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GIVE THE BRICK, GIVE THE BRICK, WE’LL BUILD A NEW HOUSE

About New Names of Residential Buildings in the Light of Marketing and Onomastics

Abstract:

This article describes the latest trends in naming of new settlements, residential homes and the so-called development investments, both in Bulgaria and Poland. Proper names were taken from the internet and they come mainly from Poznan, Plovdiv and their surroundings. In the text I pay attention to semantic motivations and, to a great extent, to the issues of marketing.

Keywords:

onomastics, marketing, Polish language, Bulgarian language, development investments

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