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MASTER'S THESIS
on the topic of
British restaurant names in the English language and culture

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Assignment

To the master's thesis of the student **Polina Konstantinovna Zabarina**

1. The topic of the thesis: British restaurant names in the English language and culture approved by the order from 14.04.2025 № 980-уч

2. The date of the thesis final version submission: 11th of June 2025

3. The thesis baseline information: scientific works on onomastics, proper names, ergonymy

4. The contents of the thesis (the objectives necessary to achieve):

   1) proper name theory concepts;

   2) linguistic and cultural features of proper names;

   3) British restaurant names in the English language.

5. Appendix list (schemes, graphics, tables and other illustrative material):
   Appendix A, one table

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(student's signature)

ABSTRACT

The thesis is comprised of 65 pages, 1 table, 64 references and includes introduction, chapter 1, chapter 2, conclusion and an appendix.

PROPER NAME, ONYM, ERGONYM, NOMINATION

The thesis deals with the British restaurant naming patterns in the English language.

The relevance of work stems from the critical role of commercial naming in the broader landscape of commercial activity. Specifically, the investigation of linguistic, pragmatic, and linguo-cultural characteristics within British restaurant names offers valuable insights into the construction of effective brand identities. These names not only strive to achieve promotional objectives but also function as potential reflections of British national identity, thereby highlighting the practical application of this study.

The aim of the thesis is to study British restaurant names as elements of language and culture.

The object of the study is restaurant names in the English language.

The methods of the study are the following: continuous sampling method, quantitative estimation method, description method, context analysis method, interpretation method.

LIST OF CONTENTS

INTRODUCTION

The thesis deals with the British restaurant names in the English language and culture.

Proper names, often overlooked in linguistic analysis, are unique linguistic and cultural phenomena that serve as vital identifiers and carriers of meaning within a society. The formation of restaurant names, a subset of commercial nomination, represents a particularly fertile ground for linguistic creativity, drawing upon the vast expressive and manipulative potential of the English language to entice and inform potential customers.

In the British context, these names are not merely labels; they encapsulate cultural values, historical references, and carefully constructed expectations regarding the dining experience. The choice of words, their arrangement, and the overall aesthetic of a restaurant name communicate subtle cues about the establishment's identity and target audience. Consequently, British restaurant names function as condensed narratives, reflecting societal trends, culinary traditions, and aspirations for a particular culinary encounter.

Analyzing these names, therefore, provides valuable insights into the interplay between language, culture, and commerce, offering a unique window into the evolving landscape of British society.

The relevance of the work stems from the importance of commercial nomination in the realm of business and language. The analysis of linguistic, pragmatic and cultural features of British restaurant names offers valuable insights into the most effective modern practices of nomination. Restaurant names, beyond simply advertising businesses, can reflect aspects of British national culture, making their study relevant and useful for teaching English.

The object of the study is restaurant names in the English language.

The subject matter of the study includes linguistic and cultural features of British restaurant names.

The aim of the research is to study British restaurant names as elements of language and culture.

The aim is realized through a number of **objectives:**

1) to identify the peculiarities of restaurant names as proper names;

2) to study the methods of researching proper names;

3) to collect British restaurant names and analyze their structure, semantic features, pragmalinguistic and linguacultural features;

4) to describe tendencies of restaurant nomination in Great Britain;

5) to systematize all the information and make conclusion about peculiar features of restaurant naming in Great Britain.

The methods of the study are the following: continuous sampling method, quantitative estimation method, description method, context analysis method, interpretation method.

Theoretical background of the research is comprised of the works of Russian linguists such as B A.V. Superanskaya, Yu.D. Apresyan, S.G. Ter-Minasova, V.A. Maslova, O.I. Fonyakova, T.A. Novozhilova, as well as American and European scholars: K. Donnellan, O.I. Khalupo, F. Sharifian, T. Valentine.

The material of the study is the following: 200 names of restaurants located in Great Britain selected from the website TripAdvisor.

Academic novelty of the research consists in the analysis and systematization of British restaurant names, which made it possible to deduce the peculiarities of commercial nomination in British catering industry.

Theoretic significance of the research consists in the fact that the conducted research makes a contribution to the theory of proper names and nomination. The analysis of British restaurant names carried out within the framework of this research enriches the knowledge about proper names and provides systematic description of them.

The practical value of the work is that the obtained research results make it possible to apply them in the process of teaching English, as well as during lectures and seminars on linguo-culturology and intercultural communication.

Approbation. The thesis key points were presented at the scientific conference «Day of Science - 2025» (AmSU, Blagoveshchensk). Two scientific articles were published: Pragmalinguistic approach to studying restaurant names // Collection of materials of the III National (All-Russian) scientific and practical conference with international participation, 2025; and Semantic features of British restaurant names // Flagman Nauki: Scientific Journal. June 2025. – St. Petersburg, Published by GNIIG «National Development» – 2025. No. 6(29).

Provisions submitted for defense:

1. British restaurant names are ergonyms having their distinct linguistic features which mainly lie within the realm of semantics of their constituent elements.

2. Restaurant names fulfil pragmatic functions by appealing to the specific positive image of a restaurant which potential clients have.

3. Restaurant nomination in Great Britain involves constant appeal to the cultural and historical background of the nation.

4. The patterns of building restaurant names change over time.

1 RESTAURANT NAMES AS ELEMENTS OF LANGUAGE AND CULTURE

1.1 Proper name as a linguistic category and an element of culture

Proper nouns have consistently been of particular scientific interest. Certainly, being among the most ambiguous entities of linguistics, proper names are examined by numerous disciplines: philosophy, logic, literary studies, poetics, folklore studies, etc. Yet, linguistics, specifically linguacultural studies, exhibits the most significant interest in this language phenomenon, as these units possess vast scientific potential, regardless of the apparent simplicity of both formal and semantic aspects. Numerous facets of names are investigated: the origin, history of the name, its semantics, function, and so on. The study of the functioning of names, their influence and pragmatic potential, specifically the study of a name's life within text, is particularly relevant.

Onomastics is the study of proper names[1]. Historically, names have been critical to understanding language, highlighted by the philosophical explorations of figures like Socrates, Plato, and Aristotle, who examined the relationship between names and their meanings or referents. Despite being an established field since Ancient Greece, the systematic study of name origins and their etymology has seen significant growth, particularly in the twentieth century. This aspect of onomastics focuses on tracing the historical development of individual names, generating valuable insights into linguistic and historical contexts.

In recent decades, there has been growing interest in analyzing names within broader social contexts, often drawing on methodologies from sociolinguistics. Such research may focus on various types of names, including place names (toponomastics) or personal names (anthroponomastics). Both fields intersect with multiple disciplines, including archaeology, geography, psychology, anthropology, and even commerce.

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[1] Podolskaya, N.V. The dictionary of Russian onomastic terminology. M., 1978. P. 97.

The significance of onomastic research is often revealed through the aggregation of data, allowing for comparative analyses that expose broader patterns in naming conventions. Technological advancements have enhanced the ability to analyze large datasets, while collaborations among researchers contribute to the development of the field. Professional organizations and conferences, such as the International Congress of Onomastic Sciences, promote global exchanges of knowledge and foster research initiatives focused on names.

Onomastic theory examines fundamental questions surrounding the nature and function of names in language. Scholars debate whether names should be classified as a subtype of noun, with some proposing that names function as definite nouns characterized by distinct properties. Different interpretations of names exist, with discussions centering on their semantic and non-semantic meanings. For instance, while some argue that names lack intrinsic meaning, others contend that they can evoke various connotative and emotive meanings within cultural contexts[2].

Another emergent area in onomastics is interactional onomastics, which analyzes the role of names in spoken discourse and their social implications. This approach blends traditional name theory with insights from conversation analysis, focusing not only on the denotative aspects of names but also on their relevance in social and cultural interactions.

L.M. Sapozhnikova claims that «the cultural component of the meaning of a proper name embodies specific features of the material and spiritual culture of a concrete linguo-cultural community». The cultural component of the meaning of a proper name, well known in particular, reflects some «nation-specific knowledge»[3].

Overall, onomastics is a rich and diverse field that encompasses historical inquiry, theoretical discussions, and contemporary analyses, emphasizing the

[2] Szerszunowicz, J. Coonnotative potential of culture-bound names in translation // Edukacja Dla Przyslosci 2017. Vol. 6. P. 420.
[3] Sapozhnikova, L. M. The Cultural Component in the Semantic Structure of Monoreferential Proper Names // Voprosy onomastiki (Problems of Onomastics). 2015. Issue 1 (18). P. 175.

multifaceted relationships between names and their contexts in human communication and societal structures.

As a special class of words, these units were identified in ancient Greece by Stoic philosophers. Later, in subsequent historical periods, scientists and philosophers referred to this complex phenomenon. The study of proper names continued in the Renaissance, and then in modern times (T. Hobbes, G. Leibniz, etc.) and during the XIX century (J. Mill, H. Joseph, etc.). Long excessive attention to the concept of the proper name resulted in the multitude of its interpretations at present[4].

In the «Dictionary of linguistic terms» edited by V.N. Yartseva, the proper name is also called «onym» and is defined as «a word, phrase or sentence that serves to distinguish the object named by it from a number of similar ones, individualizing and identifying this object»[5]. Based on this definition, it can be concluded that proper names are necessary only as differentiating words used to clarify common names, which are generalizing words.

Another definition was introduced by O.I. Fonyakova who said that the proper name is «a universal functional and semantic category of nouns, a special type of verbal signs designed to isolate and identify single objects (animate and inanimate) expressing single concepts and general ideas about these objects in the language, speech and culture of the people»[6]. In this definition proper names are also treated as identifying words, but in addition to it they are seeing able to act as semantic sign which includes both linguistic and cultural information.

This idea was supported by N.I. Formanovskaya who came up with the conclusion that a proper name is «a kind of lexeme with rich content»[7].

Absence of unified definition of the proper name can be explained by the variety of approaches to treating the most troublesome aspect of the concept of the proper name – its meaning.

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[4] Superanskaya, A. V. Proper name structure: phonology, morphology. M., 1969. Pp. 42-43.
[5] Large Encyclopedic Dictionary. Linguistics edited by V. N. Yartseva 1990. P. 473.
[6] Fonyakova, O. I. Proper names in the language and artistic speech // Leningrad University Bulletin . 1974. Series 2. Issue 1. P. 105.
[7] Formanovskaya, N. I. Speech communication: a communicative pragmatic approach. M., 2002. P. 280.

At the moment, there are several approaches to solving this problem:

1) proper names do not have any lexical meaning. This point of view is expressed by G. Amman, E.M. Galkina-Fedoruk, J. Mill, L.A. Vvedenskaya, etc.;

2) proper names are not connected to the concept, but this is compensated with their having lexical meaning. This opinion is expressed in the works by A.A. Reformatsky, A.V. Superanskaya, O.S. Akhmanova, etc.;

3) proper names have both the meaning and the concept. This assertion is uttered by V.A. Nikonov, L.M. Shchetinin, O.K. Zhdanov, etc.

The opposite concepts appeared due to the heterogeneity of approaches to the description of proper names.

According to some scientists, proper names turn out to be labels and their functioning in speech is ignored therefore. From this perspective, proper names are simply tags that point to specific individuals or locations. Their primary function is to uniquely identify, and any deeper meaning or semantic content is considered irrelevant to their linguistic operation. This view aligns with what is sometimes called the «Millian» view of names, after the philosopher John Stuart Mill. This position is explained by K. Donnellan who claims that the reference of a proper name is fixed by its initial use, independent of any descriptive content associated with it. Using the «principle of identifying descriptions» K. Donnellan convincingly proves that proper names appeal to some description for which the name is a simple substitute and gives examples of names Homer and Romulus which allude to a whole range of facts and stories associated with these persons[8].

Other scientists claim that proper names are words with excessive semantic load, including encyclopedic information. This viewpoint posits that proper names carry with them a wealth of associated knowledge and meaning, extending far beyond simple identification as they possess a high degree of semantic density, incorporating encyclopedic knowledge. Proponents of this perspective argue that when we hear a name like «Shakespeare», we do not just think of a person; we also

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[8] Donnellan, K. Proper names and identifying descriptions // Synthese. 1970. Vol. 21, No. 3/4 Semantics of Natural Language. P. 336.

access a network of information regarding his plays, his historical context, and his cultural impact. To site one example, A. Wierzbicka argues that proper names are associated with a certain amount of culturally-specific shared knowledge serving as «cultural key words» and «cultural scripts»[9].

Since the proper name is a word (a lexical unit), it is worth making clear differentiation between them. The difference between common nouns and proper names is that the latter carry not only a nominative function, but the function of an individualizing nomination. They distinguish an item from a class of similar items. By selecting an item from a certain class, the proper name implicitly points to this class. This confirms the fact that onyms also have a classifying nomination[10].

A.-M. Arias and I. A. Shcherbakova review papers on the issue and provide a detailed comparison of proper names and common words, contrasting these concepts

1. Proper names and common names have different relation to the referent. For the common name, this connection is inherent, while the proper name is connected to the referent through an object. For V.V. Vinogradov, this connection is crucial for understanding of the semantic structure of a word[11].

2. Proper names lose their initial etymological meaning due to the tendency to loss of conceptuality. Initially, a proper name as a form of individual naming reflects basic features of the referent and is motivated. As time passes, motivation of proper names fades to be completely lost.

3. The connection of the proper name with the referent (object) leads to substantivization of the name. Most proper names are nouns[12].

Nomination, being the primary function of the proper name, is a complex problem that has been debated for many years. Proper names refer to unique entities, such as people, places, and organizations, and are essential for

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[9] Gladkova, A. Anna Wierzbicka, Words and the World // Russian Journal of Linguistics. 2018. Vol. 22, No. 3. P. 505.

[10] Ermolovich, D.I. Proper names in the margins of languages and cultures. M., 2001. P. 11.

[11] Vinogradov, V.V. On the forms of words. M., 1975. P. 54.

[12] Superanskaya, A.V. General theory of proper names. M., 2009. P. 91.; Langendonck, W. V. Theory and typology of proper names. Belgium, 2007. P. 17.

communication and identification. However, the process of naming is not always straightforward, and there are many factors that influence the choice of a proper name.

One of the main challenges of naming is the fact that there are often multiple names that could refer to the same entity. For example, a person might be known by their given name, their surname, a nickname, or a combination of these. Similarly, a place might have a formal name, a colloquial name, and a name in a different language. This can lead to confusion and misunderstandings, particularly in cross-cultural communication.

Another issue with naming is the fact that names can have different connotations and associations depending on the context in which they are used. For example, a person's name might be associated with a particular profession or social status, or a place name might be associated with a historical event or cultural significance. These associations can influence how people perceive and interact with the named entity.

The concept of the proper name can be enriched and clarified with reference to its function in the text. V.D. Bondaletov outlined the following functions of proper names:

- basic functions of the proper name:

1) nominative – onyms are used to name objects in speech;

2) identifying – proper names indicate a particular object in a series of similar ones. Each proper name used in speech in a figurative sense can perform the identifying function when the connection of the onym with the referent is preserved, but fades into the background. In this case the proper name expresses the quality (feature) of the object and in the long run renders its evaluation;

3) differentiating – the proper name selects the object from a number of similar ones;

- secondary functions of the proper name: social; emotional; accumulative; deictic (indicative); addressable; expressive; aesthetic; stylistic; the function of «introduction to the series»[13].

The use of proper names in communication results in the accretion of contextual associations and encyclopedic knowledge, which collectively shape a prototypical representation within a national collective understanding[14]. In other words, proper names accumulate information about the object they name, and this information is referred to by speakers of the language in various communicative situations.

Besides, being a complex sign, an onym is able not only to communicate any information about the called object, but also to correlate it with linguistic and cultural concepts already existing in the minds of native speakers. This can be regarded as evidence of the need for a comprehensive study of proper names, through semantic and pragmatic analysis as well as linguistic and cultural analysis.

Referents of onyms can be people, animals, institutions, companies, geographical objects and other objects. Proper names can also include the names of books, films, and other works of art. This variety of references account for extensive typology of proper names.

The international classification of proper names adopted by the International Council of Onomastic Sciences (ICOS) includes 19 types of proper names, anthroponym, astronym, charactonym, chrematonym, endonym, ergonym, ethnonym, exonym, hodonym, hydronym, hypocoristic, metronym, oikonym, oronym, patronym, teknonym, theonym, toponym, zoonym[15].

The references which stand behind onyms can be represented in their generic parts, which suggests that the meaning and categorization of a named entity (like a place) are often conveyed by the generic element of its name. In essence, the generic part provides a clue about the type of entity being named. The generic part of a proper name is the descriptive element that indicates the class or category to

[13] Bondaletov, V.D. Russian onomastics. M., 1983. P. 20-21.
[14] Sophia, A. Proper names in communication // Journal of Linguistics. 1989. Volume 25, issue 2. P. 355.
[15] List of key onomastic terms // URL: http://icosweb.net/index.php/terminology (12.04.2025)

which the referent belongs. For instance, in «Mount Everest», «mount» is the generic part, classifying it as a mountain. Generic terms can be seen in other types of onyms as well, for example: «bank» (Bank of America), «comet» (Halley's comet), «city» (New York City), «cafe» (Renaissance Cafe).

However, according to C. Derungs, who conducted research on Swiss toponyms, generic parts of proper names frequently undergo semantic bleaching, where their original, independent meaning weakens over time and becomes integrated within the overall meaning of the place name. This process obscures the original descriptive force of the generic as it merges with the specific identifier[16].

To sum up, proper names, being a distinct linguistic class, uniquely denote specific entities. Unlike common nouns, proper name nomination identifies singular concepts, acting as semantic signs carrying linguistic and cultural data.

The most vital area of culture is language because it is through language that a person's outlook is formed and articulated. Existence takes place within the bounds of language and a person is affected by it throughout. This idea was posited by E. Sapir in his noted book about language: «Human beings do not live in the objective world alone, nor alone in the world of social activity as ordinarily understood, but are very much at the mercy of the particular language which has become the medium of expression for their society. It is quite an illusion to imagine that one adjusts to reality essentially without the use of language and that language is merely an incidental means of solving specific problems of communication or reflection. <…> We see and hear and otherwise experience very largely as we do because the language habits of our community predispose certain choices of interpretation»[17].

Various community habits along with beliefs, arts, morals, laws, etc. acquired by people as members of society are constituent parts of culture. This

[16] Derungs, C. The Meanings of the Generic Parts of Toponyms: Use and Limitations of Gazetteers in Studies of Landscape Terms // Spatial Information Theory. Lecture Notes in Computer Science. 2013. Vol. 8116. P 270.
[17] Selected writings of Edward Sapir. Ed. By D.G. Mandelbaum. 1968. P. 162. // URL: https://archive.org/details/selectedwritings0000unse_t1d1/page/n5/mode/2up (05.03.2025)

shared knowledge is stored and transmitted via language, which proves inseparability of language and culture.

E. Sapir is known to have written: «Language does not exist apart from culture, that is, from the socially inherited assemblage of practices and beliefs that determines the texture of our lives»[18]. Culture enters language through concepts being «a system of concepts and relations between them»[19]. As Yu.S. Stepanov stated it, «concept is the fundamental the cell of culture in the mental world of human»[20].

Forms of correlation between language and culture are listed by V.M. Leychik:

1. Language is a part of culture. It is considered as one of the components of culture, along with its other manifestations, such as material culture, art, religion, etc.

2. Language is an instrument of culture acting as a means of transmitting, storing and developing culture. It allows members of the society to share knowledge, experience, values and traditions.

3. Culture is a factor shaping language. Culture influences the structure and content of language. Social and cultural changes are reflected in the vocabulary, grammar and stylistics of the language.

4. Language is a reflection of culture as it bears the specific features of culture, including the worldview, values, social norms and historical experience of the people. This is evident in the semantics of words, phraseological units, proverbs and sayings.

5. Language and culture are in a state of constant interaction and mutual influence. Changes in culture lead to changes in language, and vice versa. Language, in turn, can actively shape and change culture[21].

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[18] Sapir, E. Language. An introduction to the study of speech. London, 1921. P. 100.
[19] Stepanov, Yu.S. The constants: The dictionary of the Russian culture. M., 2004. P. 40.
[20] Ibid. P. 43.
[21] Leychik, V.M. Relations between culture and language: common functions // Bulletin of the Moscow University. 2003. Ser. 19 : Linguistics and Intercultural Communication. № 2. Pp. 17-29.

The «manifestation, reflection and fixation of culture in language» is studied by linguoculturology[22]. It explores the processes and results of translating material and spiritual culture into a living language.

The interdependence of language and culture is reflected in the concept of «picture of the world».

According to A. Wierzbicka, «a set of ideas about the world historically formed in the everyday consciousness of a given language community and reflected in the language» is the language picture of the world[23].

According to V.A. Maslova, «language expresses human consciousness, in which the objective world is not mirrored, but is refracted, turning into a form of a special world»[24]. In other words, language reflects some secondary world, but the reflection is shaped by the worldview of native speakers. Being shaped by people, the language picture of the world «forms the type of human attitude towards the world»[25] in its turn.

Yu.D. Apresyan ascribes a pre-scientific essence when examining the linguistic picture of the world, which he terms a «naive image». Any given natural language reveals common for a particular language community pattern of perception and interpretation of the world. The attitude that a representative of this community possesses to the world is affected by the system of the language picture of the world. The concepts stored in it are hardly judged or estimated, taken for granted, which explains the choice of the term «naive» to refer to the language picture of the world[26].

Summarizing the stated above definitions, it can be mentioned that language is a part of culture which preserves and transmits knowledge. Language is one of the means of existence of culture, hence it represents concepts of culture.

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[22] Krasnykh, V.V. Ethnic psycholinguistics and linguoculturology. M., 2002. P. 26.
[23] Wierzbicka, A. The linguistic picture of the world. New York, Oxford, 2000. P. 35.
[24] Maslova, V.A. Linguoculturology. M., 2004. P. 65.
[25] Ibid.
[26] Apresyan, Yu.D. The image of a person according to language data: an attempt at a systematic description // The issues of Linguistics. 1995. № 1. P. 30.

S.G. Ter-Minasova claims that «cultural picture of the world is the reflection of the real picture through the prism of concepts formed on the basis of human representations obtained through senses and processed through person's consciousness, both collective and individual»[27]. Cultural picture of the world is unique for every nation and is shaped by the geographic, climate, historic and other features peculiar to it. It also stores information about traditions, customs, household practices of the nation.

Cultural and language pictures of the world constantly interact. They continuously replenish and complement each other. It is the linguistic picture of the world that is able to transmit the cultural heritage of the people from generation to generation. The cultural picture of the world is represented in words which are constituent elements of language[28].

Proper names of all types function as salient markers of national culture. These names encapsulate historical events, linguistic features, and socio-cultural values unique to a nation. Thus, personal naming conventions often reflect familial lineage, religious beliefs, or desired character traits, providing insights into cultural priorities [29]. Toponyms, as noted by A.V. Superanskaya, frequently memorialize significant figures or geographical features, shaping national identity and collective memory. The etymology of place names can reveal linguistic interactions and historical migrations within a region[30].

Furthermore, brand names in a market-driven economy often exploit cultural symbols and stereotypes to appeal to national consumers. These names can also be analyzed to reveal the underlying values that are important to the cultures in which they emerge[31]. The study of proper names, therefore, provides a valuable lens through which to examine national identity and cultural evolution.

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[27] Ter-Minasova, S.G. Language and intercultural communication. M., 2000. P. 121.
[28] Vlasova, E.A. Correlation of notions «language», «culture» and «picture of the world» // Philological science. Theory and practice. 2012. № 7 (18). Part I. P. 64.
[29] Alford, R.G. Naming and identity. New Haven, 1988.
[30] Superanskaya, A.V. What is toponymy? M., 2011.
[31] Schmitt, B.H. Customer experience management: A revolutionary approach to connecting with customers. Hoboken, New Jersey, 2003.

The abovementioned correlation between proper names and national culture determines the use of linguistic and linguo-cultural methods for the study of proper names, which will be demonstrated in this paper further on.

To sum it up, proper names encapsulate a nation's history, values, and geographical identity within their very sounds and structures. They often carry cultural connotations specific to a country, referencing significant figures, historical events, or unique landscapes deeply embedded in the national consciousness. Through these names, a national linguistic worldview is shaped, connecting individuals to shared cultural memories, symbolic representations, and behavioral norms that define their collective identity.

1.2 Restaurant names among proper names

Restaurant names present a particularly compelling subject for onomastic research. Sitting at the intersection of proper names, commercial branding, and cultural identity, these designations offer a unique window into linguistic creativity, societal values, and the strategic deployment of language in the marketplace.

Defining restaurant names within an onomastic context requires a nuanced approach. They are, fundamentally, proper names assigned to specific commercial establishments offering prepared food and beverage services. However, they differ from personal names or toponyms in their inherent purpose: commercial designation. This purpose places them firmly within the realm of ergonyms.

An ergonym is «the proper name of a business association of people, including unions, organizations, institutions, corporations, enterprises, societies, institutions, and clubs»[32].

Some scholars go further distinguishing subtypes within the class of ergonyms: they specifically outline trophonyms or restauronyms to denote names of restaurant business enterprises[33].

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[32] Podolskaya, N.V. The dictionary of Russian onomastic terminology. M., 1978. P. 166.
[33] Starikova, G.N. Trophonyms (restauronyms) as a special type of ergonyms // Vestnik Tomskogo gosudarstvennogo universiteta. 2017. № 47. P. 75.

Ergonyms, as a class of proper names, exhibit several distinguishing features:

1) ergonyms are structurally and semantically diverse as any linguistic unit can be used as name ranging from a single graphic sign to an entire sentence;

2) ergonyms are transient and variable as their creation reflects changing patterns of naming in a particular period of time;

3) ergonyms are quite often the result of secondary nomination, which means that already existing proper names, undergoing the process of transnomisation, become ergonyms. Besides, ergonymy is known to apply to loaning of foreign words awhich enter the new language without any semantic, phonetic or visual change[34].

Another distinctive feature of restaurant names as ergonyms is the fact that they are created intentionally. They are typically crafted by marketing or branding specialists who apply maximum creativity to create a name which can attract potential customers. Such names are identifiers which aim at rendering the image, mission and culinary offerings of a restaurant.

Creation of a proper name of any type involves both linguistic and extralinguistic prerequisites and is referred to as «naming» or «nomination». Similarly, the process of giving brand names (restaurant names roughly speaking being among them) is called «commercial nomination». The latter is an evolving field of research on the interface of linguistics, PR, and marketing[35].

Linguistic conditions deal with word formation practices common in a given language. N.V. Podolskaya identifies two main groups of ways of forming proper names in the Russian language: semantic and grammatical onymization (transonymization). With semantic onymization, the formation of proper names occurs without any changes in the form of the generating word. Grammatical onymization is the process of forming a name by means of changing morphemic

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[34] Kurbanova, M.G. Ergonyms of the modern Russian language: semantics and pragmatics. Diss. … cand. philol. sc. Astrakhan, 2014. P. 31-32.
[35] Novichikhina, M.E. Theoretical issues of research into efficiency of commercial nomination. Abstract diss. … cand. philol. sc. Voronezh, 2004.

composition or formation of noun phrases (syntactically)[36]. E.F. Botova, looking into the linguistic mechanisms of commercial nomination, besides the abovementioned morphological and syntactic onymization outlines lexico-semantic way which results in adopting a foreign word as a brand name[37].

Through studying naming of restaurants in Ekaterinburg, V.I. Vasyukova and T.G. Fedotovskyh come up with the most frequent patterns of naming restaurants in this city including the use of toponyms, precedent nomination and culinary naming[38].

Another interesting study of restaurant naming patterns was performed by E. Lyapkova who considered the names of restaurants in Moscow and Paris. The study revealed that the most common sources for restaurant names are anthroponyms (restaurant owners, chefs, etc.), and a significant part of these restaurant names is represented by foreign names which effectively reveal information about the restaurant specialization thus «communicating the message» in a concise but succinct manner. Related to this group, though analyzed separately, are restaurant names formed from precedent phenomena which are «names that are important for representatives of a particular culture». Commonly, these include literary, historical names or names originating from cinematography[39].

Another effective means of increasing the efficiency of commercial nomination in the English language is seen in the use of various stylistic devices, such as graphic (capitalized spelling), phonetic (the use of homophones, rhyme, reduplication), morphological (building compound words, the use of loan suffixes),

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[36] Podolskaya, N.V. The dictionary of Russian onomastic terminology. M., 1978. P. 92.
[37] Botova, E.F. Stylistic devices as an efficiency-rising tool of brand naming // Russian Journal of Education. 2022. No. 1, part 2. P. 378.
[38] Vasyukova, V.I. 32. Commercial nomination of public catering enterprises as one of the tools for creating an open city // Man and culture. 2016. Vol. 1. P. 40.
[39] Lyapkova, E. Lingvocultural features of naming restaurant business institutions // The European proceedings of Social and Behavioral Sciences. 2018. // URL: http://dx.doi.org/10.15405/epsbs.2018.04.02.86 (05.05.2025).

semantic (metaphor, oxymoron, hyperbole, allusion)[40]. All these means resort to inner capacity of the words used as a proper name to render meanings.

However, extralinguistic factors should also be taken into account when creating a restaurant name.

First, restaurant names are typically chosen with a specific target audience in mind, often reflecting age, income level, and lifestyle preferences. A sophisticated moniker might attract affluent diners seeking a fine dining experience, while a more casual, playful name could appeal to families and younger diners. By aligning the name with the target demographic, restaurants aim to create an immediate connection and convey the intended atmosphere and culinary style. Ultimately, the name serves as an initial invitation, subtly shaping perceptions and attracting customers who feel the establishment caters specifically to their tastes and aspirations.

Second, they are often constructed to convey particular qualities associated with the establishment, such as interior design, cuisine, or pricing. Culinary style often dictates naming conventions, with Italian restaurants favoring names like «Bella Italia» to highlight their heritage, while steakhouses might opt for bold, meaty names. Geographic origins play a role, drawing on regional languages or iconic landmarks to establish authenticity and create a sense of place. An ambiance of luxury is often conveyed through elegant and sophisticated names, evoking imagery of fine art, classical music, or high society[41]. Cultural factors heavily influence these patterns, as different societies have varying associations with certain words, colors, and imagery, impacting how effectively a restaurant name can resonate with its target audience and shape perceptions of the dining experience.

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[40] Botova, E.F. Stylistic devices as an efficiency-rising tool of brand naming // Russian Journal of Education. 2022. No. 1, part 2. P. 380-384.
[41] Prokudina, O.A. Commercial naming as a factor of social and cultural communication // Nauchnaya mysl Kavkaza. 2013. № 4. P. 121.

Both factors shaping naming in the process of restaurant name creation bring us to the need to elaborate on the methods of their research, which will be the focus of further attention.

1.3 Methods of studying restaurant names

The methods of proper name research are primarily described by onomastics. Indeed, in the «Dictionary of Russian onomastic terminology» by N.V. Podolskaya we can find a list of methods used for a comprehensive study of onyms. These include such methods as:

a) areal method allowing to identify and establish the area of a given onomastic phenomenon for comparative analysis;

b) historical method is used to reveal the evolution of a proper time and build the sequence of its forms;

c) research of the roots (formant method) – the method of isolation of the base morpheme of a name and derivation of an onomastic series;

d) etymological method, etc.[42]

Ergonyms, unlike other proper names that may arise unintentionally or as a result of some cultural or historical process, are typically crafted by marketers, branding specialists or corporate strategists. The construction of an ergonym involves linguistic creativity that aims at resonating with potential customers within some market niche. Restaurant names pertain to ergonyms functioning as identifiers that encapsulate the restaurant's essence, mission, or culinary offerings. All these aspects of ergonym creation can be well correlated with the agent, the addressee, the context of their interaction, and language used, which brings us to the realm of pragmatics, or, which is more relevant to the paper in hand, pragmalinguistics.

Yu.D. Apresyan defines pragmalinguistics as the study of «speaker's attitude to the reality, the content of speaking and the addressee epitomized in a lexical

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[42] Podolskaya, N.V. The dictionary of Russian onomastic terminology. M., 1978. P. 84-86.

unit»[43]. According to Yu.S. Stepanov, pragmalinguistics deals with choosing «the most optimal means available in the language for the most successful impact on the addressee, for the effective achievement of the intended goal in the specific circumstances of speech communication»[44]. Both definitions highlight such areas of pragmalinguistic research as the study of the speech producer who has to make decisions on choosing language tools to achieve some goal, the addressee and the context of communication.

Now we can look at the implementation of each of these aspects in relation to restaurant names.

The process of naming is understood through the lens of the illocutionary intentions of the creator of the name. The selection or creation of a name is perceived as a deliberate and intentional speech act. The speaker, or name creator, can vary from a single individual, referred to as a linguistic personality, to a cultural community of a whole nation tending to give particular names to eatery places[45].

This approach allows us to apply a variety of methods of linguistic and cultural research, ranging from diachronic research and semantic analysis to comparing the traditions of naming catering establishments in different countries.

The aspect of the addressee is studied in reference to the reactions generated by onyms. In her research on nomination of modern commercial enterprises, T.A. Novozhilova finalizes that «through the name of the enterprise, certain information is transferred from by the nominator to the addressee»[46]. Brand names frequently carry presuppositions about consumer identity and personality, evoking social meanings that are often culturally specific. Implicatures arise from the

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[43] Apresyan, Yu.D. Selected Works, volume II. Integral language description and system lexicography. M., 1995. P. 157.

[44] Stepanov, Yu.S. In search of pragmatics (the problem of the subject) // News of the USSR Academy of Sciences. A series of literature and language. 1981. Vol. 40. No. 4. P. 325-326.

[45] Kryukova, I. V. Speech portrait of the subject of an artificial onomastic nomination // Man in communication: motives, strategies, tactics: collection of monographs. Volgograd, 2010. P. 158.

[46] Novozhilova, T.A. Nomination of modern commercial enterprises. Abstract diss. … cand. philol. sc. Rostov-on-Don, 2005. P. 6.

associations a commercial name generates, indicating the expectations shared by potential consumers.

The communicative success of a commercial name is fundamentally tied to whether the intended audience understands it as the creator intended. Misunderstanding translates to a failure in communication[47], which provides any pragmalinguistic research with sustainable extralinguistic interpretation of language facts.

The context in which restaurant name operates generates communicative acts where consumers are prompted specific responses: approval or disapproval, consumer loyalty, etc. Brand names are known to influence consumer perception, preferences and behavior[48]. This happens because context significantly influences communication as it encompasses the situational factors that shape how messages are interpreted. In terms of pragmalinguistics, it is described with the concepts of presupposition and implicature.

Presupposition involves background information or assumptions that are taken for granted in communication. When a name is given to a restaurant, various presuppositions might be associated with it, such as expected cuisine, target audience, location, etc. Implicature refers to what is suggested or implied in a conversation without being explicitly stated. When applied to restaurant naming, implicature can help reveal the connotations and associations that a name evokes.

Here we come to another important extension of pragmalinguistic analysis of restaurant names: semantic research.

Semantic analysis investigates the meaning of words and sentences. It focuses on the denotation (literal meaning) and connotation (associated or implied meaning) of lexical items. When applied to proper names, semantic analysis attempts to identify the inherent meanings associated with the name,

[47] Stepanov, Yu.S. In search of pragmatics (the problem of the subject) // News of the USSR Academy of Sciences. A series of literature and language. 1981. Vol. 40. No. 4. P. 18.
[48] Starikova, G.N. Trophonyms (restauronyms) as a special type of ergonyms // Vestnik Tomskogo gosudarstvennogo universiteta. Filologiya. 2017. № 47. P. 72-87.

acknowledging that many proper names, including restaurant names, are designed to evoke rather than explicitly state.

In researching restaurant names, a semantic analysis might explore the connotations of words used. By connotation one should understand « the assessment of the object of reality, common in this language <…> in the given word»[49]. Restaurant names, like other proper names, often retain elements of the common words they are built from. The connotative component of the base words of the onyms is consciously exploited for achieving informative, characteristic, advertising goals. Brand names are especially telling in this regard as the potential impact they might produce on the addressee is taken into account when they are created.

Semantic studies are conducted with the methods of componential analysis. This method, combined with the comparative method and the method of quantitative calculations, makes it possible to identify common and nationally specific pragmatic components in the semantics of restaurant names.

The impact of culture on communication can be investigated through linguo-cognitive approach which relies on elaborate methodology as well[50].

Cognitive linguistics explores the relationship between language and cognition, emphasizing that language is not an autonomous system but is shaped by and reflects human cognitive processes. More than that, communicated meaning is conveyed through words and structures representing elements of a picture of the world shared by all speakers of the language and, more likely, by people belonging to the same national culture.

Since creation of restaurant names involves appeal to a certain cultural background, the study of these nominations can benefit from the use of methods of linguaculturology. N.F. Alefirenko considers the creation of a «portrait of the cognitive object» to be one of the productive methods of studying cultural phenomena represented in language. In the process of such research, fragments of

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[49] Apresyan, Yu.D. Selected Works, volume II. Integral language description and system lexicography. M., 1995. P. 159.
[50] Krasnykh, V.V. Ethnic psycholinguistics and linguoculturology. M., 2002. P. 20.

an image are identified, and after that selected culturally significant meanings like origin, quality, appearance, function are interpreted. The deduced lexical units become features of some generalized image[51]. In other words, a portrait of the cognitive object encompasses linguistic representations of some concept and reveals their culturally relevant meanings, such as origin, properties, appearance, and function of the object. Ultimately, this method allows for a deeper exploration of how culture shapes and is reflected in language.

To sum it up, restaurant names are the result of the creation of a new onym, which is a lexical unit with structure and meaning. On the other hand, the name of the restaurant reflects the context in which it is created. This context includes the intention of the creator, the orientation towards a potential client, the specifics of the market niche which the establishment belongs with, and the practices of commercial nomination that have developed in the given linguistic and cultural community. The complexity of the object under study makes it necessary to carry out its research using various methods of linguistic methods, as well as methods of pragmalinguistic and linguacultural research.

<u>Chapter 1 inference</u>.

Proper names constitute a semantically distinct lexical class characterized by their deictic function, directly referencing unique entities. In contrast to common nouns, proper names function as singular identifiers, embedding both linguistic and culturally-specific information.

Proper names tend to have cultural meanings specific to a country, referencing important people, events from the past, or unique landscapes that are deeply ingrained in the national identity. The use of these names shapes a national / cultural picture of the world, fostering collective cultural memory, symbolic associations, and normative behavioral frameworks.

Restaurant names, categorized as ergonyms, represent a subset distinguished by their intentional and designed nature. Exhibiting diverse structural and semantic

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[51] Alefirenko, N.F. Lingvoculturology. M., 2008. P. 29.

properties, ergonyms are indicative of both the agency of their creators and the prevailing socio-cultural context where they exist.

The inherent duality of restaurant names – as linguistic units and cultural artifacts – necessitates a multi-methodological research paradigm. In addition to core linguistic analysis, the application of pragmalinguistic and linguacultural methodologies is justified.

2 THE STUDY OF BRITISH RESTAURANT NAMES

British restaurant names, as well as other forms of commercial nomination, carry both linguistic and cultural data.

The study of patterns of restaurant naming should start with identification of the concept of restaurant. This can shed light on reasons behind the motives of naming if by motivated nomination one can understand obvious connection of a name and the object it names.

Research done into the meaning of the word «restaurant» shows that it can be basically viewed as «a place where you can buy and eat a meal»[52]. Giving another broad and neutral definition, Collins dictionary defines a restaurant as «a place where you can eat a meal and pay for it» emphasizing that in restaurants «food is usually served to you at your table by a waiter or waitress»[53].

The latter assumptions hint at the feature of restaurants as more elaborate establishments. Even though basic dictionary definitions accurately explain the function of restaurants – preparing and serving meals – they overlook the quality and high service restaurant provide.

Specific contexts, like travel guides and restaurant websites imply exquisite food and service provided by restaurants, unlike other catering establishments. For instance, H. Benhlima sees the key differences in their menu offerings, atmosphere, and service style: restaurants «offer a broader selection of meals», «tend to have a more formal, sometimes upscale ambiance with décor enhancing a full dining experience», and may «have dress codes or more structured dining etiquette»[54].

On the other hand, other catering establishments are viewed as less sophisticated. For instance, a café is «a small restaurant where you can buy drinks and small meals»; a bar is «a place where alcoholic drinks are sold and drunk»; a

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[52] Oxford Advanced Learner's Dictionary // URL: https://www.oxfordlearnersdictionaries.com/ (05.04.2025); Longman Dictionary of Contemporary English // URL: ldoceonline.com/ (05.04.2025).
[53] Collins Dictionary // URL: https://www.collinsdictionary.com/ (05.04.2025)
[54] Benhlima, H. Is a café a restaurant? // URL: limepack.eu/ (02.02.2025)

pub is «a place where you can get drinks such as beer and usually food»[55].

The research into the meaning of the concept of «restaurant» gives provisions into naming them. Being commercial establishments designed to provide patrons with a meticulously crafted dining experience and impeccable service marked by attentiveness and professionalism, restaurants need names which reflect these features and correlate with customers' expectations.

To carry out the research 200 names of restaurants located in Great Britain were collected on Tripadvisor[56] – a website specializing at giving information about places to visit and touristy sites. The sampling was carried out via continuous sampling method. The restaurant names cover various cities, counties, styles, and target audience. Displaying great variety of naming, they give a comprehensive picture of productive model of commercial restaurant nomination in this country.

It should be emphasized the restaurant names sampled for the research all fall within the category of restaurants on the Tripadvisor website, though sometimes are also qualified as both a restaurant and some other type of catering establishment, in particular a pub.

2.1 Structural types of British restaurant names

To begin with, it should be mentioned that all restaurant names selected for analysis are nominative structures of various length. However, a few names include parts of speech other than nouns. Among the examples studied some include adjectives which describe the main noun, e.g. *Purple Popadom*, *The Barking Dog*, *Rudy's Neapolitan Pizza*, *The Green Dragon*, *The Red Lion*, etc.

Two of the names on the list are verbal: the name *Cail Bruich* is translated «to eat well» from Gaelic and is in fact a combination of a verb and an adverb. Been not English, this restaurant name to a great extent loses its verbal origin which might be not even identified by the customers who do not speak Gaelic.

Another example of a verbal restaurant name is the *Ask Italian* example. The

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[55] Cambridge Dictionary // URL: https://dictionary.cambridge.org/ (02.02.2025).
[56] TripAdvisor // URL: https://www.tripadvisor.com/ (02.02.2025).

establishment specializes in in Italian cuisine, and its name is a call to potential customers to order something.

Another exception is the adjectival name *Vanilla Black* which is composed of two adjectives. A peculiar feature of this name is the combination of two adjectives naming different senses: taste («vanilla») and sight («black»). The philosophy of this place is to combine tastes of «a classique French bakery» and «coffee of the highest quality»[57].

By the structure of a restaurant name, we will understand its morphological composition and word combination type.

1. The study of the material shows that 67 names are one-word, which accounts for 34% of all items under study. Examples of one-word restaurant names are: *Padella*, *Balthazar*, *Blacklock*, *Hadskis*, *Ember*, *Assembly*, *Seed*, etc.

Among these proper names 16 items have the definite article: *The Ivy*, *The Palomar*, *The Wolseley*, *The Yard*. The definite article signals a specific, identifiable entity. Its use implies the existence of one particular, perhaps renowned or unique place. Such are the names *The Taverne*, *The Yard*, *The Heathcock*, *The Ivy*. Similar is the function of the definite article of the French language in the restaurant name *La Trompette* («trumpet»).

The name *The Social* for a restaurant evokes a sense of community, informality, and a place to gather and collect with others. The name directly suggests a place where people come to socialize, eat and drink together. The latter is associated with the British pub culture which has always centered around being a social space. Due to the use of the definite article *The Social* can be seen as reference to this dining culture, suggesting a similar relaxed and welcoming environment.

So, the definite article in the names described above suggests that the restaurant is not just any restaurant, but the «go-to» place for a particular cuisine or experience, creating a perception of reliability and longevity.

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[57] URL: https://www.tripadvisor.com/Restaurant_Review-g186338-d9768393-Reviews-Vanilla_Black.html (04.04.2025).

Also, the article can mark a group of people, e.g. *The Kitchin* (a Scottish family that have been running a restaurant in Edinburgh for three generations), *The Goring* (the Goring family who built the hotel in which the establishment is located).

The following restaurant names are marked with the possessive case. For example, *Adam's* (the name comes from the restaurant owner and chef, Adam Stokes), *Purnell's* (named after the chef and owner Garry Purnell who became known for his unique cooking style and innovative dishes), *Peploe's* (a restaurant in Edinburgh named after the famous Scottish artist Sydney Peploe), *Nando's* (the name comes from the first name of one of the founders, Fernando Duerte). Obviously, these names, as a rule, promote the name of the chef who is well-known for expertise, experience and individual approach to cooking.

2. Two-word combinations are the most frequent among British restaurant names as they account for 87 names, or 44% of all restaurant names under research.

The structures of restaurant names of this type vary:

attribute + noun where the attribute is:

- an adjective (*The Barking Dog*, *Purple Pappadom*, *The Old Mill*, *The Kentish Hare*, *The White Horse*, *The Green Dragon*, *The Hidden Gem*);

- a noun in the possessive case (*Holohan's Pantry*, *Heaney's Cardiff*, *GAIL's Bakery*, *Simpsons's-in-the-Strand*, *Rule's Restaurant*);

- a noun (*The Breakfast Club*, *The Waterside Inn*, *Moorcock Inn*, *The Station House*);

noun + preposition + noun: *The Cross at Kenilworth*, *The Miller of Mansfield*, *House of Tides*, *The Man behind the Curtain*, *Diane's at Queen's*;

noun + and + noun: this category includes restaurant names with the conjunction «and» in full or short form «n» as well as ampersand «&»: *Wild and Wood*; *Sticks'n'Sushi*; *The Hand & Flowers*, *Burger & Lobster*, *The Scan & Scallie*, <u>The Pony & Trap</u>, *The Star & Garter*, *Ole & Steen*, *Frankie & Bennieэs*. The «&» patterns reasonably outnumber those with the conjunction as a word,

which indicates its popularity and effectiveness in restaurant name building.

One of the examples seems to be a curtailed form of a previously two-part restaurant name where only the second part is left: *& Grain*. This structure is attractive due to its unconventional look.

3.Three- or four-word restaurant names are the least numerous – 46 items (22% of all names under research) have been identified. These names are long as they include:

- the location of the establishment: *Alan Ducasse at the Dorchester*, *Loch Fyne Seafood Restaurant*, *The Boston Bean Company*;

- the name of the chef or the owner: *Core by Clare Smyth*, *Restaurant Gordon Ramsay*, *Heston Blumental' Dinner*, *Rick Stein's Seafood Restaurant*;

- food indication: *Poppies Fish & Chips*, *Mowgli Street Food*, *German Doner Kebab*.

The fact that restaurant names gravitate towards longer structures is investigated and described by E. Yorkston[58]. The paper highlights refined brand identity associated with three-word and longer commercial names as they contribute to the perception of a refined and established brand. Longer names can evoke a sense of tradition, quality, and attention to detail, subtly suggesting higher status. Moreover, compared to shorter, more abstract names, longer names provide more opportunity to convey information about the restaurant's offering, which can be useful in attracting specific target audiences and guiding customer expectations. The author writes on that «sentence-like names are not grammatically correct, yet they have an intuitive prosody and flow, and can often sound pleasing to ear»[59].

To sum it up, from the structural perspective British restaurant names under research can be divided into one-word, two-word and longer combinations. Two-word combinations of nouns and attributes as well as noun prepositional combinations are the most frequent, which signals their popularity and efficiency.

2.2 Semantic features of British restaurant names

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[58] Yorkston, E.A. A Sound Idea: Phonetic Sounds as Signals of Brand Quality // Journal of Consumer Research. 2004. № 31(1). P. 47.

[59] Ibid. P. 50.

Semantic study of restaurant names resides on the research into the meaning of the constituent parts of the restaurant names. A lexeme's meaning has two components: denotation and connotation.

Denotation is the lexeme's core definition – its literal and objective reference. In terms of commercial naming, denotation provides the basic «what» component of the meaning of the whole name.

As it was stated in the paper before, the element of the proper name which contributes to the descriptive or classificatory information to the named entity is its generic component. It can be hence stated that the generic component carries the denotative meaning associated with the type of entity named and its distinguishing features.

K.V. Ovsyannikova applies the term «semantically transparent commercial names» to those entities which directly reflect the idea of the goods and service provided by a business[60]. From this perspective, restaurants have transparent names if their generic parts verbalize the type of establishment, the type of food it serves, the level of service it provides.

The research into the generic components of British restaurant names brings the following result.

Restaurant names quite often carry telling generic components:

1. The type of establishment. It is verbalized in 22 cases including such names as *Restaurant Gordon Ramsay*, *Regency Café*, *The Bistro*. It should be emphasized that restaurant names include the word «restaurant» in few cases (8 namely), e.g. *Restaurant Sat Bains*, *Raby Hunt Restaurant*, *Rules Restaurant*, *Loch Fyne Seafood Restaurant*. The name of a restaurant can verbalize the type of the catering establishment other than restaurant, like in the following cases:

a) *The Brasserie, The Bistro* – a brasserie is «a type of restaurant, often one in a French style that is not very expensive», a bistro is «a small informal restaurant». Both of the words are of French origin and evoke associations with

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[60] Ovsyannikova, K.V. The specifics of the nomination of catering enterprises. Diss. … cand. philol. sc. Voronezh, 2016.

Parisian dining culture, potentially signaling a relaxed yet sophisticated atmosphere and a menu featuring classic French dishes[61];

b) *The Waterside Inn*, *The Riverside Inn* – an inn is «a pub, usually in the country and often one where people can stay the night; used in the names of many pubs, hotels and restaurants». The concept of an inn is rooted in British history and suggests a traditional, cozy, and welcoming establishment, often associated with hearty food and local ales[62];

d) *Petersham Nurseries Café*, *Regency Café* – a café is, as it was stated above, to some extent opposed to the concept of a restaurant as this type of eatery serves «drinks and simple meals»[63]; however, these establishments are qualified as restaurants on the TripAdvisor website;

e) *London Chop House*, *Outlaw's Fish Kitchen*, *The Tea Room*, *The Dining Room at Chewton Glen* – these restaurant names apply to a house or parts of a house as they are typically related to intimacy, comfort, and personalized hospitality. The choice evokes nostalgic feelings of home-cooked meals and relaxed social gatherings, fostering an impression of approachable, familiar luxury.

2. <u>The food specialty</u>. The type of food which the restaurant specializes in is verbalized in 29 cases; among them are *Poppys Fish & Chips, Burger and Lobster, Cinnamon Club, Rudy's Neapolitan Pizza, Paco Tapas, Outlaw's Fish Kitchen, The Battered Cod, The Smoked Salmon*, *Sticks'n'Sushi*.

The study revealed that certain restaurant names do not feature direct nominations indicating the establishment's culinary specialization, but rather employ allusions to it. For instance, names like *Coast* and *Seahorse* suggest a specialization in seafood, the restaurant named *Vanilla Black* specializes in coffee and vanilla-scented pastries, and *Hispi* uses the name of a cabbage variety, indicating a vegetarian focus in the restaurant's cuisine.

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[61] Oxford Advanced Learner's Dictionary // URL: https://www.oxfordlearnersdictionaries.com/ (05.04.2025)
[62] Oxford Advanced Learner's Dictionary // URL: https://www.oxfordlearnersdictionaries.com/ (05.04.2025)
[63] Ibid.

Among British restaurant names it is worth dwelling in particular on those which refer to meat. Meat is known to be one of the fundamental elements of English cuisine. Many restaurants specializing in cooking it emphasize it: *The Ox*, *OX*, *The Butchers Arms*, *Sosban & The Old Butchers*, *London Chop House*. The name *Flat Iron Steak* gets its name from the shape of the meat which resembles an iron; this piece of meat is cut from cow shoulders. Another interesting example of a restaurant name which alludes to meat as the place's specialty is *Blacklock*. It is named after the term «black lock» which refers to a black cooking oven used to cook meat over charcoal. The name reflects the concept of the establishment, which focuses on high-quality meat dishes, and also pays homage to traditional meat cooking methods.

3. High level of quality is emphasized only in 3 cases, such as *World Service, Number one at the Balmoral, Coffee#1*. The name *World Service* suggests a global perspective and sophisticated execution, implying culinary expertise and ingredient sourcing beyond local limitations. *Number One at the Balmoral* leverages ordinal numbering and an association with the highest quality of royal cuisine. Finally, while seemingly casual, *Coffee#1* utilizes an ordinal number to suggest prioritizing quality and craft in coffee preparation.

4. The concept «old». One more specific feature of British restaurant names in terms of semantics of their constituent components is reference to the concept «old». This likely stems from a cultural association linking age with established culinary traditions and perceived quality; furthermore, evoking the past may signal a comforting familiarity that resonates with consumer expectations of traditional British cuisine. The concept of «old» is verbalized in such names as *Sosban & The Old Butchers*, *The Old Mill*, *Ye Old Cheshire cheese*.

By connotation one should understand «the assessment of the object of reality, common in this language <…> in the given word»[64]. Proper names, restaurant names among them, usually preserve the inner form of the common

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[64] Apresyan, Yu.D. Selected Works, volume II. Integral description of language and systemic lexicography. M., 1995. P. 159.

names that constitute them. The connotative component of the base words of the onyms is consciously exploited for achieving pragmatic goals. Ergonyms are especially telling in this regard as the potential impact they might produce on the addressee is taken into account when they are created.

The study revealed a recurring and frequent connotative component of meaning within the semantics of words used in restaurant names. This is an evaluative component of meaning which characterizes a restaurant positively as a cozy, secluded, secure place. Such are the names *The Honey Comb Hideout*, *The Hidden Gem*, *The Cozy Nook, The Sailor's Rest* which evoke a sense of comfort and escape, attracting patrons seeking respite from the outside world. The words «hideout», «hidden» in the names of catering establishments hint at a place where somebody goes when they do not want to be found; while «cozy» and «rest» are associated with warmth, comfort and safety which facilitate peace and relaxation. So, the abovementioned connotative meanings capitalize on deeply rooted psychological associations to enhance the value and desirability of the dining experience.

To sum it up, semantic features of British restaurant names rely on denotative reference and connotations inherent in their constituent components. The key semantic features observed include references to establishment type, culinary specialty, quality, status, and age. Certain names also refer to the meaning of seclusion and tranquility, employing lexemes with corresponding meanings.

2.3 Pragmalinguistic features of British restaurant names

Yu.S. Stepanov defines pragmalinguistics as the study of selecting «the most optimal language tools to achieve the intended goal in a specific speech situation, effectively impacting the addressee»[65]. This definition underscores that pragmalinguistic research focuses on key elements: the communication context, the addressee, and the speaker's strategic language choices.

A restaurant name, operating within a specific context, triggers

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[65] Stepanov, Yu.S. In search of pragmatics (the problem of the subject) // News of the USSR Academy of Sciences. A series of literature and language. 1981. Vol. 40. No. 4. Pp. 325-326.

communication that encourages particular consumer reactions, such as positive or negative feedback and brand loyalty. This influence stems from the power of context to shape message interpretation, ultimately affecting consumer perceptions, preferences, and behavior. Brand names themselves are key elements influencing consumer response.

The element of consumer, or the addressee of the communication act (which in terms of pragmalinguistics is the essence of restaurant naming) is of paramount importance. The name creator bears assumptions about potential clients of the establishment: shaped expectations regarding the cuisine, reasonable price, level of comfort and luxury, etc. These factors of restaurant naming are analyzed through the concept of presupposition.

Our research suggests that British restaurant names often reflect their traditional positioning, revealing underlying assumptions about what customers expect in terms of class and status.

The previously described tendency to employ words verbalizing the concept of «old times» in restaurant names is mirrored in pragmalinguistic research. There seems to be a strong association between established catering traditions and the concepts of historical hospitality, tradition, and a sense of rustic charm.

This tendency is reflected in a number of restaurants qualified as «inns» in their names: *The Compasses Inn*, *The Rising Sun Inn*, *The New Tree Inn*, *The Riverside Inn*, *The Waterside Inn*, *Black Swan Inn*, etc. An inn is defined as «a pub, usually in the country and often one where people can stay the night»[66], so reference to it in a restaurant name signals a promise of comfort, conviviality, traditional fare and a comfortable atmosphere. Catering establishments adopting this naming convention typically target an audience seeking a nostalgic experience, appreciating traditional British cuisine, and valuing a relaxed and unpretentious dining atmosphere. Furthermore, the historical connotations associated with «inn» may attract tourists desiring an authentic British experience, particularly those

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[66] Oxford Advanced Learner's Dictionary // URL: https://www.oxfordlearnersdictionaries.com/ (05.04.2025).

interested in history and heritage tourism.

The culture of pubs can also be traced in some of the restaurant names under study. British pub names frequently utilize heraldic imagery, particularly terms like «arms» referencing family crests or royal symbols, often combined with a royal name or a common family name[67]. The restaurant nominations which reflect this tradition are: *The Fisherman's Arms*, *The Queen's Arms*, *The Goring*. The use of animals is also very common, and often has connotations such as royalty or bravery; nature and landscapes are used to invoke a sense of place and history[68]. The restaurant names which represent the abovementioned tendencies are: *The Green Dragon, The Red Lion, The Walnut Tree, The Heathcock.*

Another feature of restaurant naming in the UK is that which traces to the British tradition of assembling in local pubs for relaxed pastime and interaction is reflected in modern names, such as *Gather*, *Assembly*, *Common*, *The Social*, *Locale*. This naming strategy leverages the positive connotations of community, aiming to attract customers seeking a similar experience in a contemporary setting. These names, through their semantic resonance with the pub tradition, subtly communicate a promise of connection and informal enjoyment, even if the restaurant's menu or ambiance differ significantly from traditional British pubs.

In the process of restaurant naming, the addresser (i.e., the name creator) strategically employs a range of pragmatic devices to optimize the communicative impact of a restaurant name. These linguistic tools are used to capture audience attention, enhance name recall and memorability, and effectively convey the intended brand identity of the restaurant.

Our research demonstrates that restaurant name creators turn to pragmatic resources of the English language, specifically word formation and humor.

Word formation practices which help to attract attention to a catering establishment can be seen in the following examples. *Sushisamba* is formed by means of composition: «sushi» referring to Japanese cuisine and «samba», which

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[67] Kazakova, S.L. The pragmalinguistic aspect of English urbanonymy: based on the names of English pubs. Abstract diss. … cand. philol. sc. Pyatigorsk, 2011. P. 8.
[68] Ibid. P. 9.

is a Brazilian dance and music style, blend into a restaurant name highlighting the mix of two cuisines and cultures. Another name built by composition is *Sticks'n'sushi* also featuring Japanese specialty of the restaurant; it exploits the associations to Asian food that sushi and chopsticks appeal to.

The name *Ethicurean* is composed of the roots ethical and Epicurean. The latter means «taking great pleasure in things, especially food and drink, and enjoying yourself»[69] and originates from the name of the Greek philosopher Epicurus (341-270 BCE) whose philosophy was hedonism – endorsement and pursuit of sensual gratification. The restaurant specializes in vegetarian friendly, vegan, gluten free food, which is emphasized by adding the concept of ethical limitations to the name of the establishment. As a result, the name attracts diners who seek dietary nutrition but do not want to feel restricted in their food choices.

Several restaurant names in the study are humorous, achieving this effect by combining words in unexpected and paradoxical ways: *Ubiquitous Chip*, *Giggling Squid*, *The Greedy Goose*, *The Drunken Lobster*, *The Battered Cod*. Creating humor through illogical or nonsensical situations, events, or statements and paradox is a British national peculiarity[70], so it is exploited in commercial nomination.

Another means of adding humour to pragmatic value of a restaurant name is reference to precedent phenomena. This can be exemplified with the name *Wetherspoons*. The name comes from a geography teacher who taught the restaurant founder Tim Martin at a New Zealand school. The teacher told Martin he would never amount to anything, which is why Martin chose the name as he believed «Mr Wetherspoon was the least likely person to run a pub because he couldn't run a classroom»[71]. Rather than functioning as a customer acquisition

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[69] Oxford Advanced Learner's Dictionary // URL: https://www.oxfordlearnersdictionaries.com/ (05.04.2025).

[70] Wang, W. Linguistic formation-mechanism of humor in English // Advances in intelligent systems research : Proceedings of 8th International conference on management, education and information. 2018. Vol. 163. P. 127.

[71] O'Callaghan, L. Wetherspoons Shock: You'll never guess how the pub company got its name. 2017 // URL: https://www.express.co.uk/life-style/life/838981/wetherspoons-wetherspoon-name (05.05.2025)

tool, the humor employed here seems to rely on shared knowledge; it serves to reinforce the connection with loyal clients who are in on the joke behind the name.

To sum it up, the pragmatic function of British restaurant names centers on shaping patrons' expectations and fostering a positive evaluation of the establishment, both before and after the visit. This is achieved, in part, through specific word-formation strategies and the strategic use of humor as key linguistic mechanisms for influencing customer perception.

2.4 Linguacultural features of British restaurant names

British restaurant names, like many commercial nominations, are deeply entwined with cultural and historical contexts. This connection highlights the significance of place-naming as a cultural practice. British restaurant names often employ several linguacultural concepts to attract customers and establish an identity.

The research into linguacultural features of British restaurant names has brought the following result.

A significant number of restaurant names (39 units of the total number of the researched nominations) in Great Britain indicate international cuisines and use foreign (not English) words, the examples are given below:

1) Indian: *Dishoom* (the name comes from the sound effect in old Hollywood movies that is used in scenes with fights and gunshots, and which has become a symbol of Indian cinema), *Gymkhana* (the word was originally used to name traditional Indian clubs that were popular during the British colonial period; these clubs often served as venues for meetings, social gatherings and were associated with high society), *Purple Poppadom* (the name of the restaurant is taken from the traditional Indian dish poppadom, which is a thin, crispy flatbread often served in the place as a snack), *Bundobust* (the name comes from the Hindi words «bundo» – «to come together» and «bust» – «to spend time»; so the name can be interpreted as «place to come together» or «to spend time together»), *Opheem* (this restaurant in Birmingham takes its name from a word that may translated from Hindi as «high» or «majestic»), *Kayal* (the word is translated as

«water bodies», which refers to the picturesque water bodies in the South of India);

2) Italian: *Padella* (an Italian word meaning «frying pan» as pasta is often served in it), *Casamia* (the name comes from the Italian word meaning «my house»);

3) Spanish: *Barrafina* (the name of this restaurant focusing on serving tapas comes from the Spanish word «barra» meaning «bar» or «counter»), *El Gato Negro* («the black cat» in Spanish), *Iberica* (the restaurant is named after the Iberian Peninsula);

4) French: *La Trompette* (this restaurant is located in London and takes its name from the French word for «trumpet»; the name emphasizes the cultural roots of the establishment which offers French cuisine), *L'Enclume* (the restaurant got this name because it is located in a former 13th-century blacksmith's workshop; in French «l'enclume» means «anvil»), *Pret A Manger* (the name comes from the French expression «ready to eat»), *Comptoir Libanais* (the chain of restaurants specializing in Lebanese cuisine, and the name translates from French as «Lebanese table»);

5) Israeli: *The Palomar* (a female name, the motive of its use as a restaurant nomination is not clear);

6) Turkish: *German Doner Kebab* (the name of a restaurant chain originating from berlin but offering Turkish food, like doner kebab);

7) Vietnamese: *Pho* (the restaurant is named after the national dish of Vietnam – pho noodle soup);

8) Mexican: *Wahaca* (the restaurant is named after the Mexican traditional street food);

9) Japanese: *Sticks'n'Sushi* (the name reflects the concept of a restaurant that offers Japanese cuisine, particularly sushi).

Some of the examples need special attention. The name *Sushisamba* reflects the unique concept of the restaurant, which combines Japanese, Brazilian and Peruvian cuisine. «Sushi» is a reference to Japanese cuisine, «samba» is a Brazilian dance and music style.

The name *Kiln* originates from the English word meaning «oven» or «ceramic oven». This name reflects the concept of the restaurant which specializes in cooking Thai dishes using high temperatures on open fire.

Another significant cultural feature of naming catering establishments is attributed to the restaurants located in Scotland and Wales. Restaurant nominations may originate from local languages. For example: *Cail Bruich* (a name of a restaurant in Glasgo translated from Scottish as «invite to the table» or «come sit down at the table»), *Iasc* (a seafood restaurant in Ireland which means «fish» in Gaelic), *The Scran & Scallie* (both words in the name of a restaurant in Glasgo are Scottish: «scran» means food, while «scallie» is a word used for a young man who is a bit wild and carefree), *Sosban & The Old Butchers* (the name of this restaurant comes from the Welsh «sosban» – «pot», which on par with the reference to traditional butchers emphasizes the use of local ingredients and traditional Welsh cooking techniques), *Pysgoty* (this restaurant in Aberystwyth, Wales, takes its name from the Welsh word «pysgot» meaning «fish», which reflects the establishment's specialization in seafood).

As it can be seen in the cases listed, the national cuisine served in British restaurants determines the choice of foreign words for the names of these establishments. Words from other languages can denote dishes typical of a given national cuisine, or simply be associated with a particular language and country.

British national culture is also reflected in the names of restaurants. Restaurant names referencing British culture should encompass place names, concepts representing culinary traditions, historical figures, natural landscapes, and concepts related to British royalty and aristocracy. These elements are considered representative of British cultural identity[72].

1. Transonymization (or, the other term is onomastic proprialization) is the transition of an onym from one sub-category of a proper name to another. In English, transonymization can involve a person's name becoming a place name, a brand name becoming a verb, or a place name transforming into a personal name.

[72] Storry, M. British Cultural Identities. London, 2002.

This dynamic process reflects how the language adapts and incorporates proper nouns into everyday use with altered meanings or functions[73]. Transonymization in constructing British restaurant names is quite frequent and is observed in 26 nominations. Among them are:

1) oikodomonyms (names of buildings) converted into restaurant names: *Inverlochy Castle Hotel Restaurant* (the restaurant takes its name from the historic Inverlochy Castle built in 1280 and being an important part of Scottish history and architecture since that time), *The Old Mill* (the name of the restaurant is connected with the history of the building: it was originally a church building, but in the 16th century it was converted into a mill), *The Station House* (the restaurant is named after the fact that it is located in a building that used to be a station);

2) oikonyms (names of towns and cities) converted into restaurant names: *Heaney's Cardiff*, *The Start Inn at Harome* (Harome is a small village in North Yorkshire where this restaurant is located), *The Fordwich Arms* (the restaurant is named after the town of Fordwich in Kent), *The Kentish Hare*, *Northcote* (named after a town in Lancashire);

3) ergonyms (names of other companies or organizations) converted into restaurant names: *Borough Market Kitchen* (takes its name from location in Borough Market, one of the oldest and most famous food markets in the country), *The Dining Room at Chewton Glen* (the name comes from the fact that it is located in the Chewton Glen Hotel), *The Cross Keys* (the restaurant is named after the 18th century inn on Falls Road, where the restaurant is located now), *Chapter One* (the restaurant name refers to the facts that it is located in the basement of the Dublin Writers Museum and the Irish Writers' Centre), *The Curious Café* (the restaurant got its name from The Curious Tea Shop which previously occupied the building), *Deane's at Queen's* (the name comes from the restaurant's location next to Queen's University Belfast);

4) toponyms (names of geographic features) converted into restaurant

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[73] Knezovic, K.L. Transonymization as revitalization: old toponyms of split // Voprosy onomastiki. 2017. Vol. 14, Issue 2. P. 160.

names: *The Riverside Inn* (the restaurant gets the name from its location near the river Lugg), *Loch Fyne Seafood* (the name is associated with Loch Fyne, a sea loch on the west coast of Scotland), *The Waterside Inn* (the restaurant takes its name from its location on the riverbank, overlooking the River Thames);

5) pragmonyms (brand names) converted into restaurant names: *The Wolseley* (got its name from the building it is located in; built in 1921, it was originally used as a car garage, and later became a car repair shop; the name is associated with the Wolseley brand of car which was popular in the UK);

6) godonyms (street names) converted into restaurant names: *The Ledbury* (takes its name from the street on which it is located – Ledbury Road in London), *Raby Hunt Restaurant* (takes its name from the nearby Raby Castle estate), *Petersham Nurseries* (the restaurant gets its name within the area of Petersham Nurseries in London), *Simpson's-in-the-Strand* (the restaurant in London takes its name from the street on which it is located – Strand), St John Bread & Wine (the restaurant is named after its location on St John Street in London);

7) antroponyms (names of people) are onym types which are most frequently used to form restaurant names – 37 items have been identified in the course of the research. The group of these restaurant names can be further categorized into three groups: names of owners, founders or chefs, names of fictional characters, and names of historical personalities. The latter will be described below in this part of the thesis. Two other sub-categories are represented with the following examples, though in some cases restaurants are owned and run by their chefs:

a) names of owners or founders illustrate a direct connection between the establishment and a person, conveying a sense of personal investment and commitment to quality. This personal branding suggests authenticity and a direct line of accountability, which is in some cases sustained over generations of establishments' owners. Some of the names revealed through research are: *Holohan's Pantry* (the restaurant is named after the Holohan family who own and run it), *The Goring* (the name is associated with the Goring family who built the hotel in which the establishment is located), *Rick Stein's Seafood Restaurant* (the

restaurant opened in 1975 as a small port bistro owned by Rick Stein and his wife Jill), *Gidleigh Park* (the name comes from the Gidleigh family who run the restaurant), *Nando's* (a chain of restaurants specializing in Portuguese cuisine; the name comes from one of the founders of the restaurant, Nando Morais), *Costa Coffee* (the restaurant is named after its founders, brothers Bruno and Sergio Costa), *Ole and Steen* (the name comes from the names of the restaurant founders Ole Kristoffersen and Steen Skallebaek – both Danish), *Greggs* (the restaurant founder John Gregg began his business in 1930 by delivering fresh eggs and yeast to Newcastle families by bicycle; ten years later, he opened a shop where he sold his cooking), *Heston Blumenthal's Dinner* (the name of the restaurant founder is epitomized in its name), *Rules Restaurant* (the name is associated with the name of the founder Thomas Rule who opened the establishment in 1798);

b) names of chefs used in restaurant nomination emphasize culinary expertise and creativity as the central draw. This highlights the chef's reputation and skill as a key selling point, particularly attractive to diners seeking a unique and elevated gastronomic experience. Among these restaurant names are: *The Kitchin* (the restaurant's head chef is Tom Kitchin), *Adam's* (the name comes from its owner and chef Adam Stokes), *Purnell's* (Garry Purnell is the chef and the owner of the establishment), *Restaurant Sat Bains* (the restaurant is named after chef Sat Bains who opened it in 2002 with his wife Amanda), *Outlaw's Fish Kitchen* (chef Nathan Outlaw is famous from his dishes from fish and seafood), *Ottolenghi* (Yotam Ottolenghi is the chef of the restaurant and a famous culinary expert), *Core by Clare Smyth* (the restaurant was created by its chef Clare Smyth), *Alain Ducasse at the Dorchester* (the restaurant is named after French chef Alain Ducasse who is considered one of the greatest chefs in the world), *Restaurant Gordon Ramsay* (the British chef Gordon Ramsay opened the restaurant in 1998);

c) names of fictional characters associated with a specific national cuisine create an immediate and accessible association for the customer, acting as a shorthand for the restaurant's culinary focus. It taps into existing cultural stereotypes, making the restaurant easily identifiable and creating a memorable

brand identity tied to that specific culinary tradition. The examples of such restaurant names are: *Ondine* (a seafood restaurant in Edinburgh named after a mythical heroine from Germanic literature), *Café Gandolfi* (the restaurant takes its name from the character Gandalf from the works of J.R.R. Tolkien), *Mowgli Street Food* (the restaurant is named after Mowgli, a character from «The Jungle Book» by Rudyard Kipling; the restaurant serves Indian cuisine), *Seed* (the restaurant specializing in Spanish cuisine is named after the hero of the Spanish epic), *Frankie and Benny's* (the restaurant is named after two fictional characters, Frankie and Benny, who represent an Italian immigrant and his friend).

2. The British Isles' diverse landscapes provide a rich source for restaurant naming: 12 items falling within this group have been distinguished in the study material in total. Words denoting endemic flora and fauna, descriptive terms related to specific landforms, may be intently employed to suggest freshness and idyllic settings, as well as dramatic views. Such linguistic choices may represent a conscious effort to market a restaurant as deeply rooted in, and reflective of, the unique natural heritage of the British Isles.

The endemic plants used for restaurant nomination can be traced in the following examples: *The Walnut Tree* (the restaurant takes its name from the walnut tree, which is often associated with coziness, tradition and natural beauty), *Poppies Fish & Chips* (poppies symbolize remembrance and respect for veterans, especially in the context of the First World war), *Alchemilla* (the restaurants gets its name from a plant in the family Rosaceae, with the common name «lady's mantle»), *The Bulrush* (the word originally denotes a plant with long thing stems, which grows by rivers and lakes).

Some restaurants are named after animals and birds inhabiting the area of the country: *The Curlew* (the restaurant takes its name from the cuckoo, a bird known for its distinctive call and long legs), *Moorcock Inn* (the name comes from the term Moorcock, which stands for a male partridge, a bird that lives in moorland and mountainous areas).

The typical landscape features peculiar to the British Isles can also be used

for naming restaurants: *The Heathcock* (the restaurant in Cardiff gets its name after heath - an area of land, where grass and other small plants grow, but where there are few trees or bushes), *House of Tides* (the restaurant gets its name from its location near River Tyne, where the tides happen).

3. British history as an element of national culture is one of the most fruitful sources for restaurant nomination. Historical events and personalities offer established cultural associations, providing restaurants in Great Britain with readily recognizable and often prestigious names. Furthermore, invoking British history can tap into a sense of national pride and heritage, appealing to both local diners and tourists seeking an authentic or culturally significant dining experience.

Historical personalities' names which are applied for dining establishment nomination include the following: *Hawksmoor, The Hawksmoor Manchester* (the famous English architect Nicholas Hawksmoor), *Peploe's* (the famous Scottish artist Sydney Peploe), *The Churchill Arms* (the British Prime Minister famous for his role during World War II Winston Churchill), *Hadskis* (Stuart Hadski opened an ironworks making pots and pans in 1760), *Wilton's* (George William Wilton opened a fish shop selling oysters in 1742), *Balthasar* (this French restaurant located in London got its name after a Balthasar Gerard who assassinated William the Silent, the «Father of the Fatherland» and leader of the Dutch Revolt, in Delft in 1584. He murdered William with two pistol shots, was later subjected to a brutal trial, torture, and execution).

Historical events can also give names to restaurant establishments in Great Britain: *Ember* (the name of the restaurant in London is related to its location: the establishment is located on Pudding Lane, where the Great Fire of London began in 1666; «ember» is a symbolic name that translates as «coal»), *Boston Tea Party* (the restaurant in London takes its name from the historic event which took place in 1773 in Boston, USA).

Among the British restaurant names under research there are some items representing historical and cultural phenomena which can be regarded key to the British national culture. Such are the following restaurant names: *The Muddlers*

Club (the restaurant in Belfast gets its name from a secret society called «The Muddlers Club» which met in the same area in the late 1700s; the society was made up of political radicals and thinkers who wanted change in Ireland), *The Breakfast Club* (the restaurant in Soho is named after the popular 1985 film «The Breakfast Club»), *The Man Behind the Curtain* (the restaurant in Leeds got its name from the line from the Wizard of Oz: «Never mind the man behind the curtain»), *The Miller of Mansfield* (the restaurant gets its name from a medieval ballad called The King and the Miller of Mansfield; it tells the story of a miller who provides lodging for a stranger and serves him dinner cooked from a stag killed in Sherwood Forest which belonged to the king at that time; the stranger turns out to be King Henry II who does not punish the miller and knights him for hospitality instead), *The Singing Kettle* (the restaurant in Dartmouth takes its name from traditional Scottish folklore; tales and songs feature kettles which make sounds when the water boils).

4. An important element of the British national culture is the concept of royalty and aristocracy. The influence of monarchy and nobility roots into various aspects of British life, providing a readily recognizable set of symbols and values. This makes it an available choice for restaurant naming and branding. Restaurant names borrowing from this domain can evoke feelings of tradition, luxury, and refined taste, thus appealing to a target audience seeking a premium dining experience or a sense of historical connection.

The restaurant names featuring the abovementioned concepts are: *Number One at the Balmoral* (Balmoral is a town where the residence of the British royal family is located), *Regency café* (regency is the period in British history lasting from 1811 to 1820 and marked with overall refinement and cultural development), *The King's Head* (the origin of the restaurant name is not clear, though reference to the concept of royalty is traced), *The Queen's Arms* (the restaurant got its name from the British monarchy), *Esquires Coffee* (the restaurant name is related to the word «esquire», which was traditionally used to refer to gentlemen or people of a certain social status), *The Duke's Head* (a duke is a word meaning the rank of a

nobleman).

To sum it up, the linguacultural features identified in British restaurant names underscore the importance of place-naming as a reflection of cultural identity. These establishments frequently utilize various linguacultural concepts, such as referencing British or foreign cultures, representing historical figures and geographical features, and employing onyms for transnonymization, to both entice founders and chefs and cultivate a unique brand. These choices collectively contribute to a layered and nuanced understanding of British restaurant naming practices.

2.5 Trends in restaurant naming in Great Britain

To identify temporal trends in British restaurant naming, the foundation date (year or century) of the restaurants was determined. For six establishments, the founding date remained unconfirmed.

Subsequently, the restaurant names were categorized into four groups based on the establishment period they belong with. Within each group, a comprehensive analysis of the restaurant names was conducted to reveal the most prevalent strategies employed in restaurant naming. This analysis allows for the identification of historical shifts in commercial nomination within the British restaurant landscape.

1. Prior 1900 – 20 restaurant names.

This period, represented by 20 names, includes *The Compasses Inn*, which has been operating since the 14th century, as well as *The Old Cheshire Cheese* opened in 1667, and *The King's Head* opened in 1679. Catering establishments were opened at that time for a utilitarian purpose: to feed and shelter a traveler for the night. This fact explains why there are a lot of names of catering establishments including the component «inn»: *The Riverside Inn*, *Yew Tree Inn*, *The Compasses Inn*, *The Rising Sun Inn*. The modern restaurant called *The Cross Keys* is the successor of the inn named *Falls Road Inn*, which was located on Falls Road in London in the 18th century.

At that time, catering establishments were not yet restaurants in the modern

sense: they were more like pubs that served simple English food and drinks. A pub used to be the type of establishment that specialized in cooking and serving meals until the 20th century. Typical names of English pubs are also noted in the research material. These are marked with reference to traditional heraldic animals: *The Red Lion, The White Horse*; royalty and aristocracy: *The King's Head, The Queen's Arms, Dukes' Head*; crafts: *The Butchers Arms*, *Fisherman's Arms*, *The Sailor's Rest*. Less often, reference to the owners of establishments is found in the names dating back to this period.: *Rules Restaurant* (is associated with the name of its founder Thomas Rule who opened the establishment in 1798), *Simpson's-in-the-Strand* (John Simpson opened the establishment in 1828; it was a popular lunch spot for lawyers and judges, due to its location near the London Courts of Justice), *Wilton's* (George William Wilton opened a fish shop selling oysters in 1742, and in 1805 the name of the shop was changed from *Oyster Rooms* to *Wilton's*).

2. 1901-1960 – 16 restaurant names.

This period was a difficult time for the UK, as it was marked by two world wars. This led to the emergence of small and cheap eateries with the word «room» in their names: *The Dining Room at Chewton Glen*, *The Grill Room*, *The Tea Room*. Simple and cozy places seem to have been in demand at that time: *The Hidden Gem* is one more restaurant name dating back to this period. These establishments, like pubs, served simple English food: *Poppies Fish & Chips*, *Wright's Fish & Chip*. Perhaps, in the wake of longing for the good old days of stability and abundance, restaurants that appeal to the traditions of the past appeared: *The Ivy*, *Regency Café*. The only historical character recorded in the name of the restaurant opened at that time is Winston Churchill: the pub named *The Churchill Arms* was opened in 1947. The names of restaurants that use the founder's last name were still relevant in the first half of the 20th century: *Poppies Fish & Chips*, *Wright's Fish & Chips*, *The Goring*, *Greggs*.

3. 1961-2000 – 35 restaurant names.

The restaurants opened during this period are marked by a significantly increased number of establishments that prepare foreign cuisine. This is reflected

in a wide range of names of establishments that use words from other languages: *Casamia, Zizzi, Ask Italian* (Italian food), *Pret A Manger, The Brasserie* (French food), *Bombay Brasserie* (Indian food), *Banana Tree* (Pan-Asian food), *The Real Greek* (Mediterranean food), *Nando's* (Portuguese food), *PJ's Bar & Grill* (American food).

At the same time, the names of restaurants that use concepts of British culture are also numerous: *Borough Kitchen Market* (named after the oldest food market in the country), *Café Gandolfi* (after Gandalf, a personage of the Lord of the Rings by J.R.R. Tolkien), *Number One at the Balmoral* (referring to the official residence of the Queen at that time), *Chapter One* (an allusion to location in the building where the museum of Literature is located), *Boston Tea Party* (the reference to the famous accident which initiated the war for independence between the UK and its American colonies), *Brewer's Fayre* (this chain of restaurants specializes in serving traditional British cuisine; the name can be translated as «brewers' feast», which reflects the concept of the establishment combining beer culture and traditional restaurant service).

There are several cases when the name of a modern restaurant resembles the traditional names of pubs, which indicates a strong tendency to preserve traditions in the catering culture of the country: *The Star Inn at Harome*, *The Waterside Inn*.

An innovation in the British restaurant nomination noted in this period is the appearance of humorous names, which indicates a new round of democratization of establishments. Such restaurants should attract younger and more relaxed visitors (*Ubiquitous Chip*, *Wetherspoons*).

Another innovation in the restaurant nomination is the low motivation of some of the names: the origin of the name is not emphasized by the management and is not disclosed on the institution's website (*Subway*, *Mildreds*). Instead, the name becomes the key to the style and decoration of the interior or exterior of the restaurant: *The Social* translates welcoming ambience for meeting friends, *The Sportsman* prompts sports style, while *The Three Chimneys* is named after the three chimneys on its roof, which makes the restaurant look special.

The tendency to name restaurants after their owner is decreasing – there are only four names of this origin in this period: *Rick Stein's Seafood Restaurant*, *Gidleigh Park*, *Nando's*, *Costa Coffee*. Instead, there is one restaurant name which highlights the name of the chef: *Restaurant Gordon Ramsay*.

4. 2001-2025 – 123 restaurant names.

This period is marked by a rapid increase in the number of restaurants where national cuisine is prepared, which is reflected in the following names: *Dishoom, Colony, Cinnamon Club, Gymkhana, Purple Poppadom* (Indian food), *Franco Manca, The Seafood Ristorante, Padella* (Italian food), *Barrafina, Iberica* (Spanish food), *La Trompette* (French food), *Rosa's Thai Café, Pho, Kiln* (Thai food), *Wahaca* (Mexican food), *Camptoir Libanais* (Lebanese food), *The Olive Tree* (Mediterranean food), *The Palomar* (Israeli food), *Sushisamba* (Japanese and Brazilian food). They may include foreign words or be associated with a particular cuisine. There is a certain tendency towards naming restaurants in Wales and Scotland with the words in local languages: *Cail Bruich, Scran and Scallie* (Scottish), *Sosban & The Old Butchers* (Welsh). Overall, the tendency indicates a deliberate effort to reflect the national culinary identity of a restaurant.

The traditional approach to naming restaurants, which is understood as imitating old pub names, is still represented in a few restaurant names that opened at that time: *The Pony & Trap, The Curlew, The Ox, The Kentish Hare, Black Swan Inn, Station House, Lords of the Manor*. Traditional trends in restaurant naming are sustained with the appeal to British cultural concepts in the names of institutions: *Hawksmoor* (named after a famous British architect), *The Wolseley* (named after a British brand of cars), *The Breakfast Club* (named after a film), *Ondine* (named after a mythical character), *Peploe's* (named after a famous Scottish artist), *The Miller of Mansfield* (named after an English legend), *Ember* (translated as coal, the restaurant name is an allusion to the Great Fire of London in 1666), *Mowgli Street Food* (named after a fictional personage of «The Book of the Jungle» by R. Kipling), *The Muddlers Club* (named after the Irish secret society).

During this period, reference to chefs in restaurant names is gaining

popularity and replaces the previous tradition of giving restaurants names of their founders. Popular chefs' names are highlighted in the following restaurant nominations: *Ottolenghi*, *Purnell's*, *Alain Ducasse at the Dorchester*, *Heston Blumentahl's Dinner*,

The number of restaurants whose names are not motivated, but indicate the design style of the establishment, is also increasing. Such names have a certain pragmatic potential, since they betray the atmosphere of the place: *Sketch, Kayal, The Ethicurean, The Hand & Flowers, Wild and Wood, Vanilla Black, Canopy*, *Chroma*. In some cases, the motive for choosing the name of the restaurant is not established and does not manifest itself in its style or cuisine, for example the name *Bob Bob Ricard* was given to a restaurant in 2008 by its founder, a Russian entrepreneur Leonid Shutov. The only possible reference is that the businessman had become a popular socialite under the nickname Bob.

A novelty in the nomination patterns of British restaurants in the described period is the reference to the location of the institution: the name of the street or a famous landmark is used: *The Ladbury*, *St John Bread & Wine*, *Deane's at Queen's*, *Petersham Nurseries Cafe*. This trend is attributable to the desire to associate a restaurant name with its geographical location – typically a street or nearby landmark – in a manner analogous to hash tagging. This naming pattern aims to enhance brand visibility and searchability within local contexts. Besides, using a familiar place name can make the restaurant seem more trustworthy and appealing to customers.

Another trend in restaurant naming which is identified in this period is the use of humour, which is based on paradox: Th*e Battered Cod, Giggling Squid, The Greedy Goose*. These names aim at young clients who like the light and relaxed ambience of the establishments which is rendered through these names. Another aspect of this tendency is the focus on communication which is facilitated by the restaurant interior rather than food served in the place: *Gather, Common*.

At the same time, catering establishments opened over the last 25 years in Great Britain emphasize cozy interior which is comfortable for meeting friends and

provide necessary degree of intimacy: *The Secret Garden, The Cozy Nook, The Honeycomb Hideout, Foundry*.

One more distinct tendency revealed through the research into naming patterns in this time interval is the growing use of one-word names which render the pragmatic message about the establishment in a brief and concise way.

The result of the research into the evolution of restaurant naming in Great Britain is presented in the table below. It shows the changing patterns of naming from pre-1900 to 2025 in brief and concise way.

Table 1 – Trends in restaurant naming in Great Britain

Period / Prevailing features	Before 1900 (20 names)	1901-1960 (16 names)	1961-2000 (35 names)	2001-2025 (123 names)
1	2	3	4	5
Structural	2-word names	2 / 3-word names	1 / 4-word names	1 / 2-word names
Semantic	- establishment: inn - food: not specified	- establishment: café, room - food: English national	- establishment: not specified - food: international	- establishment: not specified - food: wide range of international; dietary
Pragmalinguistic	- target audience: craftspeople	- pub naming tradition (reference to the concept of «old»)	- pub naming tradition (reference to the concept of «old») - humor (irony)	- pub naming tradition (reference to the concept of «old») - humor (paradox) - indication of interior and style
Linguacultural	- founders' names - indication of British royalty and nobility - reference to	- founders' names - indication of British royalty and nobility - reference to	- founders' names - reference to historical events - reference to English literature	- chefs' names - reference to historical events - location-conditioned names

1	2	3	4	5
	heraldic objects (lion, horse, arms)	historical personality		

To sum it up, our analysis of British restaurant names across four distinct periods reveals a clear trend away from traditional, culturally or personally-motivated naming conventions. From pre-1900 to 2025, we observe a democratization of restaurant names, prioritizing accessibility, memorability through humor or locality, and an increased focus on the dining experience itself. This shift emphasizes food (national cuisine or the chef's brand) and ambiance (decor, comfort), moving away from pub-style names and a reliance on owner's names or historical references. This evolution reflects broader societal changes and a modern emphasis on the culinary experience.

Chapter 2 inference.

From a structural linguistic viewpoint, British restaurant names within this study can be categorized according to their morphological complexity: one-word, two-word, and multi-word formations. Bilexemic constructions, specifically noun-attribute combinations and noun-prepositional phrase combinations, exhibit the highest frequency of occurrence. This distributional pattern suggests their effectiveness in restaurant naming, likely due to their brevity and ease of processing.

Semantically, British restaurant names primarily function through both denotation and connotation, deriving meaning from the inherent semantic properties of their constituent lexical items. Key semantic domains identified include: designation of establishment type, indication of culinary specialization, expression of quality attributes, projection of social status, and allusion to historical longevity. Furthermore, a subset of names evokes the semantic field of seclusion and tranquility.

At the linguacultural interface, British restaurant names demonstrate the significance of toponymy as a marker of cultural identity. These establishments

frequently draw upon a range of linguacultural strategies, including: allusions to British and foreign cultural heritage, references to historical personages and geographical features (acting as proper nouns with associative meaning), and instances of onomastic transonymization (i.e., the conversion of proper names to common nouns or abstract concepts). These choices function to appeal to the values and identities of both restaurant founders and chefs and to contribute to the construction of a distinctive brand identity. The cumulative effect of these naming practices yields a multifaceted and sophisticated system of meaning-making within the context of British restaurant culture.

British restaurant names serve a key pragmatic function: the management of customer expectations and the cultivation of positive evaluations of the dining establishment, both prospectively and retrospectively. This is accomplished, in part, via selective word-formation processes and the deployment of humor as significant linguistic tools for modulating consumer perception.

The chronological analysis of British restaurant names, spanning four distinct chronological periods, demonstrates a discernible tendency away from conventional naming practices rooted in cultural heritage or personal identity. From the period prior to 1900 to the projected landscape of 2025, we identify a trend toward the democratization of restaurant naming. This involves a prioritization of accessibility, memorability achieved through humor or references to locality, and a heightened focus on representing the dining experience itself. This shift manifests as an increased emphasis on culinary offerings (whether characterized by national cuisine or the chef's brand identity) and the restaurant's ambiance (encompassing elements such as decor and comfort), representing a departure from traditional pub-style naming conventions and a corresponding decline in the reliance on personal proprietor names or historical allusions. This observed evolution in naming strategies reflects broader socio-cultural transformations and a contemporary societal emphasis on the holistic culinary experience.

CONCLUSION

Proper names form a unique semantic category within the lexicon, acting as direct pointers to specific, individual referents. They serve as singular designators and often carry both linguistic and culture-bound information. Furthermore, proper names often possess culturally significant meanings rooted in the national heritage.

Restaurant names, a specialized type of proper names known as ergonyms, stand apart due to their deliberate creation and designed purpose. These nominations display a wide range of structural and semantic features, reflecting the intentions of their creators as well as the broader social and cultural environment in which they operate.

Because restaurant names function simultaneously as linguistic elements and cultural expressions, a comprehensive research approach is required. Beyond traditional linguistic analysis, employing pragmalinguistic and linguacultural methods is essential for a thorough understanding.

The study of 200 names of restaurants located in Great Britain sampled from the website tripadvisor.com has brough the following result.

The British restaurant names under investigation exhibit a range of structural formats, from single-word titles to longer, multi-word phrases. The most common configuration involves two-word pairings, either using a noun and a modifier or a noun combined with a prepositional phrase, indicating a favored and effective naming style.

The semantic content of British restaurant names is derived from both the literal meanings of the words employed and the implied associations they carry. Frequently observed semantic features include indications of the restaurant's category, the type of cuisine served, the perceived standard, the desired reputation, and its historical background. Certain names also evoke a sense of privacy and calmness, achieved through the selection of appropriate vocabulary.

The linguacultural characteristics identified in British restaurant names

emphasize the significance of place-naming as a cultural expression. These establishments frequently incorporate varied linguacultural concepts, referencing British or foreign cultures, depicting notable figures from the past, highlighting local areas, and applying onyms for transnonymization to establish a distinctive brand. These choices collectively lead to a detailed comprehension of British restaurant naming conventions.

The pragmatic role of British restaurant names is centered on influencing customer's anticipations and promoting a favorable judgment of the establishment, both preceding and following their visit. This is partly accomplished using specific word-formation techniques and the strategic implementation of humor as essential linguistic resources for affecting consumer outlook.

The examination of British restaurant names over four separate timeframes indicates a distinct movement away from established, culturally or personally-motivated naming customs. From before 1900 to 2025, we discern a trend towards more accessible restaurant names, prioritizing memorability by way of humor or connection to place, and a greater concentration on the act of dining itself. This change highlights food (national cuisine or the chef's brand) and ambiance (décor, comfort), rather than pub-style names and a focus on owner's names or historical references. This progression mirrors wider societal developments and a modern concentration on the culinary journey.

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APPENDIX A
List of British restaurant names
1. The Ivy (London since 1917)
2. Dishoom (London since 2010)
3. Hawksmoor (London since 2006)
4. Padella (London since 2016)
5. Borough Market Kitchen (Borough, London since 1998)
6. Flat Iron Steak (London since 2024)
7. Franco Manca (London since 2008)
8. Ottolenghi (London since 2002)
9. Sketch (London since 2003)
10. The Palomar (London since 2014)
11. The Wolseley (London since 2003)
12. Sushisamba (London since 2012)
13. The Ledbury (London since 2005)
14. Kiln (London since 2016)
15. Balthazar (London since 2013)
16. Burger & Lobster (London since 2011)
17. Barrafina (London since 2007)
18. Gymkhana (London since 2013)
19. Core by Clare Smyth (London since 2017)
20. La Trompette (London since 2001)
21. Regency Cafe (London since 1946)
22. Poppies Fish & Chips (London since 1952)
23. Wright's Fish & Chip (Essex since 1933)
24. Colony (London since 2010)
25. Sunday (London since 2013)
26. The Churchill Arms (London since 1947)
27. London Chop House (London since 1869)
28. The Breakfast Club (London since 2005)
29. Blacklock (London since 2015)
30. Cinnamon Club (London since 2001)
31. Ondine (Edinburgh since 2001)
32. The Kitchin (Edinburgh since 2006)
33. Ubiquitous Chip (Glasgow since 1971)
34. Cafe Gandolfi (Glasgow since 1979)
35. Cail Bruich (Glasgow since 2008)
36. Peploe's (Dublin since 2003)
37. The Seafood Ristorante (Scotland since 2004)
38. Inverlochy Castle Hotel Restaurant (Scotland since 1969)
39. Number One at The Balmoral (Edinburgh since 1997)
40. The Three Chimneys (Scotland since 1985)

41. Iasc (Ireland)
42. The Scran & Scallie (Edinburgh since 2013)
43. The Walnut Tree (Wales since 1963)
44. Sosban & The Old Butchers (Wales since 2012)
45. Coast (Scotland since 2004)
46. Pysgoty (Aberystwyth)
47. St John Bread and Wine (London since 2003)
48. Purple Poppadom (Cardiff since 2011)
49. Heaney's Cardiff (Cardiff since 2018)
50. The Heathcock (Cardiff since 2018)
51. OX (Belfast since 2013)
52. Deane's at Queen's (Belfast since 2006)
53. The Muddlers Club (Belfast since 2015)
54. Holohan's Pantry (Belfast since 2013)
55. The Barking Dog (Belfast since 2008)
56. Hadskis (Belfast since 2014)
57. The Man Behind the Curtain (Leeds since 2014)
58. L'Enclume (Curtmel, Cumbria 2002)
59. Raby Hunt Restaurant (Summerhouse, Darlington since 2009)
60. House of Tides (Newcastle since 2014)
61. Roots (York since 2018)
62. The Star Inn at Harome (Yorkshire since 1996)
63. El Gato Negro (Manchester since 2016)
64. Hawksmoor Manchester (Manchester since 2015)
65. Bundobust (Leeds since 2014, Manchester since 2016)
66. Hispi (Manchester since 2016)
67. Rudy's Neapolitan Pizza (Manchester since 2015)
68. Mowgli Street Food (Liverpool since 2014, Manchester since 2015, London since 2021, Glasgow since 2022)
69. Moorcock Inn (Sowerby Bridge since 2018)
70. Northcote (Langho, Lancashiere since 1983)
71. Adam's (Birmingham since 2013)
72. Purnell's (Birmingham since 2007)
73. Opheem (Birmingham since 2018)
74. The Cross Keys (London Chelsea since 1708)
75. Restaurant Sat Bains (Nottingham since 2022)
76. Alchemilla (Nottingham since 2017)
77. Kayal (Nottingham since 2007)
78. World Service (Nottingham)
79. The Butchers Arms (Yorkshire since 1860)
80. PJ's Bar & Grill (London since 1990)
81. Casamia (Bristol since 1999)
82. Paco Tapas (Bristol since 2016)

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83. Bulrush (Bristol since 2019)
84. The Ethicurean (Bristol since 2010)
85. The Pony & Trap (Bristol since 2006)
86. Outlaw's Fish Kitchen (Port Issac since 2013)
87. Rick Stein's Seafood Restaurant (Padstow since 1975)
88. The Seahorse (Dartmouth since 2008)
89. Gidleigh Park (Dartmouth since 1978)
90. The Ox (Bristol since 2013)
91. The Sportsman (Seaside since 1999)
92. The Fordwich Arms (Fordwich since 2017)
93. The Hand & Flowers (Marlow since 2005)
94. The Curlew (Bodiam since 2009)
95. The Kentish Hare (Bidborough since 2014)
96. The Compasses Inn (Wiltshire since XIV c.)
97. The Miller of Mansfield (Goring-in-Thames since 2005)
98. The Star & Garter (Manchester since 1877)
99. The Goring (London since 1910)
100. The Dining Room at Chewton Glen (Hampshire since 1966)
101. The Old Mill (Aldermaston since 1800)
102. The Riverside Inn (Aymestrey in Herefordshire since XVI c.)
103. Black Swan Inn (Seahouses, since 2019)
104. The Red Lion ((London since 1890)
105. The White Horse (London since 1700)
106. The King's Head (Chipping Ongar, Essex since 1679)
107. The Queen's Arms (Manchester since 1828)
108. The Green Dragon (Barnet)
109. The Rising Sun Inn (London since 1840)
110. The Fisherman's Arms (Cornwell since 1826)
111. The Sailor's Rest (Chaldon Herring since 1800s)
112. The Station House (Durhum since 2015)
113. The Townhouse (Bristol since 2011)
114. The Bistro (London since 2017)
115. The Tavern (Manchester)
116. The Brasserie (London since 1976)
117. The Grill Room (London since 1931)
118. The Olive Tree (Essex since 2008)
119. The Spice Merchant Cookham since 1982)
120. The Tea Room (London since 1907)
121. Ember (London since 2016)
122. Feast (London since 2018)
123. Gather (London since 2021)
124. Canopy (London since 2021)
125. The Kitchen Table (London since 2012)
126. Kindred (London since 2018)

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127. Foundry (London since 2014)
128. Assembly House (London since 1898)
129. The Counter (London since 2023)
130. The Yard (London since 2020)
131. Locale (London since 2017)
132. Common (London since 2016)
133. Chroma (London since 2017)
134. Salt & Malt (London since 2014)
135. Seed (London since 1968)
136. Plate (London since 2018)
137. The Daily Grind (Oakham since 2017)
138. The Social (London since 1999)
139. Chapter One (Dublin since 1992)
140. & Grain (London since 2014)
141. Bombay Brasserie (London since 1982)
142. Giggling Squid (Wimbledon Village since 2017)
143. Banana Tree (London since 1993)
144. Rosa's Thai Café (London since 2007)
145. Mowgli Street Food (London since 2021)
146. Pho (London since 2005)
147. Wahaca (London since 2007)
148. Iberica (London since 2008)
149. Bob Bob Ricard (London since 2008)
150. The Real Greek (London since1999)
151. Ole & Steen (London since 2016)
152. Comptoir Libanais (London since 2008)
153. Caravan (London since 2010)
154. Sticks'n'Sushi (London since 2012)
155. German Doner Kebab (London since 2015)
156. Nando's (London since 1992)
157. Costa Coffee (London since 1978)
158. Caffè Nero (London since 1990)
159. Pret A Manger (London since 1983)
160. Boston Tea Party (London since 1995)
161. Wild and Wood (London since 2008)
162. Lords of the Manor (London since 2021)
163. Esquires Coffee (London since 2000)
164. Coffee#1 (Wales 2001)
165. Black Sheep Coffee (London since 2013)
166. Grounded (London since 2015)
167. Yew Tree Inn (The village of Bunbury since XIX c.)
168. Duke's Head (London since 1894)
169. The Greedy Goose (Plymouth since 2014)
170. The Drunken Lobster (Ventnor since 2020)

List of British restaurant names

171. The Curious Café & Bistro (Cheltenham since1904)
172. The Singing Kettle (Alfriston since 2018)
173. The Hidden Gem (London since 1927)
174. The Secret Garden Café (London since 2019)
175. The Cozy Nook (Twyford since 2017)
176. The Battered Cod (Manchester since 2023)
177. The Golden Chip (London since 2005)
178. The Smoked Salmon (London since 2012)
179. The Roasted Root (Torquay)
180. The Honeycomb Hideout (Hounslow since 2016)
181. PizzaExpress (London since 1965)
182. Zizzi (London since 1990)
183. Ask Italian (London since 1993)
184. Frankie & Benny's (London since 1995)
185. Brewers Fayre (Preston since 1979)
186. Wetherspoons (London since 1979)
187. Greggs (Wales, Brecon since 1939)
188. Subway (since 1996)
189. The Waterside Inn (Berkshire since 1972)
190. Heston Blumenthal's Dinner (London since 2011)
191. Alain Ducasse at The Dorchester (London since 2007)
192. Restaurant Gordon Ramsay (London since 1998)
193. Rules Restaurant (London since1798)
194. Simpson's-in-the-Strand (London since 1828)
195. Ye Olde Cheshire Cheese (London since 1667)
196. Wilton's (London since 1742)
197. Mildreds (London since 1988)
198. Vanilla Black (London since 2004)
199. Petersham Nurseries Cafe (London since 2004)
200. Loch Fyne Seafood Restaurant (Elton since 1990)