

WHAT'S IN A NAME? ENHANCING STUDENTS' CRITICAL THINKING IN THE CONTEXT OF MODERN CONSUMER SOCIETY



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The aim of the research. Words are the basic building blocks of human interactions and have an immense influence on shaping public perception, as well as affecting choices and decisions to be made. Proper usage of words has become even more relevant in the context of contemporary consumer society characterized by severe competition and ever-expanding supply of goods and services since a wisely chosen brand name can help businesses to create a favourable image and enhance its awareness. The aim of the current research is to identify the peculiarities of English, Turkish and Lithuanian brand name creation in the context of modern consumer society and the importance of critical thinking while assessing and delivering target information.

Keywords: brand name, ways of brand name creation, consumer society, critical thinking

Research Methodology. The research presents the theoretical background of the concept of branding in general, the role of critical thinking in assessing, selecting and delivering target information, as well as the most common patterns of brand name creation. The practical analysis is based on the collected examples of brand names in English, Turkish and Lithuanian. The descriptive contractive linguistic method has been applied for processing the data selected.

Results / Findings. The analysis reveals that there are various ways of brand naming in all three researched languages – English, Turkish, and Lithuanian. However, the creation of an effective brand name has turned out to be a real challenge, which requires not only linguistic knowledge and creativity but also strong skills in critical thinking.

Originality / Practical implications. The research provides valuable information for new businesses and organisations that are willing to be successful, easily recognizable, and trustworthy by creating or selecting an