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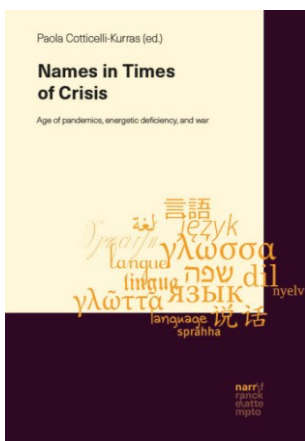
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In onomastics, there has been an increasing interest in commercial names and naming practices since the 1990s. The contemporary onomastic study of commercial names (in particular company names, product names and brand names, but also other names that gain commercial value) encompasses numerous countries and languages not only in Europe but all over the world, evidence of which can be noticed for instance in the number of presentations held in the international conferences of ICOS. (See an overview of the questions of commercial names in [Sjöblom 2016](#).)

In 2006 in Antwerp, a series of distinct symposia was launched focusing specifically on the study of commercial nomenclature. Since then, these *Names in the Economy* (NITE) conferences have congregated scholars interested in linguistic and multidisciplinary research of commercial names every three or four years. As a result of these conferences, several publications have appeared (e.g., [Kremer & Ronneberger-Sibold 2007](#); [Boerrigter & Nijboer 2012](#); [Sjöblom et al. 2013](#); [Leibring et al. 2021](#)). The volume under review, *Names in times of crisis. Age of pandemics, energetic deficiency, and war*, edited by Professor Paola Cotticelli-Kurras, is based on a selection of papers presented during the seventh NITE, held at the University of Verona in 2023.

The book includes 16 articles, of which 13 are written in English, two in German and one in Italian. Focusing on the conference theme, they deal with questions of sustainable development, climate change and biodiversity loss in commercial communication, as well as the effects of pandemics, political confrontations and wars on branding and naming practices. The current global crises have a remarkable impact in the business sector, and not least in the marketing and communication strategies, of which company and brand names, logos, signs and advertisements are an important part.

The study of commercial nomenclature is inherently multidisciplinary: besides onomastics, some wider linguistic methods (e.g., rhetoric, discourse analysis) as well as perspectives of semiotics, marketing, cultural studies and social sciences are useful in clarifying how commercial names function as indicators of sociocultural transformations. It explains and justifies why some articles in this book focus more on terms, expressions, labels and slogans in brand communication in general than on plain proper nouns. However, there are two articles in the collection, the subjects of which are quite far from the original topic of the conference and the other writings of the volume: **Diego Poli**'s philosophical article that looks at the evolution of the concept of *crisis* to its use in contemporary global discourse, and **Daiana Felecan**'s article that presents isolation-related neologisms in Romanian language during the Covid-19 pandemic. Apart from these two,

the rest of the articles deal with onomastics and marketing discourse.

Environmental and climate questions play an important role in the studies of this book. The energy sector is at the centre of developing solutions to the complicated global climate crisis, and meeting the world's energy needs affects to the greatest extent the sufficiency of natural resources, as well. In his paper, **Ferdinando Longobardi** investigates the language that major Italian energy companies use in digital marketing, in other words on their websites and on the social media forum Instagram. He asks in what way the public debate on climate change has influenced the reputation of energy brands and the invocation of green brand identity and its communication by names and slogans. He demonstrates that, in marketing, the term for 'energy' is personified and connected to positivity, and words like *eco* and *green* are employed prominently. **Elin Pihl** compares Swedish company names in the sustainable energy market with a multitude of European companies in the same sector. She asks if the global energy markets have affected the traditional pattern of naming Swedish energy companies, and if so, how these new company names follow global trends and what kind of values they might evoke. According to Pihl, the names in the sustainable energy market are very much global and alike, but the evoked values differ slightly between different countries.

Apart from energy, many other industrial sectors need to take into account their customers' increased environmental awareness and critical attitude towards unecological production. One of these is the car industry, which is closely connected to the energy sector. In her article in German, **Sabine Heinemann** makes a frame-semantic analysis of the advertising of four car models with electric drives: Renault Zoe, Fiat 500e, Citroën Ami and Fiat Topolino. **Daniel Solling** turns his attention to individual naming of vehicles and questions if environmental or climate perspective is considered when one names his/her car in Sweden. His paper is written in German, as well.

The retail market and its green naming and branding policies are under examination in the articles of **Paola Cotticelli-Kurras**, who analyses the sustainability policies of the Italian companies *Migros* and *Coop*, and **Francesca Cotugno**, **Stella Merlin Defanti** and **Valerio Pisaniello**, who take under investigation about 60 retail products (= their names, labels and slogans) collected in Italian supermarkets. The case-studies by Cotticelli-Kurras focus on the verbal contextualisation of the use of adjectives and adverbs in the texts: Migros is examined based on the textile labels it distributes, and Coop according to the products that it manufactures with the aim of minimising the waste of natural resources and harmful emissions. Cotugno et al. explore the linguistic strategies for conveying sustainable values in terms of circular economy. They conjoin in their corpus analysis a sociolinguistic view: an online questionnaire among Italian speakers enlightens consumers' interpretations of the sustainability messages or the brands and how they perceive the messages as invitations to collaborate with the brand.

One of the industries that puts a hard strain on the environment as well as

on local people and their culture is tourism. Countries that are highly dependent on income from nature-based tourism are at the same time the most vulnerable due to the damages caused to nature by tourism. Conscious consumers know this, and therefore, it is increasingly important to appear as a responsible player. **Marie A. Rieger** inspects in her fascinating article how safari operators in Tanzania use their names, logos and claims to showcase themselves as sustainably operating actors. Her study shows – perhaps surprisingly – that only 9% of the safari tour operators that market themselves on their websites with green-like keywords, use their name or logo as a medium for advertising their sustainability. However, Rieger’s analysis revealed that a “green” name could serve as an initial orientation of potential customers.

Sustainable business is also much more than just ecological responsibility. Antje Lobin’s and Linnea Gustafsson’s articles investigate sustainability from a rather different angle. **Antje Lobin** focuses on credible consumer information, which is included in one of the United Nations’ Sustainable Development Goals (Goal 12: sustainable consumption and production patterns). Her attention is particularly drawn to *French washing*, a marketing technique that especially in France, gives consumers the impression that a product is made in France even when it is not. This misleading practice is closely linked to the *country-of-origin* branding. Lobin’s multimodal study is based on a sample of 50 products containing different types of indications of origin, collected in a supermarket in France. The study, although based on a fairly small sample, shows that French washing consists not only of the names of the products, but also of symbols, such as national colours, the hexagonal outline of France or playful pictures of a rooster. **Linnea Gustafsson** deals with cosmetic product names in Sweden, and highlights how names and company narratives interact with societal contexts and reflect the prevailing societal values. She is interested in the question of how names of products mainly targeted at women convey two different positions: invest-in-yourself zeitgeist or security-familiar-sustainable zeitgeist.

The volume at hand contains two interesting studies that approach the concept of crisis from the perspective of war. In his article, **Ilia Baranov** examines how the Russian invasive war against Ukraine is reflected in commercial names and logos. With comprehensive data, he shows that the use of the Latin letters *Z* and *V* in names before and after Day *Z* can be interpreted as war supporting signs, but the interpretation remains in most cases uncertain. The highlighted *Z* and *V* together especially when otherwise written in Cyrillic, make the name more clearly pro-war. Baranov concludes that even if adopted as neutral in a name, now the letters can be perceived as pro-war. He claims that patriotic support for the war has disappeared from commercial contexts very quickly. However, the word *mup* ‘peace’ has almost vanished from names since the war began. A very different angle to the topic of war is found in an article in Italian by **Artur Galkowski**. He investigates the names of toys, games and similar products that are motivated by the military sector. His analysis categorises brand motivations and shows how military language penetrates naming practices in the toy industry.

Florian Koch and his colleagues concentrate in their discursive analytical paper on three contemporary and different crises, i.e., the Russian war in Ukraine, the Covid-19 pandemic and the financial scandal caused by the bankruptcy of the trading platform FTX. Their sight is on sports and more specifically on football sponsorship, which gives the right to name a stadium or an event. Koch et al. ask whether crisis influences the sponsorship practice, and to what extent the nature of the crisis dictates how the image of the sponsor will be re-evaluated.

Finally, the book includes two articles that take a closer look at commercial names that have received special attention due to the Covid-19 pandemic. **Alina Bugheşiu, Oliviu Felecan and Daiana Felecan** analyse names that either were produced because of the reality of the pandemic or were reinterpreted as being related to the disease, despite the fact that they historically had nothing to do with it. They present a number of different cases, in which the pandemic and the name of the virus have had either negative or positive effects to brands – and even to some toponyms. One of the cases is *Corona* beer, which faced unexpected market rise due to numerous internet memes. **Olena Karpenko** and **Valeriia Neklesova** raise the memetisation of the beer brand name *Corona* into the core of their article. They have collected memes indicating to Corona beer via various internet channels, such as Instagram, Pinterest and Telegram. They claim that the user-generated humorous collection of memes gave the manufacturer a significant boost in brand valuation and in sales.

All in all, *Names in times of crisis* is a thoroughly edited work. As a hardcover book, it is a pleasure to read: the paper is of high quality, the printing is clear and distinct, and the many images in colour illustrate the contents excellently.

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