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## PRINCIPLES OF NAMING YOUTH LEISURE ACTIVITIES (ON THE EXAMPLE OF LOCAL ESTABLISHMENTS OF BARANAVICHY CITY)

**Introduction.** In today's scientific world, naming is an important subject for study. In this context, there is particular urgency in preserving local cultural identity against the backdrop of globalization through the names of youth gathering places. The information about the most visited places of Baranavichy is in demand among foreign visitors of the Republic of Belarus, who enjoy visa-free access to the country. This information is essential for understanding the city's linguistic portrait and forming the complete city's image of various aspects.

*The subject of the research* is ergonyms denoting the names of youth leisure activity places. *The object of the research* is the linguistic and functional features of these names. *The aim of the research* is to identify local linguopragmatic features of the ergonomic designation of youth leisure activity places (YLAP). *The objectives of the research* are to form the theoretical basis for analyzing local ergonyms denoting venues for youth leisure activities; to extract lexical and semantic characteristics of ergonyms that may influence the attractiveness of places; to study and classify youth preferences for visiting YLAP in the city of Baranavichy and the obtained ergonyms denoting them; to apply the obtained linguistic data as an information component of the interactive map of youth leisure venues in Baranavichy.

**Main part.** The term 'naming' comes from the English word 'to name' — to give a name. Nowadays, naming is understood as a practice-oriented process aimed at giving a bright, memorable and attractive name to a certain object. Successful naming should be unique, convenient, easy to remember, colorful, modern and reflective of the brand idea, associated with positive semantic connotations. Ergonyms are the basis for successful naming, as they help create an easy-to-understand, attractive, and appealing name. Ergonymy is the science that studies the history of the development of ergonyms, which denote "the proper name of a commercial company or any organized group of individuals for business purposes" as well as the principles and methods of their formation.

In the 21<sup>st</sup> century, ergonymy is a constantly changing and evolving discipline. Socio-economic transformations in Belarus have led to the emergence of a large number of commercial enterprises with unique names, resulting in a growing diversity of ergonyms in terms of semantics and structure, which has attracted increased interest from researchers.

The material of the research includes local ergonyms denoting the names of places where young people in Baranavichy spend their leisure time, as well as the results of the questionnaire survey. The respondents included 34 students of the 4th and 5th years from the Linguistic Faculty of Baranavichy State University and 103 students of grades 9, 10, 11 of the State Educational Institution "Gymnasium № 5 Baranavichy". A questionnaire was proposed to respond the question "Please, name the locations in our city where it is convenient for you to spend your free time?" Analyzing the responses, it was concluded that all youth leisure activity venues could be divided into 4 categories: catering, sports establishments, cultural and social activity organizations.

According to the study, young people prefer gastronomic establishments (more than 56 %) because they create a comfortable atmosphere that promotes communication and interaction among the youth. The next most popular YLAP are sports and cultural facilities (about 20 %).

An important problem remains the lack of information about volunteer initiatives, which also affects the involvement of young people in such forms of leisure (about 4 %). Furthermore, each year the wave of volunteer energy in our city is rising as an active life position and sociability help young people find their volunteer activities and contribute to society. For the further research 69 most popular venues were selected, among which 39 refer to gastronomic establishments, 14 to sports facilities, 13 to cultural facilities and 3 to volunteer initiatives.

According to the research data, students of Baranavichy State University primarily prefer cafes, bars and pubs (*Drova Gastropub, Etevi, Sharlott, Hotfix*), and students of gymnasium visit fast food establishments (*KFC, ETOPIZZA, Lodochka*). It was established that the most frequently used lexical-semantic features of ergonyms related to gastronomic establishments are culinary names, the names which are not directly related to the profile of the institution, flora and fauna connections and toponyms.

The most commonly used lexical-semantic features of ergonyms related to cultural establishments are the names not directly related to the profile of the institution, generic nomination, flora and fauna connections and association. Having analyzed 69 ergonyms, taking into account their popularity and lexical-semantic features, we have created our own classification of naming places of youth leisure activities. This classification involves the following categories:

1) according to the design style: based on synecdoche: *Drova Gastropub, Lounge Bar "Ygli"*; transliteration: *Publika, WATA*; graphic eclecticism: *Hotfix Coffee, ReForma, FitFox, El Club, B-ZONE*; capitalization: *DABro, ReForma*; compositional compatibility: *Smile Coffee, Coffee Saund*.

2) by reflecting the phenomena of reality: anthroponyms: *Chekhov, Carlyon, Atlant, Nestserka*; toponyms: *Amsterdam, Verona, Province, La Pjazza, Dubovo*; flora and fauna connections: *Osminozhka, Crocus, Capybara, Paparats-kvetka, Murziki, Vorobei, Dodopizza, Begemot*; associations: *Pizza Italiana, VolaT, Rai, Vulcan, K-2, DABro, BezGranits*; culinary names: *Slivki, Et evi, Burger M, ETOPIZZA, Charlott, Vanilla*; type of activity: *Zavari*.

The following names are difficult to classify: they are not directly related to the profile of the institution: *Lodochka, Bochka, Aftograph, Bonsai, Veranda, Svita, Safit, Pyatnitsa, Locomotive, Zvezda, Parallel, Domino's*; speech cues: *A gdeya?*; generic nominations (direct name): *Bruschatka, Ice Palace, Tennis court, Skate park, Billiards, Cinema-Room, Animal Park* [1; 2].

The classification of naming places of youth leisure activities demonstrates a variety of approaches.

*Associativity.*

Many names are based on cultural, geographical and culinary associations, for example *Pizza Italiana* or *Vulcan*. These names create an emotional connection with customers and contribute to a brand formation.

*Uniqueness.*

Eclecticism and non-standard approaches in naming (for example, *Hotfix Coffee* or *FitFox*) emphasize a desire to stand out from the competition. Unique names are often easier to remember

*Matching the target audience.*

The classification demonstrates attention to the interests and preferences of young people. Names like *Drova Gastropub* and *Lounge Bar YGLY* may refer to the informal culture or lifestyle of young people, making the places more attractive for the visitors. Transliteration as *WATA, Publika* may appeal to young people familiar with the English language and international trends.

*Simplicity and memorability.*

Names based on synecdoche or culinary terms (*Charlott, Burger M*) are easy to perceive and remember. The simplicity of these names contributes to their spread through word-of-mouth marketing — an important aspect in the youth environment.

*Cultural and social contexts.*

The use of anthroponyms and toponyms (*Chekhov, Amsterdam*) reflects the cultural preferences of young people and their aspirations to explore new places and ideas.

The classification of naming places of youth leisure activities highlights important naming principles that help attract a target audience. In the year marking the 80<sup>th</sup> anniversary of the liberation of Belarus in the Great Patriotic War, an initiative group from Gymnasium № 5 proposed to create a workout area on its territory. Considering our own classification of lexical — semantic features of ergonyms, we suggest the following names for this area:

- *CrossFit Harmony* (capitalization and graphic eclecticism combining different styles);
- *The Dynamics of Success* (synecdoche and graphic eclecticism — where ‘success’ stands for results of hard work);
- *Boundless Possibilities* (positional compatibility is a new meaning through a combination of words).

**Conclusion.** As a result of the research, we developed an interactive map dedicated to popular leisure places for youth in Baranavichy, based on the Google Maps platform. This map is part of an online resource called *Baranovichy: Inspiration for Youth*, which is an interactive platform designed to systematize information about available leisure options for young people. The main purpose of the site is to create a community where young people can share their impressions and discover exciting new places to relax and socialize. The interactive nature of the map allows users not only to find various places but also to engage with them.

Our working hypothesis is confirmed: lexical-semantic features of the names for youth leisure venues shape urban identity perceptions among young people, influencing their choices and preferences. We plan to use the obtained theoretical results and practical outcomes of this research to promote the development of the workout site on the territory of the State Educational Institution “Gymnasium № 5 Baranavichy” within the information space. to translate our interactive map into the Chinese language because the city of Baranavichy dynamically developing, more and more joint ventures are being built and many Chinese tourists are visiting our city.

#### References

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#### CONGRATULATIONS IN BELARUS AND THE UK

**Introduction.** Congratulations play an important role in interpersonal communication, reflecting cultural values and social norms. Analyzing the ways congratulations are expressed allows us to understand how different cultures celebrate achievements and important events in life. This cross-cultural study focuses on the act of congratulation, which encompasses various forms of recognition and appreciation for the successes or positive experiences of others.