Writing Techniques of Business Ergonyms in Commercial Context Exploring the Linguistic Landscape of Business Naming Practices in Durrës City

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Abstract

The field of onomastics is the most beautiful argument on the use of language not as necessity, but as needs to express the beautiful language of the human mind and soul. Business language changes, evolves, mixes, renews..., therefore, the use of language is quite dynamic and moves faster in this field. In this paper we are focused on the linguistic landscape of business names (ergonyms) in Durrës city and beyond... The purpose of this paper is to interweave different visions and perceptions across the time and space regarding the topic in question. This research can contribute to new creations related to the field of business names in accordance to the standard language rules and current social rules and needs in Albanian community as well as in accordance to their nowadays preferences. On the other hand, the oldest forms of the Albanian language can be discovered through this research. Those can be quite significant for our cultural heritage and can be transformed into very efficient forms today. Thus, the awakening of the passive lexicon of the ancient Albanian language, the promotion of pure language forms, and the contribution to new creations in accordance to the time, situation, and social context where we live, are in the main focus of this study. The study was carried out as part of the project "Language as a Specialized Activity: Toward a Specialized Language and Effective Communication Across Diverse Fields of Human Endeavor. Writing and Communication Techniques" This initiative represents a renewed scientific commitment to fostering awareness among younger generations about the profound social significance of language. It highlights language not only as a vital cultural asset embodying national pride and identity but also as a dynamic and powerful mechanism that influences all fields of human activity.

Keywords: *Business language, Writing techniques, Business ergonyms, Language change, Language awareness*

1. Introduction

This study engages directly with the challenges of real-world discourse, particularly those arising from the difficulty of establishing effective interdisciplinary collaboration between theoretical linguistics often referred to as ideal linguistics and the applied sciences concerned with concrete discourse, commonly termed real linguistics.

Language and speech represent boundless (Robins: 2007), ever-changing, and adaptable abilities, shaped by context and the worldview of people from diverse cultures. This is most clearly evident in naming practices for individuals, places, homes, lands, springs, rivers, roads, professions, cuisines, businesses, and anything else that requires identification**.**

Beyond the profound power of language (Troplini- Abdurahmani: 2021) and its ties to perception, the evolution of human society leaves its mark on language in every domain, from economics and business to technology and the sciences. Scientific and economic advances often move faster than language can keep up, placing demands on language to adapt swiftly sometimes almost 'forcefully.' This pressure is particularly acute when there's a significant gap between societal progress and linguistic change, prompting greater attention from language experts seeking to foster language improvement and development.

Interactions between language and various life spheres can be seen as an implicit agreement: on one hand, language serves as the essential medium for conveying new ideas and changes; on the other, rapid contemporary developments can create distance, leading to hasty solutions such as non-standard or incorrect usage. Such issues are especially notable in languages, like Albanian, that have experienced periods of isolation impeding the natural progression of the standard language.

Traditionally, it is said that language mirrors societal progress, yet in developing countries, advancement frequently seeks expression through language updates. When a society has a strong linguistic foundation, both written and spoken communication tend to meet accepted standards. Otherwise, language quality may deteriorate gradually, and society grows accustomed to these shortcomings, leaving the language open to further outside influence. The use of language in business settings within the Albanian context and globally exemplifies these dynamics.

2. Method

This research uses a qualitative method.

The central focus of this study concerns the language of business, with particular attention to business names (ergonyms) analyzed within the frameworks of onomastics and sociolinguistics. The research is grounded in empirical fieldwork conducted in Albania, specifically in the city of Durrës. Businesses in this urban context were systematically observed, and data were collected regarding naming practices. Subsequently, a comprehensive analytical examination was carried out on a corpus of approximately 300 examples. The ergonyms were analyzed in detail and subsequently classified (albeit in a condensed format due to volume limitations) based on the prevailing linguistic and sociocultural characteristics that define contemporary Albanian business naming practices.

The synchronic analysis of written language in business naming is closely intertwined with a diachronic perspective, particularly through the comparative examination of business name continuity across two distinct socio-political systems: the former dictatorial regime and the current transitional democratic system. This is a field that places the Albanian language in the face of difficult challenges, as in many cases developments in the business field are imposed on the language used.

The comprehensive analysis of the illustrated examples (alongside additional cases not explicitly cited due to volume constraints) within the sociocultural context of Durrës has helped us to understand and describe the vision of the linguistic community of this city . This investigation has enabled us to articulate the prevailing linguistic vision of the city's business sector, uncover emerging linguistic phenomena, and draw several overarching conclusions that contribute meaningfully to the central research argument.

Using a qualitative research approach, this study offers a series of proposals for addressing current linguistic practices in the business domain, along with strategic recommendations for the development of targeted language policies that explicitly incorporate business language considerations.

The research places primary emphasis on the social value of language and its adaptive conditioning in response to diverse extralinguistic factors.

These observations pave the way for more in-depth research in the future, not only within state Albania, but also in ethnic Albanian territories such as Kosovo, Montenegro, North Macedonia, and why not, even in the southernmost

province of Albania, Chameria. Prospective studies will also include research into diaspora Albanian groups in various countries such as Italy, Greece, Bulgaria, Croatia, Romania, Turkey, Ukraine, etc., where dichotomous forms or foreign interferences are more than common in situations of languages in contact.

3. Results

Business names are not only a writing technique, but also a communication strategy. They serve to communicate something very important which will take on the role of representing a business activity or an entire enterprise. Besides, this denomination is a key to representing it worthily; that is a kind of bait to attract the consumers' attention.

As previously indicated, business names primarily emerge from necessity. However, in the linguistic field, it is also important to examine the underlying bases, methods, and motivations by which specific naming conventions of type X arise within a particular period and social community.

In this context, various factors—both synchronic and diachronic—influence naming practices across different communities, resulting in both diversity and similarity due to inherent aspects of human nature. On the other hand, likenesses between communities, distant or not, cannot be avoided. They are explained by the similar human nature itself.

Since the early philosophical debates such as "physis-nomos" and "analogy-anomaly", the question that has been raised is: to what extent are the names of things linked to what they designate or are they the fruit of a tacit agreement? Thus, the relationship between words and their meanings is built as a kind natural affinity between the form and its meaning, or is it the fruit of a conventional agreement between people? (Troplini- Abdurahmani 2015)

In the context of business, the question to add our curiosity (even in the modern era) is: "On what basis do we select business names? What motivates these choices, and how do temporal preferences influence them?". These questions are also applied for brands, product names, slogans, logos, and beyond, encompassing street names, personal names, toponyms, and onomastics in general.

The central question remains: "Do we name entities based on the nature of their designation, or are they the fruit of an implicit conventional agreement (rational agreement)? If we were to accept the latter, we would have to accept that businesses, activities, enterprises or general things such as objects, places, roads, rivers, people, types of dishes, etc., needed a name that we have conventionally given one to them. On the other hand, we are aware that people never purpose a simple name just to designate something, but they always strive to choose meaningful, appealing and purposeful names for both the originator and the recipient.

Turning briefly to personal naming practices, initial choices are often rooted in emotion, with consideration given to individual factors and societal norms of the era. While such names may originally carry explicit meanings, over time they may lose semantic depth and become mere labels, detached from their original rationale. (Troplini- Abdurahmani 2013)

Although the individual's liberty is unconditional in establishing different denominations in the field of business as in other domains it is society itself that exert their influence by adapting it to prevailing ambitions and preferences. Everything changes, renews, evolves and adapts in time, space, social class and environment. This results in varied yet sometimes convergent naming patterns.

Considerable variation exists within communities diatopic, diaphasic, diastratic, and diamesic reflecting shifts in political systems, economic structures, and cultural attitudes. For instance, business naming conventions during dictatorial regimes were markedly different from those adopted in democratic contexts, evolving further in subsequent decades.

Previously, under state-controlled economies, business names often reflected their ownership and scope of operation. In contrast, contemporary systems accommodate a wide array of businesses and activities, mirroring societal diversification.

The development of technology has increased among people linguistic conformity more than ever. This galloping evolution has introduced new approaches of methods and techniques of business naming. Nonetheless, distinct worldviews continue to shape preferences across social groups.

Nowadays, business language is influenced by the interplay between innovation and traditional values. One notable phenomenon is linguistic borrowing, which arises not only from lexical gaps but also from shifting societal preferences.

Foreign-derived business names frequently gain popularity, occasionally supplanting established terms—a trend observable in Albania post-1990 due to systemic transitions and increased global interaction. The influx of loanwords was initially driven by the need to fill vocabulary gaps, compounded by educational and cultural factors and a desire for rapid

integration with international markets.

This long-standing desire for integration, in particularly European integration, has shaped Albanians' vision for the future. Similar models in the field of business names in developed countries (experienced in emigration) were seen in Albania as a benchmark for success. Despite increasing awareness of the importance of integrating both modern and traditional elements, ongoing efforts remain necessary to achieve a balanced approach.

3.1 Examples illustrate several prevalent models:

1. Most of the business names in Durrës city and beyond are based on personal names, often those of children. These are then combined with descriptors indicating the business type (accessory, products, food, other various services, etc.). Naming strategies might involve the full name, initials, family surnames, or combinations thereof.
2. Names reference geographic origins or distinctive features of a region, including natural beauty, climate, history, culture, culinary etc. For example, in Dibër (north city) stands out the frequent name "Korabi" (the highest mountain in Albania), while in Durrës the frequent name is "Teuta" (Illyrian queen) and in Shkodër (northwestern city) the most frequent name is "Rozafa" (according to the Legend of Rozafa)… etc. Product origin also plays a role, with names reflecting well-known regional goods such as Gjirokastra's cheese, Berat's olives, Skrapar's meat and dairy products, or Korça's baked goods.
3. Several names in Durrës have taken roots based on long-established borrowings. In some way, these are adopted names of the universal lexicon that already have become part of the language fund, such as: *bar(bar), restorant (restaurant), lokal (pub)* (the most common word), *piceri (pizzeria), fastfood (fast food), pastiçeri (pastry shop), farmaci (pharmacy), kozmetikë (cosmetics), parukieri (hairdresser), berberhane (barbershop), librari (bookstore), kancelari (chancellery), market (market), minimarket (minimarket), bilardo (billiards), buling (bowling), hotel (hotel), motel (motel), B&B(B&B)…* etc. Most of these words derived from English and Italian language (reflecting Durrës' longstanding connections with Italy).

Prior to the 1990s, Albanian terminology included the terms *klub- club* (for restaurant), *bufe-buffet* (bar) and *turizëm-hotel* (a kind of special place for foreign visitors only). During the period of monism, every city had one of them; *a club*, a *buffet* and a *tourism* frequented by Albanian visitors from other cities (the state usually brought them for work and other various services), not excluding local visitors, as well as rarely few visitors from other countries. They generally were considered places of the intellectual elite, rather than the simple working class.

At that time, popular terms such as *Pizzerias* and *Fast foods* did not exist. Instead, traditional alternatives included "*Byrektore"* (*byrektors*, - where *pies*, *flat breads* with cheese and *pancakes* were served only; for example, in Elbasan city we had traditional *bugaxhe*),*"Gjellëtore*" (Albanian home -style restaurant with traditional kitchen, where everyday home cooking was served); "*Ëmbëltore"* instead of the current word *"Pastiçeri"* (*pastry shops*), "*Farmaci"* (*pharmacy)*, called "*barnatore"* in Kosovo), etc. Once Albanians used the root of this word "*bar"* instead of the current word "*ilaçe"*for *medicine*); *"Flokëtore"* instead of the current word *"Parukeri"* for *Hairdressers*; *"Kinkaleri"* instead of the current word *"Kancelari"* for "*Chancelleries"*; the large clothing store was called "*mapo"*; the *minimarket* was simply called "*Ushqimore"*for *alimentari*. At that time, there was only one flower shop in the city which was called "*Dyqani i luleve*"- *flower store* (today all flower shops have their own names). Of all these, only certain terms such as *berber/ berberhane* for *barber/ barbershop*, *library* for *bookstore*, *gjellwtore* for albanian home -style restaurant, *hotel* for *hotel,* have endured.

It must be said that during the dictatorship, names reflected service functions rather than commercial enterprise, being state-operated. Some designations remain in use such as *metrazhe* (fabric stores), *furrë buke* (bakery), *dyqan mishi,* (meat shop), *bylmetore* (dairy), *fruta-perime (*fruit and vegetable shop), *dyqan lulesh (*flower shop), *lëndë ndërtimi* (construction materials) ... etc. However, given the current market dynamics, there are cases where local businesses are either using Albanian term or English language term for their business. So, in Durrës today we find: *furrë buke* but also *bakery*, *dyqan mishi* but also *kasap* (butcher), *bylmetore* and *bylmet* (dairy)*, lëndë ndërtimi* and *vegla pune* (construction materials as well as work tools)*, elektrike* dhe *elektroshtëpiake* (electrical and household appliances), *etc.*

This topic underscores the dynamic interplay of linguistic, cultural, and social influences on business naming conventions. Language closely reflects shifts in worldview and societal organization, and in Albania, notable contrasts are evident between the dictatorial and democratic eras.

Over the past thirty years of Albanian's economic, political and cultural transition, the language experts have raised concerns about the unchecked influx of foreign works due to globalization. Following rapid development after the 1990s, this issue has persisted as Albanian society adapts its language to meet new socio-economic challenges.

The marketing field has been most affected by this situation. In addition, it is very difficult not to use the words, *business, marketing*…etc., in nowadays commerce. Regarding this, other new words have entered to Albanian vocabulary such as google, wi-fi, email, whatsapp, Instagram, facebook, password, like, share, select, etc. If we were to continue with foreign interferences, the list can be very long with English, Italian or other languages words such as: *evitoj* (avoid), *prenotoj* (book), *promovoj* (promote), ofroj (offer), *performoj* (perform), *likuidioj* (liquidate), *trajtoj(kuroj)*(treat), *rigjeneroj* (regenerate)... etc. Although it is difficult to accept; all these words are becoming part of the Albanian vocabulary nowadays. Today is legally recognized that spoken language have superiority over written language. This do not mean that the effort of caring and the continuous creation of new words from the Albanian language should be avoided. It is a job that has always and will continue to be done, but the extralinguistic factors and their interferences in languages are always inevitable.

3.2 What are the most common models for constructing business names (the ergonyms)?

As mentioned at the beginning, we must clarify that models are not simply conventional names, but they are established with the aim of conveying messages and creating a communication relationship between businesses' interests and the other side. Consequently, through ergonyms specifically business and activities or company names, it is intended to develop a stable bilateral relationship for a long-term (for example between doctors and patients, hairdressers and clients, hotels and visitors, restaurants and consumers… etc).

To further illustrate these points, an overview and relative classification of business names (ergonyms) in the Durrës district and beyond is provided below:

A. Private activities and businesses names (ergonyms) related to medical services and treatment of mental and physical health, such as medical centers and clinics, pharmacies and various medical and agricultural laboratories, veterinary clinics... etc.

This group includes also the names of cosmetic and aesthetic centres or activities that treat external physical appearance.

In this subdivision, the following naming patterns are noticed:

Business names (ergonyms) based on personal names (anthroponyms), surnames (patronymics), names and surnames initials, combinations of letters by names or surnames (mainly by children names, but also by parents who own businesses), abbreviations (mainly acronyms) ... etc. On most cases, these names are also accompanied by names of business's types. Consequently, in Durrës city these examples are noticed (Note: all names (ergonyms) in this paper are written as they are in reality):

(Health Centers and Medical Clinics) *Klinikë Mjekësore* ***"Rahmani"/ Dr. Gazmend Rahmani****, Klinika Diagnostikuese Radiologjike* ***Enesi****, Medi Care* ***Lami****, Klinika* ***Ndreu****, Klinikë Mjekësore* ***Lami****, Klinika Gjenekologjike* ***"Edmond Demo"****,* (Dental Clinic) ***Pitaku****/ Dental Clinic,* ***Xhafa*** *Dent,* ***Dulo*** *Dent,* ***Megi*** *Dent, Klinikë Dentare* ***Celami****, Klinikë* ***Erida*** *Dent, Klinikë Dentare* ***Voci****,* ***Greta*** *Dent,* (Veterinary Clinic) *Klinikë Veterinare* ***Osmani****, Veterinari* ***Kloer*** (letters combination of children names), *Klinikë veterinare* ***HR*** (initials of name and surname), (Optics) *Klinika* ***Troplini****, Optika* ***Luani****,* (Laboratories) *Laborator* ***Linda****, Laborator* ***Shullaku****, Laboratori Analizash/****Dr. Ilirjana Xheta****,* (Pharmacies) *Farmaci* ***Dalipi****, Farmaci* ***Arjana****, Farmaci* ***Këlliçi****, Farmaci/* ***Ermira Balla****, Farmaci* ***Lekli****, Farmaci* ***Troplini****, Farmaci* ***Gërdani****, Farmaci* ***Kler****, Farmaci* ***Babamusta****, Farmaci* ***Nila****, Farmaci* ***Karanxha****, Farmaci* ***Lien****, Farmaci* ***Rama****,* (Aesthetics and Cosmetics) ***Omheda*** *Kozmetikë* (merger of names letters), *Kozmetikë* ***Irma****, Parfumeri* ***Eliks****,* (smaller businesses) *Sallon* ***Mirela****, Sallon Bukurie* ***Lela****, Pretty face by* ***Anisa****, Floktore* ***Xheni****,* ***Anxhela*** *nails, Barber Shop* ***Bledi****, Parukeri* ***Ashanti****,* ***Bora & Sara****,* ***Es*** *Cosmetic, Parukeri* ***Gerta****, Nails by* ***Fiona****, Parukeri Estetikë* ***Emi****, Beauty salon* ***Emi****, Barber shop* ***Zani****,* ***Gena****'s salon,* etj. (note: all names in bold are personal names, surnames, initials of names or surnames, combinations of names letters... etc)

Business names (ergonyms) that reflect a semantic connection with the type of business (whether in Albanian or in a foreign language): *Klinika* ***Aria*** (*aria*, it. - *air*, - respiratory tract examination), ***Medicare*** (medical care)*/ Qendër diagnostike, RaDeSA Center/* ***Genius****LAB/Laborator Mjekësor,* ***Smile*** *Dent, Klinikë Dentare "****Alfa*** *Dent",* ***Medaljon*** (medallion) *Dent, Laborator* ***Alta****- Lab, Farmaci Këlliçi/* ***hapur 24 orë*** (open 24 hours), *Farmaci* ***II*** *Durrës, Farmaci* ***ditë & natë*** (Day & Night), *Farmaci* ***Urgjent*** *(Urgent), Farmaci* ***Salut*** *(salute*, it. *- health) , Farmaci* ***Bujqësore*** *(farming*), ***Gjithçka për blegtorinë*** *(Everything for livestock),* ***Bro's*** *shop barber* (brothers's shop), ***Pink*** *salon Iris* (pink- girls color). (Note: in this subdivision, the examples refer to a direct semantic connection as well as a stylistic connection based on emotional coloring with expressive nuances, speech figures, etc.)

A shift in systems led to an increase in businesses and brand names due to privatization. Previously, clinic or medical centre names were simply called *polyclinic* or *pharmacy*, and cosmetic-related businesses were referred to as *barber* or *hairdresser*.

This subdivision is characterised by names influenced primarily by external, predominantly foreign, linguistic sources. Following the 1990s, the Albanian social community increasingly sought global integration, aspiring to align rapidly with European developments. This aspiration gave rise to a phenomenon of prior integration, evident in the widespread adoption of foreign words, often without semantic necessity. The preference for foreign borrowings can be attributed to Albania's prolonged isolation from the developed Western world. Initially, such usage was associated with progress and modernization within the Albanian mindset. This trend became apparent in both written and spoken communication, with the media playing a significant role in promoting it. Although increased awareness has led to a gradual decline in this practice, it remains present today.

Returning to our topic, the business naming has been heavily influenced by the global market. Restaurant menus, for example, often provide a mix languages (Troplini- Abdurahmani: 2022) Furthermore, other consumer businesses, whether food or clothing, including, jewelry, cosmetics, aesthetics, perfumery, etc., reflect this trend as well due to giving too much importance to external appearance. In Albania, the pursuit of luxury since the 1990s stands out, following decades of severe poverty.

In foreign usages cited above, we highlight some words or abbreviations that have gained widespread use in nowadays such as: *Optikë, Lab, Dental, Dent, Kozmetikë, Nails, Beauty salon, Medicare, Barber shop…etc.* (*Optics, Lab, Dental, Dent, Cosmetics, Nails, Beauty salon, Medicare, Barber shop*). These words or abbreviations are at risk of becoming part of the language fund. In the future, it remains to be seen whether they will be avoided, or will be definitively fixed by society, just as has happened with Information Technologies' terms.

Meanwhile, it should be specified that many of the uses mentioned above, such as, *beauty salon, barber shop, medicare, dental, dent, klinikë diagnostike* (*beauty salon, barber shop, medicare, dental, dent, diagnostic clinic*), have also parallel uses in the Albanian language and can be easily substituted. While it is important to respect standard language, ultimately, linguistic norms are determined over time by societal preference. Despite efforts by experts and institutions, society decides which usages persist in discourse. Whether enough has been done to promote standard usage remains a topic for future discussion.

On the other hand, there is no doubt that Albanian names are present by the Albanian community. Names such as, *Klinikë mjekësore, Klinikë shëndetësore, Klinikë Veterinare, Laborator mjekësor, Dentist, Farmaci, Parukieri, Flokëtore, Berber, Kozmetikë* (*Medical Clinic, Health Clinic, Veterinary Clinic, Medical Laboratory, Dentist, Pharmacy, Hairdresser, Barber, Cosmetics...*etc.), are found only in Albanian, sometimes associated with the business names, as well as translated in parallel forms into a foreign language (or in mixed forms...) etc.

B. Activities or businesses names (ergonyms) related to consumer services in the field of food consumption (foodstuffs). In this group we have included, the names of restaurants, pizzerias, fast foods, bars, cafes, markets, minimarkets, simple grocery stores, fruit and vegetable stores (small neighborhood minimarkets), the names of bread stores, dairy, meat, fish stores, confectionery stores (pastry shops), tobacco shops… etc.

- Names based on personal names (anthroponyms), surnames (patronymics), names and surnames initials, including abbreviations, acronyms…etc.

Thus, in the first group we will have: (Bakeries) Furrë Buke **Arti**, Furrë Buke **Asia**/ Pastiçeri, Furrë Buke/ **Bardhyl Kapllan Keçi**, Furrë buke **Ver Hoxha**, Furrë Buke **Bardhoshi**, Furrë Buke **Titi**, Pastry Bakery **Edart**……etc.; We started first with businesses that serve bread, because bread for Albanians has been a symbol of survival and at the same time of suffering and pain. This is also the reason why today bread remains the most essential and at the same time adored product that can never be missed in the family. Bread for Albanians is the heart of the table.

We also include a variety of markets and groceries such as: Market **Kuka**, **Marvel** shop (Marvel is a combination of the letters), Ushqimore **Artur** (Grocery), Super Market **Vasili**, Market **Renti**, **Luli** Market, Market **Mario**, **Ola** Market, Market **Soni**; EHW, CONAD...etj.; (meat and fish shops) **Istrefi**, Mish viçi vëllezërit **Keçi** etj.; (dairies) Bulmet **Elda**, Bulmet **Tomorri** etj.; (Wholesale points) Fabrika e vajit të ullirit **Troplini**, **Metaj** Group (wholesale point for bars or restaurants), Kantina e Verës **Duka**; (Bars) Coffee Bar **RaDeSa**/ Happy hour, Pascucci, **Deni**/ Beach Bar, Bar kafe **Mik kena**, Bar kafe **Andi**, **Viki** Bar, Bar **Titi**, **Sophie** caffe, **Arva** Bar Poli's... etj., (Restaurants, bar restaurants, bars) Da **Sergio** (Italian name of the chef), Restorant Peshku **Te Peku** etj.; (Hotels and B&Bs) **Ermes/** Luxury Hotel, Hotel Restorant **Sazani**, Hotel **Andi**, **Amara** Hotel, **Benilva** Hotel; (Pizzerias) Piceri Te **Veri**; (Fastfoods) Fast food **Erso**, fast Food **Lola**, Fast food **Flori**... etj.; (Pastry shops) **Klea'**s yougurt, Pastiçeri **Futura**, Pastiçeri **Sanija**, Pastiçeri **Çollaku**,

Akullore **Bllaca …**etj. (pie shops) Byrektore **Sejko**, Byrektore **Hoxha**, Byrektore **Klodi**, (Tobacco stores) Tobacco **Domi.**.. etj. (note: all names in bold are personal names, surnames, initials of names or surnames, combinations of names letters, abbreviations, acronyms... etc)

- Business names (ergonyms) that reflect a semantic connection with the type of business (whether in Albanian or in foreign language):

(Bakery) Bakery/ **Pegasos**, Furrë buke **Elite**, Bakery **Furrë-Pastiçeri**..etj.; (large and small markets, as well as simple groceries) **Flagship**, **Galaktik, Blue Star, Extra** market, **Big** market, **Spar,** Market **Mirage**, **Jumbo** (non-food market), **Diambe** Market, **Primo**/ Supermarket...etj.; (meat and fish stores) **Mar**fish, **Shtëpia** e mishit, **Produkte** mishi, Mish **viçi**/ Bylmet, Peshk **i freskët**...etj.; (Bars) **For Doctors**/ coffee, **Trodo** Caffe, **Big** bar, **Moon** bar, Bar kafe **Trodo** (Trodo, - coffee brand'), Bar kafe **Guru**, **New18** Bar, **Golosa** Bar, **Mulliri i vjetër**, Bar **relax** café, **Hugo** Caffe, **Imperial** Caffe, **Mulino**/ Bar & **Bilardo**, **Cappuccino**, Coffee Bar RaDeSa/ **Happy hour**... etj. (Restaurants, bar restaurants, bars, hotels) **Sunset** (Bar-lokal), **Zins** (Bar-lokal), **Rust** (Bar-lokal), **4 Stars** restorant (four brothers), Hotel restorant **3 vëllezërit** (three brothers)... etj.; (Gjellëtore) Gjellëtore**/ i Ri (new)**, Te nona (grandmother in Durrës dialect), **Tradita shqiptare** (Albanian Tradition); (Pizzerias and Fastfoods) Pizza **Express Hallall**/ Fast Food, Piceri **Luna** (moon), Piceri **Hallall**, Piceri **Lakmia**, Piceri **Dy Engjëjt**, Piceri **Bistro**, Fast food **2 Maji**, **"King Kebab"** Fast food, Fast food **"Rehat Kebab"...** etj.; (Pastry shops) **Sulltan** Bakllava, Pastiçeri **Pelikani**, **Cialda** Pasticeria dhe Gelateria, **Mon Cheri Papa's**, **Ven i amël** (sweet place), **Pastry & Ice cream...**etj. (Tobacco shops) **Tobacco** shop, Tobacco Shop & **More...**etj. (Note: in this subdivision, the examples refer to a direct semantic connection as well as a stylistic connection based on emotional coloring with expressive nuances, speech figures, etc.)

In this group (as we have discussed in other groups above) external linguistic influences (with or without semantic connection) are also clearly observed, such as: the use of words super, ekstra (extra), big associated with the word market; the word shop associated with numerous types of businesses; the words coffee, caffe, kafe, cafe' associated with the word bar or with names of businesses, with brand's name of coffee, for example Pascucci, Trodo...etc.; the words fastfood, pastry shop, pizzeria, are now part of the vocabulary fund. It seems that words such as, Resort, Luxury, Kebap, Cappuccino, Tobacco, Tabachino, etc. are also taking the same direction. Special attention should be paid to avoiding by uses parallel forms in foreign and Albanian language, such as: Fish and Peshk, Bakery and Furrw buke, Ekspres (Express) and Shërbim i shpejtë, Shoes and Këpucë... etc.

Of course, in daily consumption, names in Albanian are too much preferred, such as: Furrë buke, Furrë Buke Ëmbëlsira, Peshk i freskët, Mish viçi, Shtëpia e mishit, Ven i amël (in the Geg dialect), Akullore, Ëmbëltore, Ushqimore, Bulmet, Byrektore, Gjellëtore, Te nona (Nona is called the grandmother in the Durrës dialect.), Tradita shqiptare (gjellëtore)/ (Bakery, Bakery Pastry, Fresh Fish, Beef, Meat House, Sweet Place, Ice Cream, Pastry store, grocery store, Dairy store, Pie store, Albanian home -style restaurant, To grandmother, Food Albanian Tradition etj). In case of such uses, as we are a coastal city and consequently have a developed tourism industry, it is advisable to use bilingual businesses ergonyms so, translated into English. In absence of this, the relevant logos should not be missing.

C. This group includes all customer services related to jewelery, clothing businesses... etc., such as: fabrics, clothing stores (of various categories) sports stores, shoes stores, intimate stores... etc. In this group we have also included gyms, tailoring... etc.

The business names (ergonyms) of these categories in and around the Durrës city are as follows:

- Ergonyms based on personal names (anthroponyms), surnames (patronymics), names and surnames initials, abbreviations (acronyms), such as: (jewelery) *Argjendari* ***Ani****, Argjendari* ***Jurevio****, Argjendari* ***Kapidani***...etj.; (Boutique) *Butik* ***Xhoi****/ Veshje të ndryshme- Çanta- Bizhu,* ***Sabrina****'s Boutique, Butik* ***Ambra****,* ***Ohana****'s shop,* ***JV*** *style* (initials)…etj.; (tailorings) *Rrobaqepëse* ***Anila****,* ***Alma*** *Style, Rrobaqepsi* ***Ana****, Perde* ***Dhurata****, Perde* ***Landi****, Rrobaqepsi/* ***Sako*** *Trade SHPK* etj.; (others) ***Ani*** *Gym,* ***Toma****Sport;* ***D&D*** *Aksesorë/ "Çanta, Syze, Parfume"*…etc.

- The business names that reflect a semantic connection with the type of business (Albanian or in a foreign language), such as: *Argjendari* ***GoldenEye****;* ***Jeans*** *shop,* ***Art në qëndisje*** (The Art of embroidery)*,* ***Pink*** *and* ***blue*** (gender colors), *Dyqan* ***Outlet*** *Durrës,* ***Metrazhe*** *për Çarçafë/ Saten- Fanellatë- Basme* (type of fabrics)*, Biankeri* ***Intimo****/ Casa & Intimo,* ***Dream*** *kids,* ***Shtëpia e bebes*** (Baby's house)*,* ***Atlete gjermane*** (German sneakers)*, Atlete/ këpucë* ***origjinale*** *durrës* (Original sneakers and shoes). (Note: in this subdivision, the examples refer to a direct semantic connection as well as a stylistic connection based on emotional coloring with expressive nuances, speech figures, etc.)

- As was noted in the treatment of the two points above, in this group, the names of foreign influences are clearly noticeable. The foreign words that can be considered unnecessary because they have not gained widespread and they don't have stable use yet, are: *Golden Eye, Pink and blue, Biankeri Intimo, Dream kids*... such uses (in foreign languages) are easily avoidable. A little more difficult to avoid in this group are the words *Jeans, Boutique* (which we also

find as they are pronounced; *Xhins, Butik*), *Outlet*, due to their widespread in many countries.

- In this group we have also uses in the Albanian language only. Thus, in Albanian we have the following usages: *Dyqan veshjesh, Argjendari, Rroba për fëmijë, Shtëpia e bebes, Rrobaqepësi, Art në qëndisje, Atlete gjermane, Atlete/ këpucë origjinale, Metrazhe…etc* (*Clothing store, Jeweler, Children's clothes, Baby's house, Tailoring, Art in embroidery, German sneakers, Original sneakers/shoes, Cloth...* etc.)

It should be said also in this pure group of Albanian language, we don't find many examples. In most cases the Albanian usage remains mixed with foreign languages. So, in many Albanian names we find inserted foreign words such as: *Accessories, Boutique* (adapted to Albanian pronunciation), *Trade, GoldenEye,* etc., for the same reasons we mentioned above.

D. Names of other categories related to activities and businesses that serve to meet people's needs such as: office supplies, bookstores, building materials stores, flower shops, kitchenware stores, paint stores, cell phone stores, computer stores, home appliances, cell phone service centers, computers and repair services for them, furniture stores, replacement parts for vehicles according to different categories, repair services for vehicles of various types, rental cars...etc.

Now we continue with the names of these categories in Durrës city as follows:

- Ergonyms based on personal names (anthroponyms), surnames (patronymics), names and surnames initials, abbreviations (acronyms), such as: (Chancellery) *Kancelari* ***Migena****,* ***ASH*** *Kancelari* (initials of the owner's name/surname), (Furniture) *Mobileri* ***Menga****,* ***Zefi*** *Imobilare*; (hydrosanitary) *Pllaka hidrosanitare* ***Xheni****'s,* ***Kejsi*** *home decor, Pllaka hidrosanitare,* ***Billa****/ Pllaka*; (car spare parts) ***Kadiu***, *Pjesë këmbimi* ***Genti****, Gomisteri* ***Arbi****, Auto* ***Sh*** (Sh- initial of the owner's name), *Auto klima* ***Flori****Lavazh 18* (18 numri i lagjes), *Elektroauto* ***Medi****/ Diagnostikime me kompjuter, Servis* ***Barçi****, Auto* ***Çeti****, Auto* ***Niku****,* ***Xhepi*** *servis, Auto servis* ***Oli****, Servis* ***Bledi****, Servis* ***Muçi***; (Rental car) *Makina me qera* ***Kryemadhi****/ Rent a car*; (Cellular Service) *Servis Celulare/* ***Çimi*** *dhe* ***Klodi*** (emra bashkëpronarësh), ***Ani****'s phone island, Celulare* ***Mico,*** *Phone Shop-* ***Shahini****/ Aksesorë dhe Service;* (Fuel) ***Kastrati*** *group,* ***Gega*** *oil, Karburant* ***Lekli****,* ***Krasniqi****;* (Flowers store) ***Alma****'s Lule Natyrale,* ***Lili*** *Flowers; Koli Klima* (air conditioner repair); (paint stores) ***Favi*** *colors* (Favi- Fati+Vilson), ***Edi****'s color;* ***Ilir*** *reklama adesiv;* ***Alba*** *Pelets;* ***GOTECH.***

- The businesses names that reflect a semantic connection with the type of business (Albanian or in a foreign language), such as: ***Moda*** *di casa* (furniture); ***Kuzhina juaj e përjetshme*** **(**Your eternal kitchen) */ "Paisje për Bar-Restorante-Fast Food/* ***Luks & Lirë*** (Luxury & Cheap) *për të gjithë*", ***Pajisje*** **(**Equipment) */"Bar- Restorant- Fast Food;* ***Materiale peshkimi*** (Fishing materials)*"; **Vegla pune*** (work Tools), (Household appliances) ***Elektroshtëpiake, Pajisje hidrosanitare, Pllaka hidrosanitare*****;** (Spare parts stores), *Auto* ***krika xhami*** (glass wrench), *Autoservis* ***Generale****;* ***Prime*** *Car accessories;* ***Rental. al****, Rental. al/* ***Makina Luksi*** *me qera* (Luxury car for rent), *Makina me qera/* ***Rent a car****; Bota Luleve* ***"Speshell"***(special)/*"Evente- Dekore- Lule",* ***Happy day****, Lule* ***Natyrale*** *dhe* ***Artificiale*** (Natural and Artificial Flowers)*;* ***Globe****;* ***Aksesorë****,* ***Celular Aksesor Servis****;* ***Comodita home****;* ***5 lek shop*** (5 lek donated to charity after each invoice), ***euro 1.10*** (all products 1.10 euro), ***linja 600 lek*** (all products 600 lek) (Note: as previously stated, in this subdivision, the examples refer to a direct semantic connection as well as a stylistic connection based on emotional coloring with expressive nuances, speech figures, etc.)

- External linguistic influences are inevitable in this group. They are tangible to everyone today. Thus, words such as, *Kancelari, Elektroshtëpiake, hidrosanitare, Elektroauto, Servis, Auto servis, Aksesorë, Pelet,* (Chancellery, Household appliances, hydrosanitary, Auto electrical, Service, Auto service, Accessories, Pellets), as well as words of various companies founded abroad such as, *Globe, GOTECH* etj., enjoy nowadays a strong embedding in Albanian spoken language.

Words such as, *kancelari, servis, autoservis, aksesorë* (chancellery, service, auto service, accessories), which have today their Albanian equivalents such as*, kinkaleri, shërbim, pajisje*, could have been eliminated from the very beginning of these uses. Words such as, *Rental, Evente* can be avoided too.

The bussineses names in English only such as *Happy day, Dream kids, Lili Flowers, Eden Shoes*, or in another foreign language (*Biankeri Intimo/ Casa & Intimo*) are also not acceptable. They definitely require translation into Albanian language. On the other hand, businesses where naming only in Albanian *Makina me qera, Byrektore*...etj (*Rental cars, pie store*... etc) can't attracted foreign consumers. In this case, translated bilingual ergonomies are needed.

E. A separate type of businesses names are also ergonomies of private service activities such as: legal consultancy, notary offices, translation offices, various application offices, travel agencies, transport agencies, funeral agencies, cadastral services, photographers, etc. In this group we have include private educational institutions too..

We list below the names of these categories:

- Ergonyms based on personal names (anthroponyms), surnames (patronymics), names and surnames initials, abbreviations, such as: (photographers) *Foto studio* ***Ibra****, Foto* ***Pali****;* (agencies) ***Hima*** *Travel*, ***B&B*** *Transport, Transport Vëllezërit* ***Marku****; Agjensi funerale* ***Leba****, Shërbim Funeral "****Tafa****";* (the nursery school) *Çerdhe* ***Amla****, Kopshti* ***Ivina****;* (legal offices) *Studio ligjore/ "****I.S.K*** *Law firm"*, *Sudio ligjore* ***Tivari****, Zyrë noterie* ***Entela Filo****, Zyrë avokatie dhe kontabiliteti* ***AD+ KD*** (initials of two owners), *Notere* ***Jonida Spahiaj****, Western Union/* ***Aron****...*

- Ergonyms that reflect a semantic connection with the type of business (Albanian or in a foreign language), such as ***albtours*** *d/ travel agency, Agjensi* ***global*** *Travel; Agjensi funerale* ***Paqja (****peace* funeral agencie***)****; Agjensi Funerale* ***Cerloj*** (a kind of bird; according to Albanian folklore, when this bird sings, heralds the death.)*; Kopshti* ***Amel*** (sweet school)*, Instituti i Gjuhëve të Huaja* ***Gold Future****,* ***Wisdom****;* (Banks) ***Credins, Western Union/ Elite Albania/ Real Estate Professionals, Banka Kombëtare Tregtare*** (National Commercial Bank), ***Pro credit....***

- As in all groups, external influences are clearly noticeable here. It seems that today the word *foto* (photo) replaces the word *fotografi* (photography) and the word *funeral* (funeral) replaces the word varrim (burial) significantly. The usages, *agjenci funerale* (funeral agency) or *shërbim funeral* (funeral service) are being used firmly today in Durrës city. The word *imobiliare* is also moving towards this embedding. Code mixing is also inevitable: "Instituti i Gjuhëve të Huaja *Gold Future", "*Studio ligjore/ "I.S.K *Law firm"*. As seen above, in this group does not lack also names in English only.

- Non-public educational institutions are more carefuly in using standard language in their names, so their names are based mainly on Albanian or on prominent figures from Durrës community and elsewhere. Such are the non-public schools; *Rilindja* (Renaissance)*, Pavarësia* (Independence)*, Ibrahim Kodra, Hafiz Ali Podgorica, Mustafa Varoshi*. Here, we will find foreign language intersections too, such as the name of *Top School* or *Albanian College* institutions.

Very prominent in Durrës and its surroundings are the ergonyms based on some places names or on their geographical, historical, cultural characteristics, etc. Regarding these, in Durrës we have some names of businesses, activities and enterprises accompanied by the words *Dyrrah* (ancient Illyrian toponym)*, Teuta* (Illyrian queen) ...etc., while in the city of Dibra the word *Korabi* (Mountain of *Korabi*) stands out and in Shkodra city we find the word *Rozafa* (from *Rozafa* Castle) …etc.

- So, we find in various businesses ergonyms in Durrws some places names such as: *Farmaci* ***Roma****, Furrë Buke* ***Korça*** */ Produkte brumi, Furrë buke* ***Athens****,* ***Danubi****/ Bakery, Market "****Durrësi****", Bulmet* ***Përmeti****, Bulmet* ***Gjirokastre****, Bulmet* ***Tomorri****, Restorant "****Sofra Përmetare****", Coffe* ***London****, Bar restorant* ***Sarajevo****, Auto Grill* ***Bosnja****, Hotel* ***Shkodra****, Piceri* ***Shijaku****, Byrek Pasticeri* ***Dyrrah,*** *Bar* ***Milano****, Dyqan Outlet* ***Durrës****, Atlete/ këpucë origjinale* ***durrës****, Mobileri* ***Europa****, Foto* ***Durrësi****, Agjensi funerale* ***Durrësi****,* ***Tirana*** *Bank,* ***Teuta*** *SHPK…* etc.

4. Discussion

When analyzing these names, we see misuse of foreign words and models, incorrect spelling in both Albanian and other languages, code-switching, and nonstandard Albanian constructions—such as merging letters from names and surnames to create ergonyms. These phenomena, influenced by various internal and external factors, represent a departure from standard norms.

However, can we correct, improve, or inhibit such usages?

Linguists and experts can never do this without the consensus of society. This means that specialists can make continues changes and improvements, but it is up to the social community to make these corrections, changes, or improvements part of itself. Business names are also registered officially. If the language were supported by special legislation, some sort of regulations would be established in this regard. But on the other hand, the respect for written rules would be only the top of iceberg, because the power of language, its dynamism, and its free communication (written or oral) will always be characterized by new developments, even if they are in contradiction with the standard rules. For example, if a restaurant business had an ergonym based on Albanian standard, its menu will include names of diverse dishes from all over the world (Troplini -Abdurahmani: 2022). And, if a cosmetics business had a name in Albanian standard, its products are imported and they have foreign names in cosmetics field too. The same applies to all types of businesses mentioned above. The issue becomes even more complicated if we add to this argument the free and careless discourse of everyday life.

People's preferences evolve over time, and linguistic styles are shaped both by innovation and tradition, which persists through generations. Where synchronic elements blend with diachronic ones, and where what is natural mixes with what is conventional traditional (Felecan, O. and D. Felecan: 2014) with contemporary deviations from standard

norms inevitably arise. These deviations come in many forms. Notably, we're not referring to errors in names such as, *Gjelltore* for *Gjell**ë**tore*, *Rrobaqepsi* for *Rrobaqep**ë**si*, *Gjellëtore i Ri* for *Gjellëtore* ***e Re***, *Paisje* for *Pa**j**isje* or, writing the word **D**urrës (city) with a lowercase letter "durrës" (this is an unforgivable mistake). Such issues often stem from inadequate linguistic education and the individual's lack of proper training (Troplini- Abdurahmani 2014).

However, the standard language remains open to change due to its unmatched adaptability, since spoken language often proves superior to written language.

5. Conclusions

1. Business language is dynamic and rapidly evolving.
2. Ergonyms, or business names, represent diverse perspectives across time and place.
3. Business names reflect a community's current social preferences.
4. Business names demonstrate scientific, economic, and cultural advancements in various fields.
5. Most business names in Durrës city and beyond are constructed:

a. Ergonyms are based on personal names (anthroponyms), surnames (patronymics), initials of names and surnames, combinations of names and surnames letters (mainly of children names, but also of parent's names and surnames who own businesses), abbreviations (mainly acronyms).
b. Names that reflect a semantic connection with the type of business (in Albanian or in a foreign language) with or without stylistic effect.
c. Business names based on places names
d. Names based on external linguistic influences, mainly foreign ones.
e. Ergonyms in Albanian language

6. In the business world, language is always influenced by two opposing forces: a drive toward innovation and a respect for tradition and the perspectives of indigenous communities.
7. Ergonyms demonstrate that society itself establishes prevailing norms, adjusting them to fit the ambitions and preferences unique to each era.
8. The mother tongue represents not only a fundamental expression of national identity and cultural pride, but also a powerful catalyst for advancement across all domains of human activity.

6. Recommendations

The mother tongue stands as a fundamental symbol of national identity, serving not only as a marker of cultural heritage but also as a reflection of social identity. Linguistic behavior is intrinsically connected to social behavior, both are shaped within the framework of the community in which individuals live, interact, and evolve.

Experts and language specialists bear a critical responsibility to identify, correct, improve and curb irregular or non-standard language usage across various domains. However, their role must extend beyond prescriptive intervention to include active engagement in raising public awareness about these linguistic practices. Without the informed participation and collective will of society, meaningful linguistic improvement and sustainable language development cannot be achieved.

Real linguistics consistently demonstrates its superiority over theoretical linguistics, affirming that authentic discourse holds greater analytical value than idealized constructs. Consequently, the standard language must remain open to change, as the inherent adaptability of language its capacity to evolve in response to shifting communicative needs and sociocultural contexts is both invaluable and indisputable.

Human language is fundamentally a matter of balance. While the use of the native language remains essential in the business domain preserving cultural identity and ensuring local relevance globalization increasingly necessitates bilingual or multilingual competence. In this context, translation into English has become indispensable, particularly for international visibility and competitiveness (in cities like Durrës, where tourism plays a significant economic role, the use of Italian is also prevalent).

Business names, therefore, are not merely acts of writing; they function as strategic tools of communication. They encapsulate the identity of a business, convey its purpose, and serve as persuasive instruments designed to capture consumer attention and foster engagement.

The contemporary evolution of business communication necessitates the integration of visual elements such as logos and slogans, whose absence often signals a communicative gap. Given the nature of the field, the semiotic

dimension is equally as critical as the stylistic and semantic components. Accordingly, the language of business must be closely aligned with the "language of success," embracing creative flexibility and strategic deviation from standard linguistic norms to enhance stylistic appeal much like literary expression. Brand names frequently embody spiritual, emotional, aesthetic, objective, or subjective qualities, often intentionally bending linguistic conventions to achieve greater impact. In many cases, they are crafted in regional dialects, and such choices should not be viewed as violations of normative standards, but rather as expressions of cultural authenticity and communicative effectiveness.

Human language is fundamentally a matter of balance. On one hand, it necessitates the cultivation of public awareness regarding the norms of the standard language, achieved through manuals, instructional texts, and field-specific guidelines. On the other hand, it demands the continual revision and adaptation of these norms in response to evolving societal preferences and developments across various domains of human activity.

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