Specifics of Compound Company Names Perception on the Materials of Association Experiment

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Abstract — **The article describes the data of an association experiment on the perception of various structural and semantic groups of composites, i.e. typical representatives of the most productive traditional vs creative methods, graphic representation, techniques and models of composition. Differences were found in the association fields of 'clear' and 'unclear' names concerning the prevailing types of reactions, the composition and number of semantic zones; as well as their correlation (or lack of the latter) with information about the actual company's activities. Assessment reactions or reflections about the linguistic phenomena themselves (structure models and components) were revealed in each of the analyzed association fields. The poles of the assessment of each name range from positive to sharply negative and also emotional. Reflection in the perception of company names is also manifested in the dialogue mode of reactions for unclear names and significant number of reactions to the structure of derived comples company names formed by unusual models. The incomprehensibility and unusualness of new names manifest in reaction-explanations, when respondents give detailed interpretations, and, thus, try to comprehend the unusual combination of components, structure and content representation (borrowings, transliterations, metagraphic tools). For incomprehensible names, the field core is formed by lower-order echolalic reactions or phonetic reactions.**

Keywords — *compound, perception, association experiment, association field, semantic gestalt, naming*

I. INTRODUCTION

Since the 1990s, a significant increase in composition processes in Russian naming is stated: A-BRICK, ADRENALINERUS, FREEДОМ, GAME-KVEST, GoProRussia, HELP.IT, НОВОСЕД, БИБОСС.РУ and many others. After changing the economic type in Russia, such complex names began to be actively produced, they easily fill the lacuna of different companies' names. The study of the created composites perception is of utmost interest in connection with the aundance of composite nominations in Russian naming.

II. MATERIALS AND METHODS

A list of 49 stimuli selected at the preliminary stage of the study compose the experimental material. These 49 stimuli are typical representatives of the most productive usual and unusual (creative) methods, techniques and models of composition and graphic design in the compound naming of Novosibirsk (Russia). The following composites have been selected as examples of 'typical' compounding: *АУДИТ-НАЛОГИ-ПРАВО, БизнесПрофи, ВОЗДУХВОДА, Дом-Дача-Интерьер, ГРУЗОПОДЪЕМСПЕЦТЕХНИКА-СИБИРЬ, Евродрова, НАРРУ-ИДЕИ, Мебель555, E2E4, Заправка.онлайн, Домик154.рф*. And the examples of atypical, creative, differing in the use of non-standard (non-traditional) components and results of language game were the following compoun d words: *Айтибай, БА!ТУТ!, БЛИНСНЕЕК, БЫЗОВО.РУ, Burbrigada, ВСЕИНСТРУМЕНТЫ.РУ, ЕСЛИПУСТО.RU, КорСеты&SoRочки, КОПИ.RUS, ЛИНЗЫТУТ, Эллиунесло, PROCTOMASTER, НольБоль, ПРОПРО ГРУППА, POLPOLPOL.RU, Нанобанька, АVTO-OVCHINKA, HAPPY-ИДЕИ*. Some attempts are made to study the perception of new company and brand names in Russian linguistics naming and psycholinguistics in the works [1-4].

To study the differences in the perception of two groups of words, typical and atypical, a method of receptive psycholinguistic experiment, namely, semantic differential, was chosen as having the most reliable results for describing the reactions to the perceived object, as well as the method of associative experiment for identifying the connection between the the new name and its semantics. The receptive experiment on the perception of the names of Novosibirsk is described in detail in our works [5] and [6].

Data Processing Procedure is the construction of associative fields (AF) according to the generally accepted method [7, 8], as well as the construction of semantic gestalts according to the method developed by Yu.N. Karaulov. Semantic gestalt is based on the semantic classification of AF reactions. Its composition is determined by several semantic zones, which combine the characteristics of an object or typical concept of a given linguistic consciousness [9]. Gestalt structures of AF are formed on the basis of the reactions classification included in the field, and consist of seven (plus or minus two) semantic zones. Each semantic zone themselve is a characteristic of some essential feature of the corresponding referent.

The generalized image of any object behind the given word is formed from the combination of these signs [9]. The words in the zones are grouped by semantic proximity and according to the decrease of reactions and their total number. The method is recognized to be effective for describing associative and semantic fields by many scientists (L.O. Butakova, E.I. Goroshko, N.I. Mironova, N.S. Sergiyeva and others), because it allows covering as much as possible fragments of associative

fields, both nuclear and peripheral zones [10]. It embodies that the given aspect of the linguistic consciousness of a native speaker is connected with the reflection of the surrounding reality [10].

To identify the features of the elements included in the semantic zones, the authors take ino account the types of reactions. Studying the specifics of the reactions' types in detail was not set as a task but the analysis of semantic zones required the definition of response tactics by the subjects to the stimuli proposed in the experimerts. The following types of reactions were considered: semantic reactions, extention reactions, clarification reactions, associative reactions, evaluation reactions, injective reactions, mixed reactions (classification of E.N. Guts [11]), as well as phonetic (E.I. Goroshko [12]) and primitive echolalic reactions (A.G. Ivanov-Smolensky).

III. RESULTS AND DISCUSSION

At the stage of a receptive experiment, 49 company names were analyzed according to 12 criteria selected by experts from the general list of antonym scales (for example, pleasant-unpleasant, temporary-permanent, etc.). The correlation of assessment criteria based on the results of scaling makes it possible to identify similarities in the assessment of 'clear' and 'unclear' names, as well as the dependence of assessments among themselves according to a number of criteria.

This set of assessments comprises such criteria as unclear, temporary, unpleasant, unacceptable, abstract, complex, useless - for one group of words, and the set of assessments as clear, uninteresting, frequent, ordinary, acceptable and relevant - for others (which is detailed in articles [5] and [6]).

The purpose of the associative experiment complements and expands the results of the receptive experiment, i.e. to explore the perception of composites that are productive at present, through the construction of AF to define the impact of various models and techniques involved into the formation of company names, marked by different degrees of traditionalism and clarity. A working hypothesis for the associative experiment that continues a receptive one suggests that the perception of compounds that follow a typical word-formation canon or are the result of linguo-creativity, is differentiated, but depends primarily on the clarity and incomprehensibility of the components themselves, and semantics formed by their combination.

The experiment was conducted from May to September 2018. The volume of data is 126 questionnaires (3654 reactions). The experiment participants were 146 students and professors of Novosibirsk State Technical University and Siberian State University of Geosystems and Technologies. The age of test subjects was from 18 to 55, the gender composition of participants was mixed (male-female).The stimulus words were presented using Google questionnaires, the task was explained orally, the experiment was conducted in classrooms during class time, no refusals of participation were recorded.

The subjects had to fill in the online forms with any first association to each company name presented one by one. The survey is available at https://docs.google.com/forms/d/e/1FAIpQLSe3HXDJ_twi15-

kF04qklJcVchTYGyOwkewt68lib7B-sr1VQ/viewform. Lists of names for each subject were formed by the method of random numbers. Such a multivariate presentation of questionnaires excluded the possibility of influencing the composition of the associative field (AF) of the responses of previous stimuli.

Consideration and analysis of each of the AF is built as follows:

1) a description of company's type of activity (information from the official internet page of the company);

2) specification of the nucleus and the periphery of the AF, grouping of reactions according to the proximity of semantics (Tables 1–5),

3) construction of the semantic gestalt;

4) consideration of the types of reactions.

In this article, due to limited volume, the analysis is given only for several representatives of usual and non-traditional derivatives, as well as for clear and unclear ergonomic composites selected as a result of a receptive experiment.

The names of the semantic zones of the gestalt were given by us either by the most frequent single-word reaction, or formulated on the basis of the most general meaning for the group of reactions. When analyzing mixed reactions, the authors paid attention to their dominant characteristic.

Spelling and punctuation of the respondents' reactions in semantic geshtalt (SG) and AF are preserved.

A. АУДИТ-НАЛОГИ-ПРАВО (AUDIT-TAXES-LAW)

The company provides audit services in Novosibirsk. It also provides accounting services, legal services, business management in courts.

The designed AF is presented in Table I. All reactions are given in Russian. In SG the reactions are given with their translation into English.

Semantic gestalt of the AF "АУДИТ-НАЛОГИ-ПРАВО"

- *Юрист - lawyer (8); юристы - lawyers (3); юриспруденция – jurisprudence (2); юридическая кантора - legal company - legal office; юридическая компания - law firm; юридическая подготовка - legal training; юридическая помощь - legal assistance; юридическая проверка - legal diligence; юридические услуги - legal services; нотариус-notary (3); нотариальная контора - Notarial office; адвокат - attorney; право – law (2); суд – court (2); бумаги – papers (2); документы – documents (2); закон – laws(2).*

1st semantic zone - legal services.

- *Налоги – taxes (10); налоги и право для аудита - taxes and the right for audit; налоговая компания - tax company; налоговая служба - tax service; налоговый эрудит - tax scholar; налогообложение и право - taxation and law.*

2nd semantic zone - taxes.

- *Деньги - money(5); бухгалтерия - accounting(3); бухгалтера - accountants; экономика - economy(2); банк - bank; убыток - losses; учет - accounting; финансы - finance.*

3rd semantic zone is economics.

- *Путин - Poutin (3); Навальный – Navalny (2); государство - state; общество - society; обществознание - Social Studies; правительство- government; Россия – Russia.*

4th semantic zone is state.

- *Компания - company; компания услуг - service company; консультанты по налогам - tax advisors; консультация о налогах - advice on taxes; касса – cash account; организация - organization; Специализация по налогам, проверкам и юридической помощи в случае с проблем с налогами - Specialization in taxes audits and legal assistance in the case of problems with taxes; организация по защите налогоплательщиков - taxpayer protection organization; помощь - help; курсы по обществознанию - social studies courses.*

5th semantic zone - consultation.

- *Полиция - police; проверка - verification; суд - court (2); дело - business.* 6

6th semantic zone - control.

- *Воровство - theft; воры! - the thieves!; грабеж народа - robbery of the people; коррупция - corruption; лево - left; мошенники - scammers; нарушают - violate; развод на бабки - fraud with green.*

7th semantic zone is a legal violation.

- Скучно - *boring* (3); смешно – funny (2); легко - *easy*; начало частушки - the beginning of the ditty, звучит забавно - sounds funny; не интересно - not interested; недоступно - *incomprehensible*; непонятно - unclear; нужный - *necessary*; отдых - *relaxation*; Тоже все понятно - *Everything is clear too;* фигня - bullshit; х; хорошо - *good*; что-то страшное, куда не хочется идти - something terrible where you don't want to go.

8th semantic zone - assessment.

The estimated reactions characterize either the name (a set of words from different areas; not interesting, inaccessible; the beginning of the ditty, sounds funny, etc.), or the activity of the company (something terrible, I don't want to go; necessary) Negative evaluation prevails over positive.

- In addition to these reactions there was recorded derivational association. A respondent formed a word according to the structural model of the stimulus: *Человек.Общество.Право. - Human. Society. Right.*

TABLE I. STRUCTURE OF AF "АУДИТ-НАЛОГИ-ПРАВО"

AF nucleus	Near periphery	AF periphery
54 reactions, 44 %	*23 reactions, 19%*	*47 reactions, 37 %*
юрист (8); юристы (3); юриспруденция (2); юридическая кантора; юридическая компания; юридическая контора; юридическая подготовка; юридическая помощь; юридическая проверка; юридические услуги; Итого с семей юрист (20)	бумаги (2); документы (2) закон (2); законы; Итого (3)	адвокат; аллах; аудит; аудитория; аудиторская компания; банк; воровство; воры!; государство; грабеж народа; дело; касса; класс; коррупция; курсы по обществознанию; лево; легко; мошенники; набор слов из разных сфер; нарушают; начало частушки, звучит забавно; не интересно; не плати налоги!!!; не хачу в тюрьму!!!!; недоступно; непонятно; нужный; общество; обществознание; отдых; полиция; помощь; правительство; правоведение; проверка; работа; Россия; Тоже все понятно. Специализация по налогам, проверкам и юридической помощи в случае с проблем с налогами; убыток; учет; фигня; финансы; х; хорошо. Человек.Общество.Право.; что-то страшное, куда не хочется идти; развод на бабки
налоги (10); налоги и право для аудита; налоговая компания; налоговая служба; налоговый эрудит; налогообложение и право. Итого с семей налоги (15)	компания; компания услуг; консультанты по налогам; консультация о налогах; организация; организация по защите налогоплательщиков; Итого с семей консультации (6)	
деньги (5) бухгалтерия (3); бухгалтера.	Навальный (2) право (2) смешно (2) суд (2) экономика (2)	
нотариус (3); нотариальная контора; Путин (3) скучно (3)		

The name АУДИТ-НАЛОГИ-ПРАВО refers to the sharply-discussed areas of economics and law and causes a few violent emotional reactions-slogans: *do not pay taxes !!!; I do not want to go to jail !!!!*

Thus, according to the results of the analysis of semantic zones, the company *АУДИТ-НАЛОГИ-ПРАВО* is perceived not only as dealing with consultations in the economic and legal spheres, but also related to the sphere of the state, namely, law and taxes. The control is necessary for tracking legal violations (*thieves, violators, fraudsters*), which are associated with emotional (*do not go to jail !!!!*) and polarized evaluative reactions depending on the respondents' individual experience (*good; necessary; terrible; funny; ditty*). The structure of the AF demonstrates the formation of stable links of the stimulus and reactions: a pronounced nucleus (rank above 2– 44%) with the near periphery (rank 2– 19%). A large number of peripheral reactions (37%) indicate the importance of the company's field of activity, which involves the personal experience of the respondents, where the actual associative reactions are found, along with the explanatory and deployment reactions. Throughout the structure of the AF, there are different types of

reactions: semantic, precedent, associative, clarification and deployment reactions.

B. *БА!ТУТ!(TRAMPO!LINE!)*

БА!ТУТ! - women's clothing store (the word itself is a result of language game, it can be approximately translated as *TRAMPO!LINE!*, because the whole word without exlamation marks can be translated as 'trampoline', but in Russian it also contains two parts, marked by graphic symbols, these two parts separately have their own meaning – *Oh!Here!*).

The structure of the AF, presented in Table II, shows a smaller volume compared to other analyzed AF.

TABLE II.   STRUCTURE OF AF "*БА!ТУТ!*"

AF nucleus	Near periphery	AF periphery
73 reactions, 67,6 %	*13 reactions, 12%*	*22 reactions, 20 %*
Батут (39); Батуты (5); Прыжки (6); Для прыжков (2); Прыжок (2); Попрыгать; Прыгай; – с семой прыгать (12) Развлекательный центр (4); Развлечения (3); Развлечение; Развлечение веселье; развлечения, отдых; что то развлекательное – с семой развлечения (7)	БА!ЗДЕСЬ!; Ба!там; Ба тут; Во!Да!; Дед!Тут!; Тут баи; Я тут!; Я здесь – итого реакции на структурную модель (8) детсво; Детский развлекательный центр; Детское развлечение, аттракцион; Центр для детей – с семой дети (5)	Абстракция; Бадум; баламут; В наличии; Весело; Глупо; Кондитерская; Междометие; Неизвестно; Овальные; здорово; Класс; Неплохо; Отлично; Прикольно; Прикольно, очень понравилось; Ребячество; Скидки; Спортивные товары; Товар, с указанием конкретного места; Фигня; ш

Semantic gestalt of AF "*БА!ТУТ!*"

- *Батут - trampoline (39); (39); Батуты - Trampolines (5).*

1st semantic zone is a trampoline.

- *Прыжки - Jumping (6); Для прыжков - For jumping (2); Прыжок - Jump (2); Попрыгать – to jump; Прыгай – Lets Jump!*

2nd semantic zone is jump.

- *Развлекательный центр - Entertainment center (4); Развлечения - Entertainments (3); Развлечение - Entertainment; Развлечение - Fun, веселье – happy time; развлечения - entertainment, отдых - recreation; ребячество - childishness.*

3rd semantic zone is entertainment.

- *Детство - Childhood; Детский развлекательный центр - Children's entertainment center; Детское развлечение - Children's entertainment, аттракцион - attraction; Центр для детей - Center for children.*

4th semantic zone - children.

- *Весело - Have fun; здорово - great; Отлично - Fine; Класс - Super; Прикольно - Cool; очень понравилось – liked it very much; Глупо - Stupid; Неизвестно - Unknown; Неплохо - Not bad; Фигня - Bullshit; ш - sh.*

5th semantic zone is evaluation. Estimated reactions characterize the name itself, positive marks predominate.

- *Товар, с указанием конкретного места - Goods, with indicating the specific location.*

6th semantic zone is a specific place.

- *В наличии - Available.*

7th semantic zone is available.

There are individual reactions that are not related to any of the semantic zones in the gestalt : *Кондитерская; Междометие; Овальные; Скидки; Спортивные товары; Абстракция - Confectionery; Interjection; Oval; Discounts; Sporting goods; Abstraction.*

There are common reactions to the structural model (reflection reactions in the classification of Yu.N. Karaulov): *БА!ЗДЕСЬ!; Ба!там; Ба тут; Во!Да!; Дед!Тут!; Тут баи; Я тут!; междометие - ВА! HERE !; Bah! There; Bah here; Water!; Grandfather! Here!; Here bai; I'm here!; interjection.* The reactions themselves involve the strategy of a word-formation game in the formation of words, by analogy with the replacement of the components of the sample word (ba - grandfather, here - here - there). Also found are associative phonetic reactions: *Бадум, Баламут - Badum, Balamut.*

The structure of the AF demonstrates the formation of stable links of the stimulus and reactions: A pronounced large nucleus (rank above 2–67.6%) with the near periphery (rank 2–12%) form reactions from close semantic zones. A smaller number of peripheral reactions (20%) implements the personal experience of the respondents, where the actual associative reactions are found, along with explanation and deployment. Throughout the structure of the AF, there are different types of reactions: semantic reactions proper, explanation, precedent, actually associative, deployment reactions.

The analysis of the semantic zones made it possible to conclude that the name of the company is *BA! HERE!* perceived by respondents as trampolines for children and entertainment. The graphic design focuses the attention of respondents on derivation models and components of compounds that give their associations (*here - there*). Interestingly, the company's activities are not related to trampolines and entertainment. The company is engaged in women's clothing, and only the 7th semantic zone is directly related to the specified enterprise.

C. iComplete

iComplete - web design studio, internet marketing.

The simulated AF is presented in Table 3.

In AF, the core is clearly expressed (45.7%), the reactions of which are associated with the first component (Iphone, Apple, сайт - site, компьютер - computer).

The most frequent way of connecting the stimulus and reactions is associative. The reactions to the second component are also presented in the core (*Готово; Закончил; Я сделал; Я закончил - Done; Finished; I did; I finished*) and are clarification reactions through translation.

Near periphery is small in volume (14.3%), contains a variety of associative reactions (*Айти; Айклауд; вебкамера; видео; интернет; съемка; комплект - IT; Icloud; webcam; video; Internet; shooting; kit*), estimated reactions (*нормально - normal*) and explanatory reactions (*что-то английское - something English*). Interestingly, the same word contains opposite reactions (*Интересный и Неинтересно; отличная, гуд, плохо - Interesting and Uninteresting; excellent, good and bad*).

The periphery of the field is very extensive (40%), which is explained by various association tactics, attempts to understand and evaluate a foreign language name in real time. Explanatory and evaluative reactions prevail: *Если не знать, что такое complete, то ничего не поймешь. А так ясно, что это создание сайтов под ключ; Замутите мне сайт; Звучит прикольно, более чем, мне понравилось - If you don't know what 'complete' is, you won't understand anything. And it is so clear that this is the creation of turnkey websites; Stir up my site; It sounds cool, more than I liked.* The assessment may concern a product similar in sound to the designated company: *Косят под ios и iphone, хотя все знают что Андроид лучше, а ios сосед - Looks like ios and iphone, although everyone knows that Android is better, and ios is a neighbor.*

D. БЛИНCHEEK (BLINCHEEK)

БЛИНCHEEK - fast food cafe.

Semantic gestalt associative field "*БЛИНCHEEK*"(in translation)

- Food (25); Hawk.

1st semantic zone is food..

- Pancakes (17); Pancakes (edible); Pancakes Eliseevsk; buying pancakes; Pancake (4); Pancakes (2); pancake (4).

2nd semantic zone - pancakes.

- Cafe (3); Bakery (2); Pancake (2); bakery (2); Atmospheric institution; Pancake fast food (2); Fast food; Eatery devour: D; Snack like Russian pancakes; Score; Organization; The original eatery; Bakery.

3rd semantic zone - snack bar.

- *Pancake snack (2); Pancakes and snacks (2); Snacks ?; Snack; Cheese Snack; Cracker (2); Sweet (2); cookies (2); bakery products; shawrma; tea.*

4th semantic zone — snacks.

- *I hate winter (2); Blinsneg; damn snow?)); Snow; Snowblowing company.*

5th semantic zone is snow

- *Blinchek; Pancake Check;check; Check damn.*

6th semantic zone - check, mark.

- *Quickly smoke; fast food; Pancake fastfood.*

7th semantic zone — quickly.

- *Maslenitsa*

8th semantic zone — Maslenitsa.

- *9th semantic assessment zone: positive (Informative; Class; Cool, almost original; Good; Slang) and negative (incomprehensible (4); Uninteresting; incomprehensible; Difficult; Xs; sho this?).*

Negative evaluation is associated with the use of the foreign language component CHEEK from the English. 'Cheek' *(pancake behind a cheek ?*; *CHEEK is this in English or what?).* False semantization by the respondents of a foreign component by the similarity of the phonetic appearance gives the reaction *Блин стейк - Blin Steak; Змея из блинов сделаная - Snake made of pancakes.* A probable reading of the CHEEK component, as written in Cyrillic with a double vowel, leads to an association by structure: *Блин снееееек - Pan снееееек.*

Thus, the analysis of semantic zones and types of reactions allows us to conclude that for our respondents the name *БЛИНCHEEK* is connected with food, pancakes and snacks, which can be eaten quickly at an appropriate fast-food cafe. Interest to the language game and a positive assessment of the name are insignificant (3.9%) and are noted in the reactions of the AF periphery. For 18% of respondents, the name is not clear (8% - *who knows* reactions; incomprehensible + refusal; 10% - false semantization reactions of the foreign language component: snow, snake, check).

The structure of the AF shows the duality of the perception of the name: there are reactions in the core and periphery expressing the recognition of the idea of the developer and reactions that demonstrate the vagueness of semantics. Stable links between the stimulus (the Russian component *Блин*, that can also be translated as Damn) and reactions manifest themselves in semantic zones (1,2,3,4,8) related to food and fast food and implemented in the reactions of the three structural parts of the AF. Clearly formed large nucleus (reaction rank above 2 is 44%) with near periphery (rank 2 - 19%). Reactions to the *CHEEK* component appear in 4 and 7 semantic zones (snack and fast). A small number of peripheral reactions (with a rank below 2 – 24%) involve the personal experience of the respondents, where the actual associative reactions, evaluation and deployment reactions are found. The core of the AF is characterized by semantic reactions and deployment reactions.

The study of the AF and the semantic gestalt for the word *АЙТИБАЙ (ITBuy)* is presented in article [6] in connection with the development of the term and concept of "successful name".

Grouping the reactions within the specified structures of AF, construction of the semantic gestalt of compound company names selected for analysis, as well as the study of the stimulus-reaction relationship through the prevailing reaction types revealed the semantic zones behind the linguistic sign, which are realized as a combination of reactions to individual components, the structure and graphic representation of the compound name, as well as the semantic perception of the name as a whole.

IV. CONCLUSION

The data of the perceptual experiment showed that the embodiment of the speaker's intentions to convey all the desired connotative and denotative meanings by means of a limited set of linguistic 'instruments' often leads to a communicative failure, which at the level of word perception is expressed in its incomprehensibility and criteria correlating with it in the negative part of the proposed scales for perception evaluation.

The data of the associative experiment allow us to draw the following conclusions. Differences were found in the associative fields of understandable and incomprehensible names relating to the prevailing types of reactions, the composition and number of semantic zones; as well as their correlation type of activity of the analyzed companies.

Semantic zones for the group of clear names correspond to the profile of the company and, as a rule, belong to the same thematic group. For incomprehensible names, the field core is formed by lower-order echolalic reactions or phonetic reactions. The incomprehensibility and unusualness of perception is also realized in reactions-explanations, when respondents in real-time mode try to comprehend the unusual combination of components, structure and form of content presentation (foreign language components, transliteration), giving detailed interpretations of the names.

Mixed reactions, combining assessment and explanation, are present in the periphery of the associative fields of those words, the scope of which affects the personally important areas of companies' activity. Estimated reactions characterize both the name and the intended activity of the company.

Every analysed AF contains evaluation and reflection reactions concerning the linguistic phenomena themselves (models and components). Evaluation reactions compose a significant part of the analyzed AP (8-15%). The poles of the assessment of each naming range from positive to sharply negative and emotional, which confirms the perception data of the receptive experiment and explains the low depth of the ratings on the scales by the different poles of the ratings.

Reflection during the perception of names is manifested in the dialogue mode of reactions for incomprehensible names (reactions with a question) and a significant number of reactions to the structure for ergonymic composites, formed according to unconventional models.

In general, the specificity of perception of composite names is determined by the presence in the compounds different structures of various levels (identified at the structural analysis stage), designed to maximize the transfer of meaning by means of two (or more) generating bases. The named specifics is characterized by the prevailing emotional marks on the scales, as well as the intersection of several semantic zones formed as reactions to the components of compounds and the derivational model itself. A complex of various difficulty levels for the the recipients perception is also connected and depends on various functional and pragmatic orientations, realizing the semantic, emotive and communicative content; the stated comples causes differences in the the compounds perception.

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