

The Impact of Linguistic and Socio-Cultural Indicators on Naming Commercial Centers in Ardabil and Tehran

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Abstract

Naming, like any other act, is performed in a certain social and cultural context and is affected by these components. Therefore, naming can be regarded as a meaningful act, a cultural act, and thus a social factor. The present study is content-based analysis, and on the basis of Saussure's theory (1986), its purpose is to investigate the effect of linguistic, cultural, and social factors in naming commercial centers of Ardabil and Tehran. For this purpose, from 8000 shopping centers in District 10 of Tehran and Ardebil, 368 commercial centers were randomly selected as probabilistic errors based on Morgan's table. The instrument of measurement in this research is a researcher-made questionnaire which consists of three sections: linguistic, cultural and social factors. To test the Null-hypotheses, independent t-test and the Friedman test were used. All statistical analysis were analyzed using SPSS20 and at a significant level less than 0.05. The results showed that there is a significant difference between the role of linguistic, cultural and social indicators in naming commercial centers in Ardebil and Tehran cities ($p = 0.001$). Finally, it has been shown that the social index has the greatest impact, and the language index has the least impact on the naming of business centers.

Keywords

Linguistic Indicator; Socio-Cultural Indicator; Naming; Commercial Centers.

1. Introduction

One of the main factors in the success of those dealing with human societies is recognizing and observing the characteristics and cultural elements of a community. One of the major elements of a community's culture is the "name" of people, places, and objects. By analyzing the names rooted in the language and literature of a society, one can find out the thoughts, attitudes, emotions, and morals of its people. In addition, just as names are the manifestation of human consciousness, they are also capable of influencing the moods, emotions, attitudes, and even behavior of the individuals and societies. Thus, according to Saussure's theory (1986), in the extreme form, the optional nature of the sign

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brings about some revolutionary consequences. Saussure not only claims the link between the signifier and the signified is optional, but also believes that there is really no characteristic that can keep the signified constant. The diversity in the names of places, cultures, religions, geographical areas, and social classes indicates this undeniable fact (Rajaei 29).

Names can be examined from different dimensions; also, they can help better understand the social life both as an indicator and as a social reality that interact with other social and cultural realities. Shopping malls and commercial centers are closely linked to the economic growth of the community. Naming them accurately and correctly leads to positive and beneficial attitudes in business competitions. Therefore, considering the important role of linguistic factors on the one hand, and the impact of cultural and social issues on the other, and taking into account the cultural, social, and linguistic indicators in naming stores and commercial centers, the following question is raised:

Do linguistic, cultural, and social factors impact the naming of commercial centers in Ardabil and Tehran cities?

The purpose of this study is to determine the different roles of linguistic, cultural, and social factors in the structural, functional, and spatial aspects of naming commercial centers. The results of the present study can be objective and practical since they are based on the people who have a role in propounding or discarding the names of public places in their city. Also, the present study addresses a tangible and social issue, thus it can be regarded as a practical research.

2. Theoretical Framework

The argument that the nature of the sign is arbitrary might not seem a novel idea. Saussure is not the first to suggest this. He acknowledges this by saying that “[n]o one disputes the principle of the arbitrary nature of the sign, but it is often easier to discover a truth than to assign to it its proper place” (Saussure 150). Saussure then proposes his Principle and states that, there is no natural bond between the signifier and the signified (150). Saussure is quick to mention that the term ‘arbitrary’ does not imply that “the choice of the signifier is left entirely to the speaker”. He is aware that there are many elements involved and that a sign cannot be changed without resistance. What he means by the term ‘arbitrary’ is that the signifier “is unmotivated, i.e., arbitrary in that it actually has no natural connection with the signified” (151). In other words, the sound-image of the word is incidentally associated with the concept or the idea. It is important to point out here that this formulation, being Saussure’s first principle of the structural theory of language, points to the fact that still the “(formal)

reciprocity is maintained" in the relation between the signifier and the signified (Parret 118)

Names can be studied from different angles and dimensions and help to understand social life. Both as an indicator and as a social reality that interacts with other social and cultural realities. Rajabzadeh believes that "the act of naming at the level of a community and group, shows the collective tendencies in that group and can be judged on the basis of changes in the process of naming and transformation in names about the evolution and change of that society" (Rajabzadeh 25). In the modern world, the life of the capitalist system depends on the economy, and advertising, as a powerful tool, is spinning the new economic wheels of capitalism. From this perspective, advertising seeks to convince people that it is only by consuming goods and moving toward consumerism that one can achieve satisfaction and happiness. In addition, one of the main goals of commercials is to create a sense of satisfaction, in the sense that advertisers are trying to replace the primary needs of customers with their desires and make them appear as the primary needs. So, a hidden ideology lies beneath advertising, that is, consumerism is developed; resultantly, more sales generate more revenue for commercial companies. Broadly speaking, advertisements have two major functions: informing and promoting (Crystal and Davy 222). Corke considers the latter as an influential role (15). However, the advertiser faces difficulties in persuading the audience to buy the product due to the atmosphere of advertising, seriousness of the issue, economic considerations, and the lack of in-person interaction between the advertiser and customer.

Dayr divides commercial ads into visual and linguistic categories, and considers the role of linguistic tools in persuading the audience more important than visual tools (129). The linguistic features of commercial advertising are metaphor, metonymy, pun, phonetic notation, meter, rhyme, single-syllable words, neologism, hyperbole, short syntactic variations, the use of synonym, technical vocabulary and jargons, repetition, changing the syllable of vocabulary, nominalization, and the use of slang or foreign languages. These vocabulary, phonetic, and syntactic tools are used by advertisers in designing commercials to influence the audience, entertain them, and also create aesthetic values; moreover, they can convey the advertiser's messages to the audience.

One of the factors that influences the naming of units is linguistic factors. Saussure (1986) considers linguistic units as linguistic signs, which are like a sheet of paper with two indistinguishable sides, i.e., the *signifier* and the *signified*. He regards the arbitrary relation between the signifier and the signified as the first and most fundamental principle of language. Culture is another factor

that influences naming. Every society is a mirror reflecting its personality and human dimensions. In other words, culture is a comprehensive word that has sparked much debate among scholars and researchers in the field of cultural studies, and so far, many definitions have been proposed for it (Ashori 25; Tryandys 56; Daryapvr 20).

Gedinz defines culture as the values that members of a given group have, the norms they follow, and the material goods they produce (Gedinz 36). Therefore, naming has both dimensions of culture, because it represents the values on which the individuals depend and values are based on them; in addition, it represents the norms of a society. Therefore, naming developments can reflect the cultural developments of a society (values and norms).

The third factor that can play a role in the fundamental developments of a society is the social factor. As different sections of society are positioned in the social flow, they are able to visualize new goals and make changes in values. Mannheim believes that traditional and modern (old and new) values are mixed, even in revolutionary times (Billington 171). Johnson also notes that social factors act as explanatory elements of events for the particular environment of a society (Kuhn 130).

The pace of global changes, approach of modern civilizations to each other, interplay of national society, emergence of social changes in societies, growth of value differences, and its change among individuals can all lead to changes in the system of society. Inglehart even believes that social change is a reflection of economic, technological, political, and cultural changes. Traditional values and norms, therefore, are largely embraced by the younger generations before the war, and as a consequence of the replacement of the older generations by the younger generations, social norms and worldviews prevail in these transformed societies and continue to evolve (Inglehart 4). Accordingly, the process of changing the names of trading centers and places can reflect the process of social change in the social system. Naming has an immediate connection to the minds of individuals in a society that can reflect the type of view, and possibly the mental changes of that community.

3. Research Background

Names can be explored from different angles and dimensions and help to identify social life. They can act both as an indicator and as a social reality that interact with other social and cultural realities. Sociolinguists have regarded Europe as a multilingual continent. Cenoz and Gorter (2009) examined the linguistic perspective of two streets in two multilingual cities in the Friesland (Louvre), Netherlands and the Basque (Donostia), Spain. They aimed to assess the use of minority languages (Frisian and Basque), official languages (Dutch

and Spanish) and English as a universal language. Their linguistic data contained 975 banners; findings showed that in Louvre, Dutch was the dominant language, English was the second language, and the local Frisian language was the least used language. In Donostia, the order of languages was Spanish, Basque and English. In both cities studied, the dominant languages were also prominent in terms of font size, linguistic content, and text position compared to other languages.

Afsaneh (2007) studied "The Semiotics of Urban Advertising in Iran (Tehran City Billboards)" with the aim of identifying the signs and myths of Tehran's environmental propaganda and the semiotic system. For this purpose, samples of billboards in Tehran as the metropolitan of Iran were studied between spring and summer of 2003. The results indicated the presence of a myth-making system in Iranian propaganda. Afsaneh (2007) believes that some of these myths were specific to Iranian culture and society and had characteristics related to this context, while others were transnational and regional.

4. Methodology

This research uses a content analysis method; in terms of purpose, it is applied and in terms of data collection, it is a survey type. In this study, a two-part questionnaire was used to collect data. The first part of the questionnaire was used to collect demographic information such as age, sex, level of education, income, marital status, and city name. The second part of the questionnaire covered the impact of linguistic, social, and cultural factors on naming. The statistical population includes all stores and commercial centers of Ardabil and district No. 10 of Tehran, which is about 8000 shopping centers according to the census. Due to the characteristics of the statistical population and regarding its large population, 368 individuals were selected as the sample size for conducting research and gathering information and considering possible errors. The above number is based on the Morgan table. Random sampling was used. Two points about sampling should be noted. First, the selection of malls, stores, and streets was random. Second, all the centers, small and large, were included in the study.

5. Discussion

Descriptive statistics of the variables

Description of the frequency of respondents by age in Ardabil

According to the results in Table and Diagram 1, 106 participants (57.6%) were under 30 years old, 52 (28.3%) were between 30-39 years old, 16 (8.7%) were between 40-49 years old, and 9 (4.9%) were older than 40 years. Therefore, the highest frequency is related to age group less than 30 years and the least frequency is related to age group more than 40 years.

Table 1. Frequency of responses on the base of age in Ardabil

| Age | Frequency | Percent | Cumulative Percentage |
|-----------------------|------------|--------------|-----------------------|
| Younger Than 30 Years | 106 | 57.6 | 28.2 |
| Between 30-39 Years | 52 | 28.3 | 86.4 |
| Between 40-49 Years | 16 | 8.7 | 95.1 |
| Over 40 Years Of Age | 9 | 4.9 | 100.00 |
| Total | 184 | 100.0 | |

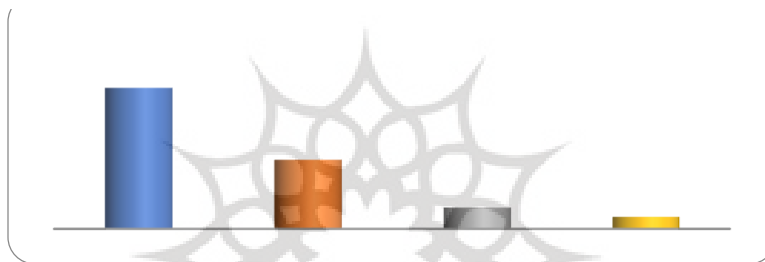


Diagram1. Frequency of responses on the base of age in Ardabil

Descriptive frequency of respondents by gender in Ardabil

The results of Table and Diagram 2 show that the highest sample size includes 135 males (73.4%) and the lowest sample size includes 49 females (26.6%).

Table 2. Frequency of responses on the base of gender in Ardabil

| Gender | Frequency | Percentage | Cumulative percentage |
|--------------|------------|--------------|-----------------------|
| female | 49 | 26.6 | 26.6 |
| male | 135 | 73.4 | 100.0 |
| Total | 184 | 100.0 | |

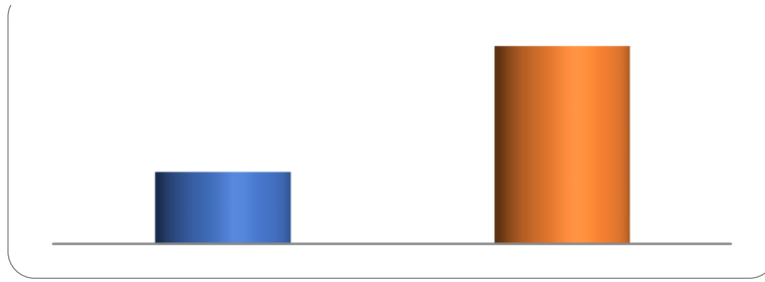


Diagram 2. Frequency of responses on the base of gender in Ardabil

Descriptive frequency of respondents based on level of education in Ardabil

According to the results in Table and Diagram 3, 27 (14.7%) of the sample were illiterate and 88 (47.8%) had diploma and post-diploma degrees, 67 (36.4%) had bachelor's and master's degrees, and 2 (1.1%) had a PhD degree; so, the highest frequency was related to those with a diploma and post-diploma, and the least to those with a PhD.

Table 3. Frequency of respondents based on level of education in Ardabil

| level of education | Frequency | Percentage | Cumulative percentage |
|----------------------------------|------------|--------------|-----------------------|
| Illiterate& | 27 | 14.7 | 14.7 |
| diploma and post-diploma degrees | 88 | 47.8 | 62.5 |
| bachelor's and master's degrees | 67 | 36.4 | 98.9 |
| PhD degree | 2 | 1.1 | 100.0 |
| Total | 184 | 100.0 | |

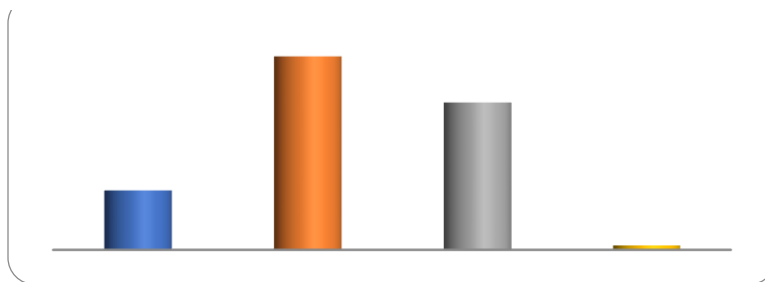


Diagram 3. Frequency of respondents based on level of education in Ardabil

Description of the frequency of respondents by income status in Ardabil

According to the results of Table and Diagram 4. 43 (23.4%) of the sample were those with income less than 10 million IRR, 121 (65.8%) were those with income between 10 and 20 million IRR, and 20 (10.9%) were people with income of more than 20 million IRR; so, the largest sample was related to the income of 10 to 20 million IRR and the smallest sample size was related to income of more than 20 million IRR.

Table 4. Frequency of responses on the base of incomes in Ardabil

| | Frequency | percentage | Cumulative percentage |
|-------------------------------|-----------|------------|-----------------------|
| less than 10 million IRR | 43 | 23.4 | 23.4 |
| between 10 and 20 million IRR | 121 | 65.8 | 89.1 |
| more than 20 million IRR | 20 | 10.9 | 100.0 |
| Total | 184 | 100.0 | |



Diagram 4. Frequency of responses on the base of incomes in Ardabil

Descriptive frequency of respondents by age in Tehran

Based on the results in Table and Diagram 5, 86 (46.7%) individuals were younger than 30 years, 48 (26.1%) between 30-39 years, 33 (17.9%) between 40-49 years, and 18 (9.2%) participants were over 40 years of age. The highest

frequency was in the age group of less than 30 years and the least in the age group of over 40 years.

Table 5. Frequency of responses on the base of age in Tehran

| Age | Frequency | Percent | Cumulative percentage |
|-----------------------|------------|--------------|-----------------------|
| younger than 30 years | 86 | 46.7 | 46.7 |
| between 30-39 years | 48 | 26.1 | 72.8 |
| between 40-49 years | 33 | 17.9 | 90.8 |
| over 40 years of age | 18 | 9.2 | 100.00 |
| Total | 184 | 100.0 | |

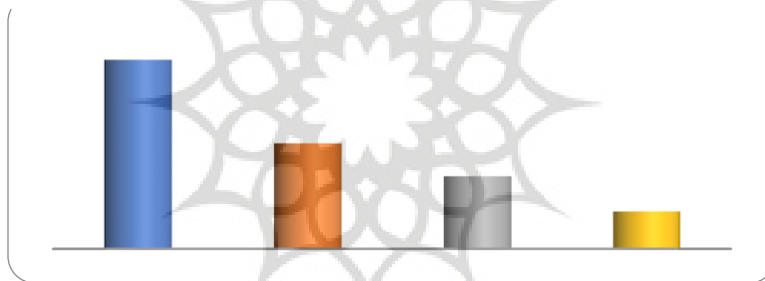


Diagram 5. Frequency of responses on the base of age in Tehran

Descriptive frequency of respondents based on gender in Tehran

The results of Table 6 show that the highest sample size includes 132 (71.7%) males and the lowest sample size includes 52 (28.3%) females.

Table 6. Frequency of responses on the base of gender in Tehran

| Gender | Frequency | Percentage | Cumulative percentage |
|--------------|------------|--------------|-----------------------|
| female | 52 | 28.3 | 28.3 |
| male | 132 | 71.7 | 100.0 |
| Total | 184 | 100.0 | |

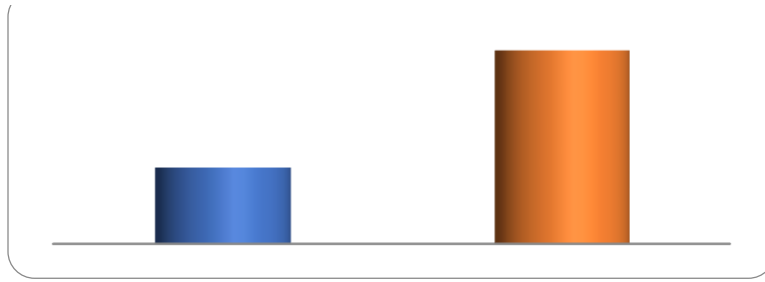


Diagram 6. Frequency of responses on the base of gender in Tehran

Descriptive frequency of respondents by level of education in Tehran

According to the results in Table 7, 42 (22.8%) individuals were illiterate and 67 (36.4%) had diploma and post-diploma degrees, 65 (35.3%) had bachelor's and master's degrees, and 10 (5.4%) individuals had a PhD degree; so, the highest frequency was related to those with a diploma and post-diploma, and the lowest was related to those with a PhD degree.

Table7. Frequency of respondents based on level of education in Tehran

| level of education | Frequency | Percent | Cumulative percentage |
|----------------------------------|-----------|---------|-----------------------|
| Illiterate | 42 | 22.8 | 22.8 |
| diploma and post-diploma degrees | 67 | 36.4 | 59.2 |
| bachelor's and master's degrees | 65 | 35.3 | 94.6 |
| PhD degree | 10 | 5.4 | 100.0 |
| Total | 184 | 100.0 | |

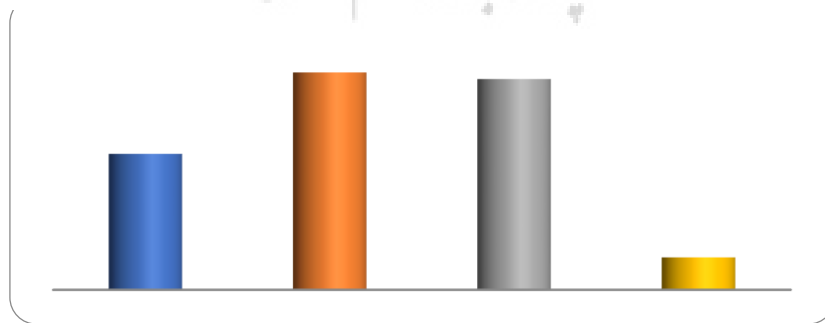


Diagram 7. Frequency of respondents based on level of education in Tehran

Descriptive frequency of respondents by gender in Ardabil

The results of Table and Diagram 2 show that the highest sample size includes 135 males (73.4%) and the lowest sample size includes 49 females (26.6%).

Table 8. Frequency of respondents based on income in Tehran

| | Frequency | Percent | Cumulative percentage |
|------------------------------|-----------|---------|-----------------------|
| Less than 10 million IRR | 40 | 21.7 | 21.7 |
| Between 10 to 20 million IRR | 105 | 57.1 | 78.8 |
| More than 20 million IRR | 39 | 21.2 | 100.0 |
| Total | 184 | 100.0 | |

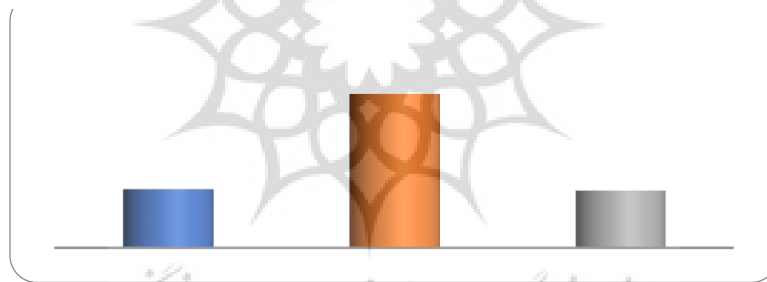


Diagram 8. Frequency of respondents based on income in Tehran

Inferential statistics of reviewing the research hypotheses

To select the correct test for the analysis of hypotheses, we must first make sure of the statistical percentage of the variable being tested. In other words, the normality of statistical distribution of variables should be tested. Kolmogorov-Smirnov test was used for reviewing the statistical distribution of variables. The results of the Kolmogorov-Smirnov normality test are shown in the table. Significance level above 0.05 in the probability statistic indicates the normality of variables and use of parametric test for hypothesis testing.

Table 9: Test of normality of the distribution of the data

| Aspects variables | Frequency | Mean | SD | K-S statistic | K-S probability statistic |
|--------------------|-----------|--------|-------|---------------|---------------------------|
| Linguistic factors | 368 | 48.670 | 11.14 | 0.577 | 0.089 |
| Cultural factors | 368 | 58.928 | 12.86 | 0.855 | 0.046 |
| Social factors | 368 | 62.439 | 11.73 | 0.589 | 0.088 |

The main research hypothesis

Since there are three dependent (interval) variables in the main research hypothesis "Linguistic, cultural, and social tools differ in the naming of commercial centers in Ardabil and Tehran" there is no specific test for doing so; sub-questions are used to answer the main question. So, this hypothesis is not solved and its result is inferred from other hypotheses.

According to Table 10, the mean of the role of linguistic tools in naming commercial centers in Ardabil (28/38) was more than the role of linguistic tools in naming commercial centers in Tehran (23/23).

Sub-hypotheses

a. Linguistic tools differ in the naming of commercial centers in Ardabil and Tehran.

According to Table 10, the mean of the role of linguistic tools in naming commercial centers in Ardabil (28/38) was more than the role of linguistic tools in naming commercial centers in Tehran (23/23).

Table 10. The average role of linguistic tools in naming business centers in Ardabil and Tehran

| | Cities | Total | Mean | SD | ESD |
|------------------|---------|-------|-------|-------|------|
| Linguistic tools | Ardabil | 184 | 28.38 | 8.007 | .590 |
| | Tehran | 184 | 23.23 | 8.318 | .613 |

Table 11. Independent t-test for the difference of the role of linguistic tools in naming business centers of Ardabil and Tehran

| | | Levene's test to test the hypothesis of homogeneity of variances | | T-test to compare the means | | | |
|------------------|---|--|--------------------|-----------------------------|--------------------|----------------------------------|---------------------|
| | | F | Significance level | t | Degrees of freedom | Significance level (two domains) | The mean difference |
| Linguistic tools | Assuming that variances are homogeneous | .001 | .969 | 6.048 | 366 | .000 | 5.148 |
| | Assuming that variances are not homogeneous | | | 6.048 | 365.472 | .000 | 5.148 |

This hypothesis was tested using t-test. The results (Table 11) showed that due to the insignificance of the Levene's test to test the assumption of variance homogeneity in two groups, the linguistic tool for naming Ardabil and Tehran commercial centers according to the observed t (6.048) with degree of freedom 366 and significance level (0.000) was smaller than 0.05. Therefore, the proposed hypothesis that there is a significant difference in the role of linguistic tools in naming commercial centers of Ardabil and Tehran is valid ($P \leq 0.05$). The results of this study are in line with the results of studies by Lait (2012), Zandi et al. (2015), Mohammadi (2013), and Sarahi and Lotfiforoshan (2011), which showed that linguistic tools have a significant role in naming.

In explaining this issue, it should be mentioned that choosing the right name is the first step in the success of a commercial center, and the right metaphorical name can create a positive mental image in the mind of audience. Since the ultimate goal of any mall and store is to attract more audiences and sell and make money, naming a mall or store can help a person reach his or her ultimate goal. The important thing is the use of linguistic forms in the linguistic perspective.

Research has also shown that one of the influential factors in naming places is the linguistic factors that are used in different Persian or Latin or Farsi/Persian compositions. The results of this study also showed that Ardabil citizens are more inclined to use linguistic factors to name their stores and commercial centers; this may be due to the use of compound names in Azeri language since the native language of the city is Azeri.

b. Cultural tools are different in naming commercial centers in Ardabil and Tehran

According to Table 12, the mean of role of cultural tools in naming commercial centers in Tehran (33.29) is more than the role of cultural tools in naming commercial centers in Ardabil (25.71).

Table 12: The average role of cultural tools in naming business centers in Ardabil and Tehran

| | Cities | Total | Mean | SD | ESD |
|-----------------------|---------|-------|-------|-------|------|
| Cultural tools | Ardabil | 184 | 25.71 | 9.059 | 0668 |
| | Tehran | 184 | 33.39 | 9.312 | 0686 |

T-test was used to test this hypothesis. According to Table 13, the results of this test showed that since there is no significant difference in the Levene's test for assuming homogeneity of the two groups of cultural tools for naming business centers in Ardabil and Tehran, there is a significant cultural difference between them. So, the null hypothesis is rejected with respect to the observed t (-8.017) with 366 degrees of freedom and significance level of $P \leq 0.05$.

Table 13. Independent t-test for the difference of the role of cultural tools in naming business centers of Ardabil and Tehran

| | | Levene's test to test the hypothesis of homogeneity of variances | | T-test to compare the means | | | |
|--------------|---|--|--------------------|-----------------------------|--------------------|----------------------------------|---------------------|
| | | F | Significance level | t | Degrees of freedom | Significance level (two domains) | The mean difference |
| Social tools | Assuming that variances are homogeneous | .037 | .847 | -8.017 | 366 | .000. | -7.678 |
| | Assuming that variances are not homogeneous | | | 8.017 | 365.723 | .000. | -7.678 |

This finding is also in line with the results of Kamran and Afsaneh (2007) and Habnr (2006). In explaining these results, it can be said that, like any other practice, naming is influenced by social and cultural factors. One of the most effective tools for identifying cultural changes and changes in different historical periods is the use of a name and its developments. According to some scholars, after any serious change in a society, naming is one of the first areas in which dramatic changes occur. Therefore, naming is a meaningful action and a cultural practice and social and cultural factors affect it. Thus, the examination of naming at the level of a community and a group reflects the collective tendencies existing within it and can be varied based on trends; accordingly, we can judge a community based on the evolution of its names. The results also showed that one of the factors affecting the naming process is the cultural factors in each society. Since the owners of Tehran business centers are more influenced by cultural factors and considering the fact that Tehran as the capital city has been more involved in Iranian historical developments and many historical events have taken place in the city, there is a greater impact on naming of such centers in Tehran.

c. Social tools are different in naming business centers in Ardabil and Tehran

Table 14 shows that the average role of social tools in naming business centers in Tehran (32/53) is more than the role of social tools in naming business centers in Ardabil (29/91).

Table 14: The average role of social tools in naming business centers in Ardabil and Tehran

| | Cities | Total | Mean | SD | ESD |
|--------------|---------|-------|-------|-------|------|
| Social tools | Ardabil | 184 | 29.91 | 8.224 | 606. |
| | Tehran | 184 | 32.53 | 9.121 | 672. |

Using the t-test for the third sub-hypothesis, Table 15 shows that, given the insignificance of the Levene's test to examine the assumption of homogeneity of variances between the two groups, the role of social tools for naming Ardabil and Tehran business centers with respect to the observed t (-2.888), degree of freedom of 366, and significance level of 0.004 which is smaller than 0.05, the main hypothesis is confirmed and the null hypothesis is rejected.

Table 15: Independent t-test for the difference of the role of social tools in naming business centers of Ardabil and Tehran

| | | Levene's test to test the hypothesis of homogeneity of variances | | T-test to compare the means | | | |
|------------------|---|--|--------------------|-----------------------------|--------------------|----------------------------------|---------------------|
| | | F | Significance level | t | Degrees of freedom | Significance level (two domains) | The mean difference |
| Linguistic tools | Assuming that variances are homogeneous | 2.02 | .156 | -2.888 | 366 | .004 | -2.615 |
| | Assuming that variances are not homogeneous | | | -2.888 | 366 | .004 | -2.615 |

These findings are in line with the studies conducted by Hojjati (2013), Zandi et al. (2011), and Afsaneh (2007), which showed that social changes are very influential on naming.

The results of this study also showed that social factors in both cities were considered for naming, but the influence of these factors was higher in Tehran. This might be attributed to such factors as more tendency to fashionable things, mass media impact, any paying more attention to customer needs in Tehran. This can also be related to the higher competitiveness of market in Tehran, which makes business owners pay more attention to the ways of attracting customers.

d. Cultural indicators are more effective than social and linguistic indicators in naming stores and commercial centers

Table 16. Results of the Friedman grading scale for cultural, linguistic, and social indexes

| Index | Rank |
|------------------|------|
| Linguistic index | 1.44 |
| Cultural index | 2.14 |
| Social index | 2.42 |

The results of Table 16 show that the social index has more effect than the linguistic and cultural ones on naming stores and commercial centers, and the linguistic index has the least effect on the naming of commercial centers; so, the fourth hypothesis is rejected and the null hypothesis is confirmed.

Table 17. Results of the Friedman grading scale for cultural, linguistic, and social indexes in naming commercial centers in Ardabil

| Index | Rank |
|------------------|------|
| Linguistic index | 2.02 |
| Cultural index | 1.70 |
| Social index | 2.28 |

The results of Table 17 show that the social index has more effect than the linguistic and cultural ones in naming commercial centers in Ardabil.

Table 18. Results of the Friedman grading scale for cultural, linguistic, and social indexes in naming commercial centers in Tehran

| Index | Rank |
|------------------|------|
| Linguistic Index | 1.32 |
| Cultural index | 2.34 |
| Social index | 2.35 |

The results of Table 18 also show that social index is more effective than linguistic and cultural ones in naming Tehran business centers, although this difference is very small and the effect of cultural and social factors in naming Tehran commercial centers is almost the same. Also, the linguistic index has the least effect on the naming of commercial centers in Tehran. No research has been done on this comparison so far. But it seems that as cities are evolving and new stores

and business centers are built, new factors have more influential effect on the naming process. Accordingly, it can be concluded that social factors such as the role of media, predominance of customer-centered view, and surveys have more significant effect on naming.

6. Conclusion

Naming, like any other practice, is done in a certain social, cultural and linguistic context and is influenced by these indicators. Hence, naming can be mentioned as a meaningful action, a cultural act and, consequently, social and cultural factors affecting it. Therefore, the study of naming at the level of a community and the group, shows the collective tendencies in it and can be judged based on the change in the naming process and the evolution of the names of that society. To examine this issue, the evolution of naming over short and long-term generations and time periods, as well as the differences in the names chosen in different groups and classes, are among the issues that are considered at the macro level. By considering the results of this study, it is indicated that linguistic, cultural, and social factors have a significant impact on the naming of commercial centers in Ardabil and Tehran cities. Social factors had the most influence on naming compared to the cultural and linguistic indicators. Thus, it can be seen, the process of change and transformation of the names of centers and places can indicate the process of social change in the social system. Nomenclature has a direct relationship with the minds of individuals in a community that can reflect the type of outlook and possibly intellectual changes of individuals in that community.

The comparison between the two cities showed that Tehran had more cultural and social factors affecting the naming of commercial centers than Ardabil, but in terms of linguistic factors, Ardabil had more influence on naming. This was also approved through analyzing the impact of indicators. Consequently, in spite of choosing the right and meaningful name for the commercial centers on the base of above-mentioned principles and features, one, also, should not forget that these features can be in line with features such as recognizing organizational values, attending to the audience, creating a good feeling in the audience, and reflecting the value of the stores, in a room of thought or brainstorming will invent a suitable and lasting name.

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