

## **ABSTRACTS IN ENGLISH**

### **BALÁZS, GÉZA: THE HISTORY OF MAGYAR NYELVŐR (PART 1). SZARVAS GÁBOR'S MAGYAR NYELVŐR: 1872–1895**

The journal *Magyar Nyelvőr* was launched in 1872. The first period is associated with the linguist Szarvas Gábor who considered the following primary objectives: 1. history of language, 2. dialects, 3. the use of language in literature, 4. current research related to language, and 5. the presentation and discussion of the research results of modern linguistics. In spite of these factors, the journal became the representative of the new orthology criticising the exaggerations of the 19th century language reform and initiated the new battle between orthologists and neologists. As a result of the journal's influence there was an intensifying struggle against the errors of language ("non-Hungarian use of language").

**Keywords:** Szarvas Gábor, *Magyar Nyelvőr*, neology, new orthology, "non-Hungarian use of language"

### **KOVÁCS, LÁSZLÓ: BRAND NAMES: AT THE INTERSECTION OF BRAND NAME RESEARCH AND LINGUISTICS**

Brand names are all around us: their number is estimated to be over 40 million and we encounter them every day – not only when shopping or when seeing advertisements but also when we actually use them or speak about brands and products.

Brand names are at the crossroads between marketing and linguistics: in marketing (and branding) they identify and differentiate products and in linguistic context they are linguistic signs belonging to our vocabulary. The paper gives a short overview of brand names research, pointing out that in marketing context the functions of brand names are important: they can be considered as good or bad according to whether they are able to help sell products or not. In linguistic context they are – as part of the language – neutral subjects of research.

We argue, that linguistic research and linguistic contexts of brand names can help branding experts to create better brand names and thus brand name research opens new job perspectives for (applied) linguists.

**Keywords:** brand names, branding, interdisciplinarity