/s/plaj>
8. Styshov, O. A. (2003). *Dynamichni protsesy v leksyko-semantichnii systemi ta v slovotvori ukrainskoi movy kintsa XX st. (na materialii movy zasobiv masovoi informatsii)*: avtoref. dys. d-ra filol. nauk: 10.02.01 / NAN Ukrainy; Instytut movoznavstva im. O. O. Potebni. .
9. Taranenko, O. O. (2015). *Aktualizovani modeli v systemi slovotvorennia suchasnoi ukrainskoi movy (kinets XX–XXI st.)*. Kyiv: Vydavn. Dim D. Buraho.
10. *Tekst Zakonu Ukrainy “Pro zabezpechennia funktsionuvannia ukrainskoi movy iak derzhavnoi”*. Retrieved from <https://zakon.rada.gov.ua/laws/show/2704-19/print>
11. Shestakova, S. O. (2002). *Leksyko-semantichni innovatsii u systemi ukrainskoi nominatsii (na materialii erhonimiv i prahmonimiv)*: dys. kand. filol. nauk: spets. 10.02.01 “Ukrainska mova”. Kharkiv..
12. Smilyk, I. D. (2009). *Leksyko-stylistychni zasoby v movlenni reklamy / Humanities and social sciences*, Lviv, 101–106.
13. Shumeikina, A. V. (2010). Deiki iavyscha slovotvoru suchasnoi ukrainskoi movy (na materialii movy zasobiv masovoi informatsii). *Naukovyi chasopys Natsionalnoho pedahohichnoho universytetu imeni M. P. Drahomanova. Sesia 10: Problemy hramatyky i leksykologii ukrainskoi movy*: zб. nauk. prats. Kyiv.: Vyd-vo NPU imeni M. P. Drahomanova, vyp. 6, 156–160.

Стаття надійшла до редколегії 15. 02. 2020

доопрацьована 01. 03. 2020

прийнята до друку 07. 03. 2020

## СЛОВОТВІРНА ХАРАКТЕРИСТИКА ФІРМОНІМІВ МІСТА СВІТЛОВДСЬКА КІРОВОГРАДСЬКОЇ ОБЛАСТІ

Богуслава ЗМАРКО

*Львівський національний університет імені Івана Франка,  
кафедра української мови імені професора Івана Ковалика,  
вул. Університетська, 1/234, Львів, Україна, 79001,  
тел. (0 322) 239 47 17  
e-mail: boguslava.zmarko@gmail.com*

Статтю присвячено аналізу способів словотворення фірмонімів м. Світловодська, їхньої структури, походження, яке охоплює власне українські оніми, а також запозичення. Водночас увагу приділено розгляду соціолінгвістичних чинників, які впливають на творення неологізмів. Дослідження містить градацію від найчастотніших до найрідше вживаних способів словотворення. З'ясовано причини утворення онімних okazіonalіzmів. Виявлено факти порушення закону України "Про мову".

Виявлено зміни в сучасному найменуванні власних назв. Якщо в минулому столітті на території Наддніпрянщини переважав російський фірмонімікон, то наразі власники підприємств надають перевагу українським назвам, рідше – англійським або застосовують транслітеровані варіанти.

Серед способів словотворення домінує лексико-семантичний, у межах якого переважає онімізація, на другому місці – трансонімізація, на третьому – онімотрансонімізація.

Водночас власники фірм часто послуговуються аббревіацією, яка забезпечує лексичну компресію, стислість назви. Ініціальні оніми створені переважно з рекламною метою, адже більше привертають увагу споживача своєю багатозначністю й асоціативністю. Часткові аббревіатури є більш інформативними, з прозорою мотивацією. Проте транслітеровані фірмоніми окресленого типу не мають вищезазначеної ознаки.

Власні іншомовні назви гібридного типу не є вмотивованими й лише привертають увагу своєю незрозумілістю. Морфолого-синтаксичний і суфіксальний способи не є популярними в м. Світловодську. Представлені лише трьома фірмонімами, що утворилися внаслідок субстантивації прикметників.

Усічення репрезентовано тільки однією лексемою. Пояснення цього явища знаходимо в згрубілому відтінку таких онімів, що є недоречним й має антирекламну функцію.

З'ясовано, що багатокомпонентні власні назви є більш інформативними й зрозумілими споживачам, аніж одно- чи двокомпонентні оніми. Очевидно, що у фірмоніміконі Світловодська домінують okazіonalіzми, назви змішаних типів. Причина такого явища – привернення уваги споживачів.

*Ключові слова:* фірмонім, ергонім, деривація, словотворення, узуальні назви, okazіonalіzні назви.