

The Linguistic and Thematic Features of Brand Names in Arabic and English: A Contrastive Study

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Abstract—This study investigates the similarities and differences between brand names in Arabic and English, namely Jordanian and American brands. Brand names are analyzed in terms of their thematic associations and their linguistic features. The focus is on three types of Jordanian and American products: food, clothing and services. The methodology followed is quantitative and qualitative, adopting the framework of Chan & Huang (2001) who classify the brands into different categories based on their thematic associations into seven categories. However, this framework has been adapted to include three more categories. The results reveal that the brand names of both countries have similar thematic associations but with different frequencies. It is found that the frequencies of the thematic categories significantly differ between the two countries (and the two languages) regarding the three investigated types of brands. In relation to their linguistic features, some similarities and differences are reported.

Index Terms—brand, theme, linguistic features, Jordanian, American

I. INTRODUCTION

Advertising language is somehow different from other language discourses because it seeks the attention of consumers. In order to achieve that purpose, advertisers manipulate language at different levels such as the lexical, morphological, phonological and orthographic levels. In addition, their language may imply special thematic characteristics which have certain cultural, personal, emotional, or spatial associations. A salient part of advertising language is brand naming which can be the simplest and most direct tool for promoting products. For the consumer, the name of the brand may facilitate the process of selecting one product over another if its brand name is representative of its characteristics. It might also be helpful in remembering the product and differentiating it from others.

The term brand is defined differently in literature and viewed from several different perspectives. American defines a Brand is a name, term, sign, symbol or design, (or a combination of these) whose purpose is to differentiate goods or services of one company from another (Marketing Association, 1960). It is also defined by others as a legal instrument, a logo, a company, a shorthand, an identity system, and a risk reducer among many other definitions. Each of these reflects a certain perspective depending on the brand name's relation.

In literature, brand names are classified into different categories based on their themes. These classifications are combined in the work of Chernatony and Riley (1998) and they are divided into the following categories: instrument, logo, company, shorthand, risk reducer, identity system, image, value system, personality, relationship, adding value, and evolving entity. On the other hand, Chan and Huang (2001) classify them into six categories: place, traditional culture, animal, foreign-like name, desirability characteristics, and positive connotation.

Finally, branding can be said to have a communicative function through which certain features of the product can be communicated to the consumer. Therefore, selecting a brand name is a crucial process for business marketing, as brands need to have distinctive names from others, and they need to be attractive to the consumer. As these names need to be distinctive and powerful, they also need to carry certain linguistic features, and that is why linguists are interested in analyzing them.

II. LITERATURE REVIEW

Brand names have often been the subject of intensive research for linguists and marketers. Packaging and labeling can be utilized in a way that achieves the needed distinctiveness in industrial and commercial markets (Myers et al., 1997). As a result, a great deal of research has been conducted to improve the naming and presentation of products.

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After all, branding's main purpose is to promote products and services to satisfy the requirements of consumers and to help make their purchasing decision (Chan & Huang, 1997).

The characteristics of brand names strategic desirability are pursued by Robertson (2007). In this study, he provides two dimensions for the judgment of brand name desirability:

1. Brand names can be easily encoded in, retained in, and retrieved from memory
2. The extent to which the name supports or enhances the planned strategic positioning or image of the product

When selecting a successful brand name, nine principles should be considered by managers which can be summarized as follows: The brand name should be simple, distinctive, meaningful, emotional, verbal or a sound connected to the product class; it should also elicit a mental image, make use of phonemes, morphemes, and use repetitive sounds generated by alliteration, assonance, consonance, rhyme, and rhythm (Robertson, 2007).

Moreover, the country in which the brand is produced has a strong influence on selecting its name. This notion is also investigated in Asian brand names. A study focuses on the dominance of certain Asian brands and points out that the dominance is in favor of names that are related to shared cultural values (Robinson, 1995). The influence of culture is highlighted in Dong (2001) as well. The culture of the country in which the brand is found or marketed should be taken into consideration because the customers are interested in the brand name and not only in the product itself. This is due to the fact that the name may carry a symbolic meaning related positively or negatively to their culture, values, traditions or beliefs. He provides an example of the negative connotation of "clock" in Chinese culture which symbolizes death. Accordingly, he suggests that using a brand name similar to this one would not achieve any success in a country like China (Dong, 2001).

Brand theme is defined based on expert definitions acquired through a focus meeting with them. After analyzing the data, the experts adopted the following definition: "The brand is a complex multidimensional construct whereby managers augment products and services with values and this facilitates the process by which consumers confidently recognize and appreciate these values" (Chernatony & Riley, 1998, p. 436). According to this definition, naming the brand is a cyclical process in which consumers give feedback about the brand and the firm takes this feedback into account to produce better names for their products. This assumption suggests that the success or failure of brands is dependent on the degree of congruence between the firm's values and the rational and emotional needs of consumers.

The strong linguistic connection of brand names is also discussed in some studies. One of these studies is Chan and Huang (2001) who argue that the linguistic component is essential in brand naming. Through analyzing the Chinese brand names of ten products, they find that the phonological, morphological, and semantic fields play a significant role in selecting the brand name. For example, the semantic content of the name represents the product's function, its nature, the target consumer, and the culture of society. Other studies stress the influence of the phonetic features of brand names on their distinctiveness. For instance, some consonants help in recalling brand names such as those where the sound begins with a plosive (b, s, d, g, k, p). In addition to its phonetic features, other features of the word may influence its memorability such as the length of the name (length decreases recognition) and its association with other things like an animal, an idea, or a kind of plant (Bergh, 1984).

The impact of phonetic structures on brands can be found in some works. The type of the brand can be reflected in the phonetic structure of its name. According to them, luxury brands have a different structure from basic brands so each of them has distinctive features. The distinctions of the luxury brands help to keep the name in the mind of the consumer as it relates to something luxurious (Pathak et al., 2017).

Concerning drug brand names, the most dominant types of names are those borrowed from other languages. Consequently, their meanings are not clear to the consumers, yet this makes them special and distinctive. Other names undergo some phonological processes such as the clipping of some words; for example, *PulmicortFlexhaler* is derived from *pulmonary*. Suffixation and affixation are also utilized to create brands, especially with generic names. In addition, sound symbolism is also important to find connotations about the product in order to attract the attention of consumers. Some brand names are judged as being misleading, incorrect, or unsafe; unjustified hyperbole beyond clinical data; or they use confusing prefixes or suffixes that conflict with common abbreviations (Williamson, 2013).

Brand naming is an interdisciplinary issue as it interacts with psycholinguistic, sociolinguistics and semiotics. The relationship between consumer psychology and brand linguistics has been examined (i.e., the study of a language's effect on consumers in brand-related settings (Carnevale et al., 2017). They provided an example of one case in which consumer-brand relationships and interpersonal relationships interact, that is to say, when brands are positioned through metaphors as means to reinforce desirable social relationships as, for example "(DeBeers's 'Say it with diamonds' campaign). In such cases, consumers might find that the brand signifies a particular interpersonal relationship because, for example, it was a gift" (Carnevale et al., 2017, p. 581).

III. METHODOLOGY

A. The Source of Data

The brand names analyzed in the current study were collected from websites and included brands from Jordan and the United States. The Jordanian brands were taken from www.mit.gov.jo and <http://daleelalurdon.com/index.php?sobi2>, whereas the American brands were retrieved from www.forbes.com and from https://www.amazon.com/ref=nb_sb_noss_null - a marketing website which introduces the top brands.

The data include 90 brands in each language in the categories of food (n= 56), clothing (n= 16) and services (n= 20). The food category includes dairy products, chocolate, coffee, and tea, while the services category includes hotels and restaurants combined as one category in the tables. The discrepancy in the numbers of the brands in the categories is due to the limited number of Jordanian brands, especially when it comes to clothing. The analyzed data can be found in the appendix.

B. The Analysis Procedure

The methodology adopted in the study is descriptive and analytical. The thematic analysis in the paper is based on the framework of Chan and Huang (2003). In this framework, the brands are classified into six categories:

1. place,
2. traditional culture,
3. animal,
4. foreign-like name desirability,
5. characteristics, and
6. positive connotation.

However, the framework has been modified to suit the results of the analyzed data since three categories - family name, person name and source, and ingredients - can be found in both the Jordanian and the American data but were not found in the original framework. In addition, the data are analyzed in terms of their lexical, phonological, morphological, and orthographic features. The qualitative analysis is presented through tables reporting the frequency and percentages of each category in each language.

C. Research Questions

American and Jordanian brands are expected to have clearly different features in their brand names since the two countries have different languages, cultural backgrounds and economic statuses. Therefore, the study seeks to answer the following questions:

1. What are the sources of brand names in Arabic and English?
2. What are the similarities and differences between brand names in Arabic and English?

IV. DATA ANALYSIS

A. Thematic Analysis

(a). Food

The data for both countries include three types of food: dairy products, chocolate and candies, and tea and coffee. The brands are classified into various categories based on their associations. The frequency and percentage of each category are presented in Table 1.

As shown in Table 1, the nine themes can be found in the Jordanian brand names but with different frequencies. Most of them indicate a “positive connotation” representing 22.22% of the data. Examples of these are *tanāyūm* (harmony), *alyawm* (today), *albasma* (the smile), *annuxba* (the elite), *almīzān* (the balance), *annahḍa* (the renaissance), and *albārūn* (the baron), *alṣamīd* (the dean). For instance, the word *alyawm* (today) denotes freshness, as if the product is produced and sold on the same day. *annuxba* (the elite) implies that this product is better than any other while *albārūn* and *alṣamīd* refer to a person of high rank or dignity. Such names reflect the values of the companies and may attempt to attract customers who are interested in such values. This point is highlighted in Chernatony and Riley (1998).

TABLE 1
FREQUENCY OF THE CATEGORIES RELATED TO FOOD BRANDS

Category	Jordanian		American	
	N	%	N	%
Place	6	11.11	7	12.96
Traditional Culture/religion	9	16.66	3	5.55
Animal	4	7.4	2	3.7
Positive Connotation	11	20.37	5	9.25
Desirability characteristics	2	3.7	0	0
Foreign Name	4	7.4	6	11.11
Family Name	6	11.11	14	25.92
Person Name	6	11.11	3	5.55
Source or components	6	11.11	9	16.66
Total	54		54	

The second most frequently appearing category is Traditional Culture/Religion which registers 16.66% among the other categories. The culture of the Jordanian community is reflected in the names of the brands as people there pay much attention to cultural and religious aspects. For example, *alhudā* (the right path) is a chocolate brand that has a religious connotation, whereas *alṣaṣāla* (originality), *alṣaraqa* (nobility) are culturally related. Other names that are associated with the Jordanian culture are *dallit dīrinā* (our country coffee pot), *assayf* (the sword), *alṣarabī* (the Arab),

and *annašāma alšarab* (the chivalrous Arab). Words such as *addalla* (coffee pot) have a strong cultural value, and Jordanians use this word and its picture as a representative logo or sign for belonging or loyalty to the traditional cultural values. This group of names is coffee brands, and the names are associated with culture because coffee itself has highly positive cultural values as it is associated with hospitality and generosity in the Jordanian community. Other names refer to personal or family names such as *alkasīh* (Alkaseeh), *aljneydī* (Al-jneidi), *haykal* (Haykal), *zhaymān* (Zheiman) among other family names.

The category of Personal Names includes male and female names such as *ḥammūdi* (Hammoudi), a very common Jordanian male nickname, and female names like *mahā* (Maha), *nānsī* (Nancy) and *ṣabhā* (Sabha). These names may refer to certain people or may be used because they have special value. For example, the name *ṣabhā* (Sabha) is used as a coffee brand that might be selected because it is a traditional name and coffee is associated with Jordanian traditions, as mentioned above.

The category Source or Components includes six names, five of which are related to their source: *assanābil* (wheat), *almazraṣa* (the farm), *jannatī* (my garden), *dīritnā* (our country), and *alwādī alšaxḍar* (the green valley). These names are, of course, related to the land (i.e., farm, country and garden) and reflect Jordanian attitudes towards domestic dairy products, i.e., they prefer locally made diaries as yogurt and cheese because they think that it is healthier than the imported ones. Conversely, this is unlike their attitudes toward other kinds of products of which they prefer the imported ones. One example in the data - *ʔabulḥayl* (the father of cardamom) - is related to an ingredient found in Arab coffee - cardamom. The cardamom is used in this brand as it is mixed with the coffee to add a certain flavor to it. This name is accompanied by *ʔabu* (the father) to indicate superiority over the other kinds of coffee. Similarly, Jordanian food brands associated with places register as 11.11% of the data. Some of these places are local districts, while others are not. For instance, *karakī* (Karak) and *murūj ḍabṣa* (Dab'a farms) are local, and they may refer to the place of the product's company. On the other hand, other names, like *aššāmī* (connected with Syria), *blūdān* bloodan (a Syrian town), and *makka* (a Saudi Arabian city) are non-Jordanian Arab cities, and *plāzā* Plaza is a non-Arab city.

Foreign names are found with less frequency, registering 7.4% of the total data. For instance, there are *Hello* and *binbanūvā* (Binbanouva) which appear in Arab and English scripts, whereas Pop Candy and MayalaChocoloteria appear only in the English script.

Similarly, the Animal Names category represents 7.4%. The animals whose names are used have a positive connotation in the Jordanian community. For example, there is *alyazālayn* (the two deer). Deer symbolize beauty in Arab culture, *alḥiṣānayn* (the two horses) and *annamir alšarabīthe* (the Arab tiger); the tiger and the horse represent strength and power. Further, *kanārī* (canary) is used as a chocolate brand, and this animal is associated with beauty and a pleasant sound.

As can be seen in Table 1, the least frequently appearing category is Desirability Characteristics as in *ʔazkz qahwa* (the most delicious coffee) and *ṭayba* (delicious).

In comparison, the American data view different frequencies in relation to brand name associations. The most frequent brands at 29.52% are those that carry family names as shown in Table 1 above. Family names are so common in different types of food brands such as Dean's Food, Hill's Bros., Maxwell, Gloria Jean (which is the full name of one of the company's owners), Just Born (Born is the family name of one of the owners), Castronovo, Goldenberg, Mars, Peet's, Reese's, Murrie & Mars (M&Ms), and Betty Crocker (Crocker is the family name of the company director, as mentioned in the company website).

Another common category in American brands is using a spatial reference which sometimes refers to the place in which the product is produced. Seven places appear as brand names, demonstrating 12.96%. Some of these places are American, such as Colombo, American Tea, Luiziannem (which is an adaptation of the American state of Louisiana) and Tillamook Cheeses. Non-American places are found as well, such as Oreo (adaptation of Orio which is a Spanish town) and the tea brand Turkey Hills.

Moreover, the American data shows that foreign names are frequently utilized such as the product that carries the name Numi Organic which is taken from the Arabic-Iraqi word *nūmī* (Rahim, 2010). This word refers to a type of fruit in the Iraqi dialect (numitea.com). Other examples are those taken from the Turkish language such as *Joyva* and *Halva* which mean "sweet food". In addition, *Pluḡrā* is derived from French *plusgras* meaning "more fat". Fruzen Glädje and Siggī's Yogurt are also foreign brand names.

The Source or Components category registers at 16.66% of the data, and Green Mount, Mighty Leaf, Hot Tamales (tamales are a Mexican dish, and the candy with this name is spicy hot like that of tamales), Pinkberry Yogurt, Hill's Beer (a type of cheese in which beer is one of the ingredients), among others.

The Positive Connotation category is utilized less frequently in naming the American brands, registering at 9.25% of the data. In these brands, the names imply a positive meaning that may attract customer attention like, for instance, Good Earth, Honest and Imperial. Names related to cultural items like Sweet Frog, Stash and The Greek God appear three times in the data. Concerning the frozen yogurt brand Sweet Frog, FROG is an acronym for "Fully Rely on God", so it is founded on Christian principles (Wunderlich, 2013). Stash is a tea brand that is taken from an old tradition that involves providing a ship's captain with a certain kind of tea called "the captain's stash".

Similarly, using Person Names appears three times, registering 5.55% in the data and include Mike & Ike, Gloria and Clark.

Lastly, Animal Names demonstrate low occurrence where only two examples can be found in the collected data. These are Snickers (the name of the favorite horse of the owner family) and Brown Cow.

Even though the data of the two related countries are associated with the different adopted categories, the analysis reveals significant differences between them at level 0.08. While the most frequently used categories in the Jordanian brands are Positive Connotation followed by Traditional Culture/Religion, the American brands are more associated with Family Names followed by the Source/Ingredient category (which are significantly different as can be noted through the percentages above). The least frequently appearing category in Jordan is Desirability Characteristics. However, this is not found in the American data.

(b). Clothing

The data of clothing brands are analyzed in Table 2. The total number of the brand names is sixteen for each country, distributed based on their association, as can be noted in the table.

TABLE 2
FREQUENCY OF CATEGORIES RELATED TO CLOTHING

Category	Jordanian		American	
	N	%	N	%
Place	3	18.75	3	18.75
Traditional Culture/religion	4	25.00	0	0
Animal	1	6.25	1	6.25
Positive Connotation	2	12.25	1	6.25
Desirability characteristics	0	0	0	0
Foreign Name	0	0	2	12.5
Family Name	3	18.75	6	37.5
Person	3	18.75	3	18.75
Source or components	0	0	0	0
Total	16		16	

The analysis in Table 2 reveals significant differences between the Jordanian and American data. Beginning with the Jordanian data, the most frequently used category is Traditional Culture/Religion representing 25.0% of the collected data these include *Īslāmiyyāt* (Islamic), *jannaatī* (my heaven), *alhudā* (the right path), *attaqwā* (devotion). All of these names are related to religion, and especially the first one which clearly uses the word Islamic. The names, as can be noted, are connected with religion rather than with culture. As a Muslim community, Jordanian people are expected to be affected by Islamic trends. As Jordanians pay a great deal of attention to cultural values, marketers utilize this point to attract consumer attention through clothing brand names. This result is in line with the views of Robison (1995) and Dong (2001) when they stress the importance of considering culture when selecting a brand name.

The second most frequently appearing category is Place Names, and some of the places used in naming the brands are related to places that Muslims associate with their religion. For instance, *alquds* (Al-Quds) and *bayt lmaqdis* (another name for Al-Quds) are very popular Islamic clothing brands. Their names are associated with the city of Al-Quds in Palestine which is a holy place for Muslims. Another name used is Petra, a very famous Jordanian tourist destination, which might be used because its name is known around the world.

With similar frequency, Person and Family Names used in Jordanian clothing brands refer to male and female names. Examples of female names include *sājida* (Sajeda) and *līlās* (Lelas) and an example of a male name is *hārūn* (Haroun). Family Names can be exemplified through *alʔafayānī* (Al'afaghani), *qafīša* (Qafesha) and *sāhūr* (Sahour). Only one example that appears in the data refers to an animal name, and that is *alʔanadīl* (Nightingales); thus, the category Animal Names is the third most frequently occurring category claiming 6.25% of the data. None of the other categories are found in the collected data related to clothing.

As can be seen on the other side of Table 2, the American data reflect different associations than the Jordanian brand names. Most of the names (37.5%) are associated with family names which is a rather high rate in comparison to both the other categories and to the most frequently appearing Jordanian category mentioned above. Examples of these are Calvin Klein, Tommy Hilfiger, Abercrombie & Fitch, Filson, Ralph Lauren, and FCS (Freeman Sporting Club with "Freeman" being a family name). Secondly, the Place Names category represents 18.75% of the data as seen in Colombia, American Eagle and Patagonia.

The second frequently appearing category – Foreign Names - demonstrates 12.5% of the total data. For instance, Levi Strauss and A éropostale are not English words.

Animal names occur only once in the data, and that is with American Eagle. Also, one instance of Positive Connotation appears in the data, namely, Nike (the Goddess of victory). The other categories are not found in the collected data.

When it comes to clothing brand names, significant differences between the brand names of the Jordanian and American are demonstrated. The most frequent Jordanian brand names are, respectively, Cultural Tradition/Religion, Positive Connotation, Family Name, Person Name, and Place Name. On the other hand, there are no American brands in the study that fit the category Traditional Culture/Religion. The American brands, in contrast, are associated with the categories of Family Names, Place, Foreign Names, Animal, and Positive Connotation, respectively. Foreign Names is

found in the American data but not in the Jordanian. Two of the categories are not found in both the American and Jordanian brand names, namely Desirability Characteristic and Source/Ingredients.

(c). *Services*

The data related to services consist of the brand names of restaurants and hotels, totaling 20 for each country.

TABLE 3
FREQUENCY OF CATEGORIES RELATED TO SERVICES

Category	Jordanian		American	
	N	%	N	%
Place	6	25.00	4	20.00
Traditional Culture/religion	2	10.00	0	0
Animal	1	5.00	1	5.00
Positive Connotation	4	20.00	0	0
Desirability characteristics	1	5.00	3	15.00
Foreign Name	2	10.00	0	0
Family Name	1	5.00	4	20.00
Person	1	5.00	5	25.00
Source or components	2	10.00	3	15.00
Total	20		20	

Table 3 above shows that the most frequently appearing category for the Jordanian services brands is Place, representing 25% of the collected data. Some of the place names are Jordanian and Arab names such as *albatrā* (Petra), *albayt allubnānī* (the Lebanese house), *šammān alkubrā* (the great Amman), *šammān intarnāšnal* (Amman International), and *aḍḍayša* (the town). Although *aḍḍayša* (the town) does not refer to a specific place, it is still a place and might be used to imply simplicity and homemade-like food. Interestingly, only one non-Arab place is used as a hotel name - the Bristol Hotel.

The second most frequently appearing category is Positive Connotation which registers at 20%. For example, *aθθurayyā* (Chandelier), *jawharat šammān* (Amman's Diamond), *alʔarḍ aṭṭyyiba* (the Good Land), *dār assalām* (the Land of Peace). Foreign Names, which registers at 10%, appear only with hotels brands like the Landmark and Le Royal. Using foreign names as a brand, as argued by Williamson (2013), is to be distinctive and special.

Similarly, the Source/Ingredient category appears in two restaurant names: *ṭwāḥīn lhawā* (the Windmills) and *almanqal* (Barbecue Grinder).

Traditional Culture/Religion represents the same frequency with two examples of restaurants. The first is *addār dāarak* (The house is yours) which implies traditional generosity and hospitality, and *rīm albawādi* (the Bedouin Deer).

The other categories register at the same percentage (5%). The one name representing Animals is *karawā* (Curlew Bird). Only one Family Name can be found in *ʔabu lxayr* (Abulkheir) and one Person name- *ḥamāda* (Hamada) Finally, *humhum* (yummy) is the only name in the study implying Desirability Characteristic and is used to imply that the food in this restaurant is delicious.

By contrast, the American service industry brands reveal different frequencies in the related categories. Brands carrying Person names are the most common in the data. For example, there is BarneyGreengrass, Wyndham, Roberta's and Di Fara, all of which are names (or partial names) of the owners. Additionally, also DeMarco and Farina are combined in this brand name (Demarco, 2004).

Family Name is the second most appearing brand name category on the American side, registering at 20%. Examples of family names include instance, Kennedy Fried Chicken and Hilton.

Demonstrating similar frequency, some brands are related to the category of Place such as AmericaInn, Shilo Inns (Shilo is an Israeli settlement in Palestine) and Werwick (a city in the UK). Marriot, Motel 6, and Four Seasons are American hotel names that appear in the Desirability Characteristics category, and Burger Heaven, Peanut Butter and the Palm Source are restaurants that appear Source or Components category. Finally, on the American side, there was only one example in the Animal category - Red Lion.

When comparing the data of the two countries, there are notable and quite significant differences regarding their categorical choice of brand names. The Jordanian data are associated with the following categories, respectively: Place, Foreign Names, Positive Connotation, Traditional Culture, Source or Components, and finally - with all at the same percentage - Family Name, Person, and Animal names. The American data, on the other hand are related to, firstly, Person, then, Family Name and Place, all with the same frequency. These categories were followed by Source or Components and Desirability Characteristics, again, all with the same frequency. Finally, Animal is found as the least frequently appearing category of American brand names. Moreover, it is quite clear from Table 2 that some categories are found in the American data but not in the Jordanian data, and vice versa.

B. *Linguistic Features Analysis*

In this part, the data are investigated in relation to their lexical, orthography, morphological and phonological features. The data are taken in this section as two groups - Jordanian and American - regardless of whether they belong

to food, clothing or services categories. Different linguistic strategies are employed in naming the brands in order to achieve their objectives.

Lexically, personal pronouns are used with some brand names, like the first and second person pronouns. As Romanenko (2014) declares, the use of personal pronouns aims to show a personal relationship with the customers and establish communication with them. Examples of these can be seen in Jordanian brands in which the first and second personal pronouns are used. For instance, there is *jannatī* (my heaven), a word inflected by the first person singular possessive pronoun; in *addār dārak* (the house is yours), the second word is inflected by the second person singular. Also, in *dallit dīritnā* (our country's pot), the word *dīritnā* (our country) is inflected by the first person plural.

Moreover, colloquial terms are also utilized in this respect, especially with Arabic brands. Colloquialism can be defined as using everyday language instead of formal language. It is used by the marketers in naming the brands which might aim to reflect simplicity. Colloquial words also appear in the Jordanian data in four brand names. *ʔazka qahwa* (the most delicious coffee) in which the first word is a dialectical one. The second word is *annašāmā* and this word is a Jordanian one that is heavily used by Jordanians to show good attributes in someone. The third example uses a dialectical way of expressing the proficiency or superiority of someone or something. That word is *ʔabu* meaning "the father of" which is similar to the English usage of "the king of something". The example used in this study appears in the coffee brand *ʔabu lhayl* (the father of cardamom). The last one - *humhum* (yummy) - is usually used by children and not by younger people which is likely why it is used as the brand name for chocolate and catches the children's attention.

At the same time, in the American data, the brand Baby Phat uses the colloquial word phat (an acronym for "Pretty Hot and Tempting") which means beautiful. Using such simple names that are close to what people use in everyday language is supported by Robertson (2007) who argues that the name needs to be simple in order to be memorable and acceptable to people.

According to Leech (1996), adjectives are so common in the language of advertisement that they are used for an informative purpose, that is, to communicate the special characteristics of the product. Some brand names fall into the adjective word category, and these occur more in the American data than in the Jordanian data, with five American words and two Jordanian words appearing in this study. The American brand names are Good Earth, Honest, Mighty Leaf, Brown Cow and Sweet Frog, and the Jordanian words are *alfarīda* (unique) and *ʔayba* (good or tasty).

At the orthographic level, some examples show misspelled words, or so-called divergent spelling. This strategy is intentionally followed by advertisers, and the reason behind this might be to attract attention because such spelling would make the customer stop and think about the word. Three examples of this strategy in use appear in the American data which are the following: Luizianne (divergent form of Louisiana), Cheez Whiz ('z' is used instead of 's' in cheese) and Baby Phat (instead of fat). Two instances are found in the Jordanian data. First is *ʔawāhīn lhawā* (the wind mills) where the final letter is deleted (this deletion is the normal pronunciation in the Jordanian dialect and this might be the reason for employing it). The second one is Mayala Chocolateria, a misspelled English word.

Another point related to the orthography is using foreign and native scripts for foreign words. Some words are foreign but written using the script of the native language, such as the word Halva which is an American brand that is taken from Turkish but is written in English. A similar example can be found in the Arabic data with the word *bibūvā* which seems to be an adaptation for bonbon. On the other hand, some of the foreign words retain their original script, as in Pop Candy and Mayala Chocolateria in the Jordanian data; and Frusen Gl ädje and A éropostale in the American data. Interestingly, one example in Arabic is an Arabic name written only in English, and that word is Lelas (it is a female name used as a female clothing brand).

As argued by Pathal et al. (2017), phonological features are important and are taken into consideration when naming brands. As a result, special phonological manipulations are employed in naming the brands. One of the morphological strategies is alliteration, defined by As-Safi (2016) as the repetition of initial consonant sounds in adjacent or closely associated words. Two examples can be found in the Arabic data: *humhum* (tasty) and *ddār dārak* (the house is yours) in which the repetition of the same initial sound is very clear and makes the words memorable. Wyndham World Wide and Hall's Bros are American examples of alliteration.

The second phonetic strategy is assonance which means the repetition of the vowel sound at the beginning or middle of the word (As-Safi, 2016). For example, in *ddār dārak* the vowel sound /ā/ is repeated in the two words. In the American data, more examples employ this strategy as in Brown Cow (the repetition of the /au/ in both of the words) and Mike & Ike which involves the repetition of the /ai/.

Moreover, advertisers take phonological features into consideration because they believe that some sounds are more attractive than others. For example, when naming Starbucks, the owner of the company admits that he intentionally selected a word that starts with /st/ because these sounds are more attractive, "... he thought words that begin with "st" were powerful words. I thought about that and I said, yeah, that's right, so I did a list of "st" words...." (Alison, 2008, p. 2). This impact of the initial consonant of the brand name was stressed by Bergh (1984), who mentions the /s/ sound, within the plosive sounds, that helps in recalling the name.

Morphologically, blending and acronyms are used in the data. Blending is employed in the American data in several examples such as Yocrunch (yogurt crunch), Yoplait (Yogurt Plait), Di Fara (DeMarco and Farina). Acronyms are also a morphological combination of the first letter of several words to form a new one. Examples of acronyms are present in

the American data where two examples of this are FCS (Freeman Sporting Club) and Sweet Frog (Fully Rely on God). In the Jordanian data, a restaurant has the name *ʔār nūn* (R-noon), but this acronym includes the English letter R and the Arabic letter noon.

V. CONCLUSION

The analysis of the data results in several points showing the similarities and differences between the Jordanian and American brand names. Firstly, brand names in both countries are associated with the themes adopted by Chan and Huang (2001) in addition to the three were added by the researcher: Person, Family Name and Source. However, the frequencies of their occurrences with these themes are different depending on the type of product which can be summarized with the following points:

- 1- Jordanian food brands are more associated with Positive Connotation, followed by Traditional Culture. In this regard, the most frequently occurring brands in the American data appeared in Family Name, followed by Source or Components. These differences are statistically significant at a 0.08 level; for example, Positive Connotation registers 20.37% in the Jordanian data and 9.25% in the American; whereas, Family Name demonstrates 25.92% in the American data and 11.11% in the Jordanian data.
- 2- In naming clothing brands, the most frequently occurring brands in the Jordanian data appeared in the Cultural Tradition/Religion category. This result supports Robinson (1995) result that Asian brand names are highly associated with their cultures and this theme is the dominant one). It is followed by Positive Connotation theme. In contrast, the American brands highest occurring category is Family Name followed by Source or Components. The difference is statistically significant at level 0.08.
- 3- Services brands in Jordan are associated with Place Names followed by Positive Connotation. The American names, on the other hand, occurred more in the Person category followed by Family Names and Place. The difference is also statistically significant at 0.08.

It can be noted from these results that the Jordanian brands, in general, are more connected with their culture and religion and words of positive connotation while the Americans are more related to their names, whether first names or surnames.

In relation to the linguistic features of brand names, some common and different aspects between the American and Jordanian data were revealed in the analysis:

- 1- Lexically, some aspects were explored and what was found first is that personal pronouns are used in the Jordanian brand names but not in the American brand names. Second, colloquial expressions can be found in both Jordanian and American brand names. Lastly, adjectives are used in both Jordanian and American brand names to provide a description of the product/service.
- 2- Phonological strategies, alliteration and assonance are employed in both Jordanian and American brand names
- 3- Morphological processes of blending and using acronyms are found in both Jordanian and American brand names

The existence of such special linguistic features is in line with several studies that highlight the manipulation of language significance in branding such as Chan and Huang (2001) and Pathal et al. (2017) among others.

To conclude, the study reveals the branding strategies followed in two countries with different languages, cultural backgrounds, and economic statuses. As a result, the strategies adopted are different and the linguistic characteristics are different in several aspects though some similarities do exist.

APPENDIX

ARABIC DATA			ENGLISH DATA		
FOOD	CLOTHING	SERVICES	FOOD	CLOTHING	SERVICES
الفريدة	القدس	a. Restaurants	American Tea	Abercrombie & Fitch	a. Restaurants
المزرعة	العنادل	ريم البوادي	Betty Crocker	Aeropostale	Andananda
الشامي	بيت المقدس	حمادة	Bigelow	American Eagle	Barney Heaven
الحقول الخضراء	الهدى	الدار دارك	Brown Cow	Baby Phat	Burger Heaven
مروج ضيعة	قفيشة	الضيعة	Capital Teas	Calvin Klein	Di Fara Pizza
بلودان	الأوج	المنقل	Castrovo	Colombia	Kennedy Fried Chicken
حارتنا	السماح	هم هم	Cheeze Whiz	Eddie Baure	McDonalds
الوادي الأخضر	ساحور	أبو الخير	Clark	FCS (Freeman Sporting Club)	Papaya King
ديرتنا	هارون	عمان الكبرى	Colombo Yogurt	Filson	Peanut Butter
الجنتي	جنني	البيت اللبناني	Dean's Food	Levi Strauss	Roberta's
حمودة	Lelas	طواحين الهوا	FrusenGl ädje	Nike	The Palm
اليوم	الأنوار	أرنون	Ghirardelli	Patagonia	
طيبة	التقوى	b. Hotels	Gloria Jean's Coffee	Ralph Lauren	b. Hotels
السنايل	اسلاميات	عمان انترناشونال	Goldenberg	The North Face	AmericaInn
كركي	الأفغاني	عمان كروان	Good Earth	Tommy Hilfiger	Four Seasons
الكسبح	الرائدة	عمان اوركيذا	Green Mountain		Hilton
مها		عمان الدولي	Hall's Beer Cheese		Lowes Hotels
جنني		قصر الشام	Halva		Marriot
الروابي		جوهرة عمان	Harney and Sons		Motel 6
هيكل		لاندمارك	Hill's Bros		Red Lion
بلازا		التريا	Honest		Shilo Inns
عاشور		رويال	Hot Tamates		Warwick
كتاري		البتراء	Imperial Tea		Wyndham World Wide
فتافيت			Joyva		
البسمة			Just Born		
يونيونفا			Kiwi Yogurt		
تناغم			Luizianne		
زاهي			M &M's		
سلمبيل			Mars		
MayalaChocoloteria			Maxwell House		
Pop Candy			Mighty Leaf Tea		
نانسي			Mike & Ike		
مكة			Numi Organic		
هللو			Orio		
الهدى			Palmetto		
العميد			Peep		
ازحيمان			Peet's Coffee		
العرايزة			Pinkberry		
النخبة			Plugra		
النهضة			Reese's		
دلة ديرتنا			Siggi's Yogurt		
صبحا			Snickers		
البارون			Starbuks		
السيف			Stash		
الغزالين			Stony Field Farm		
أزكا قهوة			Sweet Frog		
الحصانين			The Greek Gods		
الميزان			Tillamook		
الأصالة			Turkey Hill		
العراقة			Yocrunh		
العربي			Yoplait		
أبو الهيل					
النشامي العرب					
التمر العربي					

Phonetic symbols: اَ, b, ت, t, ث, Th, ج, z, ح, h, خ, x, د, d, ذ, th, ر, r, ز, z, س, s, ش, Š, ص, s, ض, d, ط, t, ظ, D, ع, ʿ, غ, f, ق, q, ك, k, ل, l, م, m, ن, n, ه, h, و, w, ي, y, اَ, ُ, ِ, i, long ي, I, long و, ū.

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