

**BILINGUAL NAMING OF BUSINESS PREMISES, PRODUCTS AND SERVICES IN  
MURANG'A COUNTY.**

**NDERITU PATRICK G.**

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## DECLARATION

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Date:.....

Dr. Meja Ikobwa

Signature.....

Date:.....

Dr. G.N. Marete

## **DEDICATION**

I dedicate this work to the almighty God for his plentiful blessings for the duration that i was undertaking the study. Moreover, my family members especially my wife and children for the assistance they have extended to me throughout my studies. Special thanks and gratitude to my supervisors for their great assistance and guidance. Lastly, I offer my regards to all those who supported me during this study.

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## **ABSTRACT**

The study aimed at examining the use of bilingualism in naming of business premises, products and services in Murang'a town. It tried to discover whether there are laid down procedures that are followed when designing bilingual names.

It sought to discover how bilingual names are designed. Data was collected from the field by observation, photographing of bilingual names in Murang'a town. The study sought to find out whether, there are systematic ways used in Bilingual Naming of Business Premises, Products and Services in Murangá County, there are the benefits of bilingual naming to businesses owners and their customers and the reasons behind bilingual naming of businesses.

The selection of the names was noted to incorporate the products' outcome, owners' popularity and place issue. The target group of this naming being the people who speak the language used. The findings of the study also confirmed that different grammatical categories are used in naming of Business Premises, Products and services. These include names headed by nouns, common verbs, adverbs, adjectives and pronouns. Symbolic names, names coined through repetition were also found. There are different dimensions also used in bilingual naming. The study also found among the reasons behind bilingual naming system was customer attraction, promotion of communication and trade, differentiate similar items, show location and ownership, creates unity and aims at explaining the purpose and usage of specific products.

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## **Abbreviations**

ACN-Acronym

ADJ-Adjective

KG-Kangema Town

KH-Kaharati Town

KR- Kiria-ini Town

L1-First Language

L2-second Language

MR-Murangá Town

N-Noun

NP-Noun phrase

PR-Pronoun

S-sabasaba Town

V-Verb

## CHAPTER ONE

### INTRODUCTION

This chapter discusses the background to the study, problem statement, research questions, and objectives of the study, rationale, scope and limitations, definition of operational terms, review of related literature, theoretical framework, and hypothesis.

#### 1.1 Background to the study

This research investigated how people from the same language group use bilingualism in naming business premises and services in Murang'a County. Bilingualism is the ability to speak a second language using structures and concepts in that language instead of paraphrasing from the original and native language.

Bilingualism is evident in Murang'a town where the community is made up of people who speak both English and kikuyu vis a vis Kiswahili and Kikuyu. Bilingual individuals are people who are able to speak and use proficiently two languages and also act appropriately in a socio-cultural context in both languages, Bialystok (2006).

To be bilingual, depends on how the two languages are used, the motives behind the usage and type of individuals, groups or the community involved. The target group, methods used and the state policies, and societal attitudes to bilingualism also affect proficiency in bilingualism.

In the world, the usage of bilingualism in naming of business, products and services is common, sometimes knowledge of two languages is seen as a sign of one's education and improved social status. 'In most parts of the world bilingualism is the rule not exception' Nelson (1992), although bilinguals and bilingualism researchers recognise that as per Grosjean (1997) 'truly balanced bilinguals that is bilinguals with native like proficiencies in both languages are quite rare if they exist at all'.

Nowadays, bilingual naming of business entities, products and services is common in almost every part the world. Bilingualism and multilingualism is analysed along the following extent in which they merge and their interacting dimensions/ forms;

1. "Bilinguals according to ability occur where some people using two languages actively speak and write in both (productive competence). Others are more passive

bilinguals and may have receptive ability (understanding or reading). For some, their ability in two or more languages is well developed. Others may be moving through the early stages of acquiring a L2. Ability is thus a continuum (Valdés et al 2003) with dominance and development varied across people.

2. Bilingual related to use, is located where each language is acquired and uses are different for example, there is varied use of language at home, school, street, phone, or television. At an individual level different languages are used in different localities and for different purposes.
3. Balanced bilinguals is said to occur when a speaker or a language user use two languages equally: while this is used as a form, it is rare to find bilinguals equal in their ability to use their two languages, often one language is dominant.
4. Bilingual according to age occurs when children learn two languages at the same time from birth this is called simultaneous or infant bilingualism. If a child learns a L2 after about three years of age, it is termed as consecutive or sequential bilingualism (Baker et al 2003: 4-5).
5. Development bilingual commences when one have a developed language and the other language is in the early stages of development. When a L2 is developing, this is ascendant bilingualism, compared with recessive bilingualism when one language is decreasing, resulting in temporally or permanent attrition.
6. Bilingual according to culture occurs when bilinguals became more or less conversant to two or more cultures. This is not possible for someone (like a foreign language learner) to have high proficiency in two languages but be relatively monoculture. In comparison monolinguals move towards biculturalism. A process of acculturation accompanies language learning when immigrants learn the majority language of the host country. Bicultural competences tend to relate to knowledge of language cultures, feelings and attitudes towards those two cultures. They believe in culturally appropriate ways, awareness and empathy and having the confidence to expose biculturalism.
7. Context bilinguals are those who live in bilingual and multilingual specialised communities that use more than one language in their daily life. Other bilinguals live in regions where one language and one culture exist and they network with their bilingual counterparts by related types of work, phone, and other electronic mode of communication, example when L2 community does not exist, the content becomes exogenous(example American bilinguals in Russia). Some settings that favour

contextual bilinguals may become subtractive, when the political structure of a country favours the substitution of the home language by the language spoken by many people (example Spanish being substituted by English in the United States of America). This particularly happens among some immigrant bilinguals (example in Britain and America), in additive context a person learns L2 at without interfering with their L1 as occurs in high class or prestigious bilinguals”. (Baker, Colin 2003:3-4).

8. Elective bilingualism, this characterises individuals who out of their own volition decide to learn another language for example in classroom ( Figuroa 1994, Valdés 2003). Elective bilinguals commonly came from language groups with more people (example, Americans who speak English and learn Arabic or French). They learn L2 and retain their L1. Circumstantial bilinguals tend to learn another language to do their work effectively because of their different situations (like immigrants). Their L1 is not enough to meet demands in the education, politics, employment and communicative needs of the society in which they are stationed. Circumstantial bilinguals must become bilinguals in order for them to effectively operate in the majority language society they work for or live together. Circumstantial bilingual’s L1 become subtractive context. The difference between elective and circumstantial bilinguals is very important since it raises the differences of status and prestige, power and politics among bilinguals.’ (Baker, Colin 2003:3-4).

This has created an area of interest in trying to find out how the two languages are combined in deciding the names of business names and services in Murang’a County. Murangá County is predominantly occupied by the Northern and Southern Kikuyu dialect speakers (Kihara 2010) however most of the businesses, products and services are named using bilingual names. According to Nabea 2009 (Pg 127-138) there is no language which is predominantly monolingual; Nabea gives Meru as an example, “a Bantu language, which has largely borrowed from English and Kiswahili to develop a mixed vocabulary (bilingual). In a way, it proves that this indigenous language has a capacity to include new words in its vocabulary according to the requirements of the speakers; at the same time it also alarms the researcher, that too much contact and linguistic borrowing might make the speakers of Meru believe that it is a dialect of a standard language. Moreover, this will also result in breaking the conventional

grammatical rules of the language by the speakers”. However, it should be noted that Kiswahili is facing challenges from other language varieties like Sheng

## **1.2. Statement of the problem**

There are different reasons why people use two languages in their daily life. What is not clear is whether it is beneficial in naming of businesses, products and services. Secondly, how people tend to use bilingualism as much as they do especially in naming businesses, products and services in Murangá County.

This study aimed at assessing the relationship between linguistic values attached to bilingualism and its effect on naming business and services. In Murangá, businesses and services providers in the central business district tend to use English and Kiswahili more than those in the periphery who use Kiswahili and Kikuyu an interesting phenomenon that was noticed during the initial data collection. Others use three languages in contrast to two. The study sought to discover whether there are systematic ways or laid down procedures that are followed during naming of businesses, whether there are any benefits that accrue as result of bilingual naming of businesses to owners and customers, and the reasons behind use of bilingual naming in Murang’á County were some of the questions that this study sought to discuss.

Malt and Sloman (2003) stated that bilingualism is especially used by the people who acquire their first language (L1) as their native language and then learn a second language (L2). They presumably master the naming patterns of the L1. The problem which is to be overcome is how to learn a different naming method which is associated with L2, Sloman (2003). This may lead to the using of bilingual in their naming pattern. Other reasons of bilingual usage in naming patterns as per Masavisut et al (1987), may be symbolising modernity, use of a bilingual language which is accessible enough to be intelligible, using a language which have linguistic properties (like size of words) which makes it attractive, a language which have a connotation of westernization, or a language which would provide extra linguistic materials to satisfy the thirst especially of advertisers and business people around the world. What has not been well understood is the reason as to how bilingualism is used in naming businesses premises products and services.

### **1.3 Research questions**

1. Is there a systematic way used in bilingual naming of businesses, products and services in Murang'a County?
2. What are benefits of bilingual naming to the owners of businesses and their customers in Murang'a County?
3. What are the reasons behind bilingual naming of business premises, products and services in Murang'a County?

### **1.4 Research Objectives**

In relation to the research problems stated in 1.3, the following objectives were the basis of the study;

- i) To establish whether there are systematic ways used in bilingual naming of business, products and services used in Murang'a County.
- ii) To establish whether the linguistic value of bilingual names used in naming businesses and services have any benefit to the business owners and their customers in Murangá County.
- iii) To identify reasons behind bilingual naming of business premises, products and services in Murangá County.

### **1.5 Rationale/Justification.**

There is no documentation of any study done on bilingual naming of businesses premises, products and services in Murang'a County using the Linguistic Approach. This study sought to address this gap. This study also provides valuable information to linguists, people interested in choice of business and services' names not only in Murangá but nationally.

### **1.6 Scope and Limitation.**

This research study was based on bilingualism in Business names and Services in Murang'a County. In business communication, people use colours, pictures, songs and various designs in the premises to attract customers. These methods are not featured in the research. The research was limited to bilingualism involving Kiswahili/English; Kikuyu/English while other languages like sheng (Momanyi 2009) were not considered. It also dealt with how these

business names are constructed and the reasons for using the names without considering the historical background of the names. Example, Karura Inn Hotel is a bilingual name using Kikuyu and English. The name has three words one in Kiswahili and two English. The historical background of 'Karura' has not featured in this research.

In theoretical framework, the research concentrated on Linguistic Approach. This helped the researcher to analyse the data and appreciate that business names are used as a social factor to attract people and provide better goods and services. Some towns were selected which are easily accessible from Murang'a town where the researcher stays. This is as a result of poor terrain, vast area and to avoid many towns in which business and services names might be duplicated. It will save time and resources. Murangá is a County where Kikuyu, Kiswahili and English speakers live together; this situation provided a favourable ground in which to carry the research.

### **1.7 Operational definition of terms**

1. Baker (1993) and Wray et al (1998), defined bilingualism as:

- 'Equal fluency and ability in one language or ability in one language together with fluency in another language, or the ability to switch easily between two languages in speech'.

- It is also 'the ability to understand more than one language though not necessary the ability to speak both'. (Baker 1993, Wray et al 1998).

According to Bloomfield (1993:56) bilingualism is a native like control of two languages. In 1993 Bloomfield stated that one has to be able to use two languages equally to be bilingual, however in his work he does not give a clear measure of how these two languages are to be used. Bloomfield never gave a clear guideline whether the ability is in speaking or writing. This research required written languages since business and services names are normally written or typed.

In 1963 Mackey put forward the phenomenon of bilingualism as complex in nature, but he emphasized on usage of more than one language, by one person in conversation. Mackey's ideas are like that of Weinreich although he included that bilingualism implies usage of more than one language by an individual.

Mackamara (1969) said that for one is to be named a language expert if he can exhibit language in all the aspect that is reading, writing, listening and speaking, in addition to using the language linguistically.

According to Haugen 1963 bilingualism starts when a bilingual is capable of providing information in a comprehensive and meaningful way using another language. Haugen's view is very important in the understanding of bilingualism, since bilingualism as used in business names and services is to inform customers on the services offered. The customers have to comprehend language used.

In 1956 Mackey stated that bilingualism is a trend in relationship in linguistic forms which is proved through a system related to phonology, morphology, syntax and semantics (Crystal 1990). Thus, bilingualism can be understood through use of the four skills, competence in two languages can be analysed at different levels. In the study lexical, syntax and semantic aspects are of great importance, since understanding occurs if the perceiver understands the arrangement of words in bilingual business names and services and their meaning.

The "skill" in bilingualism depends on the level at which one understands the language used depending on how the language is used, when, why, where and with whom, Mackey (Ibid) called that competence in and outside bilingualism.

## **1.8. Literature Review**

The topic on bilingualism has attracted many scholars who concentrated on meanings of bilingualism in different contexts. These researches are of great importance to this research. This section gives reference to what other scholars have written concerning use of bilingual naming.

In his research on bilingualism and naming Bhatia (Ibid) checked on English companies and advertisements in India, he used more than 1200 advertisements between 1975 and 1985. He found that ninety per cent (90%) of the words used were in English, ten per cent (10%) in Indian, and a combination of other languages. Bhatia also found that goods manufactured by Indians meant for Indian customers were branded in English. Our research is based on Kiswahili/English and Kikuyu/English, following Bhatia's argument where he used Indian/English, we recognise the presence of other language groups in Murang'a County who



also use bilingual, and thus the position of Hindi in India is a reciprocal of Kiswahili and Kikuyu as local languages while English is a foreign language.

Meraj (1993) did a research in business advertisement in Pakistan, he found out that seventy per cent of names used were English, nine per cent Urdu, and twenty one per cent bilingual in English and Urdu. He gave some examples like; Good luck Haleem, Chanda battery cell and National Kheer

Meraj study in 1993 gives us a good foundation since the current study concentrates in Kiswahili/English and Kikuyu/English. However the researcher appreciates that there are also some businesses whose names are in English only (Fortune Green Hotels, Green Gardens Bar and Restaurant), Kiswahili only (duka la dawa ya mifugo), Kikuyu only (Githii kia mbembe), while others are bilinguals using English/Sheng. Urdu compares to Kiswahili and Kikuyu which are local Bantu languages while English is used as a foreign language.

In 2004 Bhatia T.K and Ritchie W.C did a research on naming business and advertisement using acronyms. Their findings are of great help to the researcher since the researcher was interested in checking on different bilingual names including acronyms. Some acronyms given in their work includes OL (Office Lady), RP (Retired Person). This method of naming is mostly recognised in the country of origin but not necessarily internationally. In this research same situations are encountered like:

- a. M-Pesa- short for mobile Pesa
- b. M-Shwari-short for mobile Shwari
- c. MUNA Sacco short for Murangá Nairobi Sacco
- d. THIMU Sacco short for Thika Murangá Sacco

McCormick (1994:6 and 9) agrees with different code-switching researchers that code-switching is a common occurrence in bilingualism. She states that the language classifications alternations depends not entirely on the hybrids linguistics structures of utterances but the methods in which these language options intentionally modifies pragmatics meaning and give different meanings to the social settings in which the speech is found in bilinguals. When analysis bilingual speech McCormick draws on two very clear research traditions ; Myers-Scotton's Markedness Model(MM) and Conversational Analysis(CA )(Gumperz 1982 Auer(1988, 1995,1998) Li Wei (1998, 2003).

language users select linguistic shapes from an already existing and conventionalized opportunity set of principles complete which encodes their social and symbolic meanings. These views are important in our research since the mode of selection between Kiswahili/English and Kikuyu/English are our key area in regard to social norms as shown in politeness theory and linguistic relativity.

In 1985 Jameson G.H in his work on communication and persuasion states that language has the ability to persuade the human way of thinking. In this study, persuasion is paramount since there is a view that bilingualism in business names and services persuade people to buy goods and services.

- i. Cuba igiri bar. ( you are lured to the bar thinking you will take two beers only)
- ii. Kimamo New County, Ng'ombe Kuku Mbuji choma zone (the word 'New' is persuasive enough to make one visit Kimamo).

Higgins Christin (2000) takes English language in bilingualism as a way of Globalization while Kiswahili and Kikuyu as localization languages. Kikuyu and Kiswahili in Murangá County create a sense of belonging. Thus bilingualism makes one to feel accepted both locally and in the world as a whole.

Muiruri Kamotho did a research on business names goods and services in Nairobi city (2011). Although, business and services names may differ considering that Nairobi is a cosmopolitan town, Kamotho's research is vital for the current research. In the view of the studies done before, there is a good foundation on researcher's topic on Bilingualism.

## **1.9 Theoretical framework**

Bilingualism is the ability to perform in two languages. This research will concern itself with the Linguistic Approach. Bilingualism can be described at three levels; these are individual, the group and the national level. For the goal of this research, the individual was used. Language users thought to be equally fluent in both languages are said to be balanced bilinguals. Majority of the people are non-balanced that is they are more fluent in one language than the second language.

There are two ways of gaining knowledge in a second language. These are acquisition and learning. Language acquisition is a process of procuring the initial language that is the mother

tongue or first language. This occurs in childhood milestone because it is the first language a child learns. It is believed that children acquire language through a subconscious process.

Learning a language occurs later in a person's life. It does not entail much communication. Therefore, mother tongue is acquired but other languages are learnt. Acquisition occurs unconsciously while learning a second language is conscious. Language acquisition can occur simultaneously or one at a time. This can take place when a child lives in a bilingual family especially where its mother and father speak own languages. In other occasions language acquisition can take place through successive language acquisition. Most children learn their first language in the home and later acquire a second through interaction with peers.

There are different strategies of language acquisition. First, there is family strategy where each of the parent speaks own mother tongue to the offspring. Secondly, there is an instance where the family members speak a language outside the family boundaries. Therefore, the community language is learnt in the neighbourhood

In the third perspective of language acquisition is when parents utilize one language when speaking to a child during the child's early milestone in life but as the child progresses from four to five years, they insist on speaking of the other language. At other situations both languages are used interchangeably internally and externally. Other families use languages on time schedule. This occurs where a family tends to use language at different time intervals.

### **1.9.1 Theoretical Preliminaries**

For the purpose of understanding the term bilingualism, it is important to provide suitable linguistic context. According to David (1990) and Halliday (2006), Linguistics is the scientific study of language and its development. Linguistics is a broad field divided into various categories, namely; theoretical linguistics and applied linguistics.

Whereas theoretical linguistics deals with the nature and structure of a language, applied linguistics concentrates on solving real- world linguistic or language problem. Applied linguistics as it occurs today in naming of business is a combination of language and the environment. It takes into consideration the social environment. In the social arena no one can exist in isolation but only through interaction that man is able to live and exist. This study adopted applied linguistics and its domestication from the business naming perspective.

### **1.9.2 Cognitive Linguistic Approach**

‘Cognitive linguistic is a school of linguistic thought that originally emerged in the early 1970’s out of dissatisfaction with formal approaches to language’ (Evans and Green, 2006.3). Cognitive linguistics can be traced back in the 1960’s and 1970’s especially when the work of human categorization was started in present sciences relating to cognition. Between 1970’s and 1980’s cognitive linguistic research did not involve many researchers, the number of researchers increased in the early 1980’s which saw the formation of cognitive linguistic society. This ‘marked the birth of cognitive linguistics as a broadly grounded and self-conscious intellectual movement’ ( Langacker , 1991, 2002). Cognitive linguistic is not a specific theory, it is described as a movement or ‘enterprise’ since it is made up of several theories. Cognitive linguistic approach has adopted a common set of principles, assumptions and perspectives which have led to a diverse range of complementally, overlapping ( and sometimes competing) theories.

Cognitive linguistics views knowledge as part of general cognition. Behavioural linguistics cannot be isolated from other shared cognitive abilities that permit other mental processes like reasoning, memory and learning but it’s just understood as an integral part of it.

Cognitive linguistic approach focuses on what is happening in the minds of the speakers when they generate and comprehend words and sentences. The awareness and experience which humans have of the items which they understand well, is transposed to other objects and events which the language user may not be familiar with. Therefore, knowledge in linguistic is part of common thinking and cognition.

#### **Principles of cognitive linguistics**

It is based on two assumptions namely;

- a) “Language is an integral part of cognition,” Langacker (1987)
- and
- b) “Language is symbolic in nature” Langacker (1987)

### **a) Language as an integral part of cognition**

Language is an outcome of general cognitive abilities. Thus, more common cognitive principles are used by principles of language from an external perspective and that explanations have to cross the margins between the levels of investigation. The measure between other mental processes and language is based on degree. Therefore, linguistic principles have to be examined in reference to both different levels of linguistic analysis and on mental faculties simultaneously.

### **b) Language is symbolic in nature**

Language is symbolic since it is based on relationship between morphological representation and semantic representation Langacker (1987).

Cognitive linguistics expounds the relationship between cognition and perception and it is based on individual's conceptual organisation. There are similarities between knowledge and vision and it's based on these resemblances that one conceptualises them as associated concepts.

Therefore, cognitive linguistics proposes that language is not arbitrarily structured but language is motivated and based on experience, physical, cultural and social experiences. "This is referred to as embodiment" by Evans and Green, (2006). This explains the relationship between the conceptual structure and the external world of any sensory experience. Cognitive and mental categories are created on the foundation of our experiences and limitations enforced by our cognition.

The embodiment is based on three levels namely; phenomenological, neural embodiment and not being cognitively conscious that concerns all mental processes that structure and make all conscious experiences possible.

### **Cognitive domains of language**

According to Evans and Green(2006), "conceptual structures or cognitive models are reflected in language". The principle of conceptual structures asserts that language refers to concepts in the mind of the speaker or user rather than to objects in the external world. However, concepts cannot be divorced from the world that they relate to. There are contexts for characterization of a semantic unit which is rational knowledge structures which works as contexts or as frames that places more particular concepts in the right conceptual

environmental. According to Bybee (2010), “linguistic units have to some degree to rely on context”. For example, ‘Monday’ is a day of the week and it becomes impossible to define without the reference to the concept of the week. The word must be situated in specific conceptual environment.

Conceptualisation in human capacity is made up of two major abilities;

1. The capability to forming symbolic constructions in association with pre-conceptual constructions created and encountered in our daily experiences and
2. The capability to project.

Therefore, cognitive linguistic approach views language as cognitive and symbolic in nature. Human knowledge is the driving force behind what is significant in the human mind and it’s not an influence of symbols but cognitive processes application to conceptual structures. That is, structure emanates from the nature of bodily and social experiences as well as from direct relationship with external world that is human interactions with the world. Cognitive linguistics is a heterogeneous approach and cannot be tied to the above discussions only.

### **Cognitive explanations**

According to Bybee (2010) “cognitive explanations make reference to the meaning of word from a conventional approach”. Cognitive explanation of a phenomenon of grammatical nature usually hypothesizes that to conventional semantic aspects are deduced from part of all characteristics of the grammatical analysis phenomenon.

For example, presence of plural inclinations in some languages for all count nouns, while others restrict plural forms to nouns concerning animate beings, others restrict plural inclinations to human nouns only. Cognitive explanations for example, have been utilized to describe cross linguistic patterns variation and grammatical constructions in specific languages.

The animacy hierarchy, (human-animate- inanimate) shows that the distribution of plural inflection in any specific language will refer to the semantic class entity depicted by a noun.

## **Contribution of cognitive linguistics to functionalism**

“Cognitive linguistics according to Evans and Green (2006) is a wide school of linguistic theory that at times it is referred to as functionalist”. It focuses on semantic or cognitive grammatical structure explanations. It has proposed a grammatical knowledge model, grammar construction that offers an alternative to the formalist model in which function and form entailing information structure and semantics are separated in different components.

Structures in grammar assumes that syntactic understanding of individual constructions which combine formal structures and properties for example, ( inflections, structures in syntax and morphological) and functional entities both semantic and discourse function. These constructions are organized in the speaker’s or user’s mind and more generally grammatical knowledge is systematized as a structure of signs and symbols made of form and function as signifier and signified respectively.

Grammatical awareness organization in reference to signs, symbols and constructions permit for a direct statement of functional aspects that are vital to specific grammatical constructions and other grammatical units. For purposes of linguistic communication, “the cognitive linguistics argue that semantics entails conceptualization of an experience by the speaker, For example, an English count noun can be mass noun grammatical context. At other times, the cognitive linguists concur that alternative constructs are conceptualized such as fish (meat mass noun) vs. fish (live fish, count noun). From the cognitive linguist, conventional grammatical peculiarity conforms to semantics of count vs. mass noun; a live fish is an individualised entity, while meat is unbounded substance.

## **Functional approaches to grammar**

Functional methodologies to grammar are broadly practiced by linguistics. However, usage grounded models merge both cognition and discourse. Therefore, language have to be understood from a social- interactional and a psychological perspective.

Language is always dynamic, variable phenomenon and that factors external to linguistic forms, that is social parameters explain for differences and change in language as witnessed in bilingual naming of businesses. Functionalism and formalism must harmoniously be integrated.

### **1.9.3 Situation in Murang'a County**

In Murang'a County, people become bilinguals through language acquisition in the early ages by first acquiring their LI and learning a L2 especially in adolescence or adult hood. Through social interactions and cultural influences these languages are manifested in bilingual naming of businesses.

### **1.10 Methodology**

The study was carried out in Murang'a County which is one of the counties in the former central province. Murangá County's largest town which is also the headquarters is Murang'a, formerly named Fort Hall during colonial times (before 1963). Murang'a is mainly inhabited by kikuyu people. It is also considered the home of the Kikuyu people one of the most populous communities in Kenya. As per 2009 census Murangá County had 942,581 inhabitants with a projection of 965,477 inhabitants in 2012 (Murang'a County Integrated Development plan manual 2013-2017). In Murang'a business language is predominantly Kikuyu, it therefore raises the interest as to why business naming is mostly bilingual.

Data was collected from the following sources; media adverts about products and businesses. Also the researcher undertook physical visits to business and offices concerned with offering of services and products. Photos were also captured evidence of data correctness. All the collected data was preserved in writing. Among other sources of data included the internet and books from the library. Pens and papers were also utilized in data collection.

Since this research involved Bilingualism in business names and services in Murangá County, most of the data was collected from selected towns in Murangá County. The researcher therefore selected towns like, Murangá Town (former Fort Hall), Sabasaba, Kiriaini, and Kangema. These towns were taken because of their proximity from Murangá Town where the researcher resides, they are easily accessible, and are rich in the data which was required. The towns almost cover all corners of Murangá County thus giving the researcher a good overview of the spread of Bilingualism in naming Business and services in Murangá County.

Most of the data was collected through moving across the selected towns, noting and writing down names of business and services offered as written in the walls, windows, doors and their posters. In some service providers like matatus, a visit to their terminus, waylaying



some on the roads and taking their photographs will be involved. Data from service providers like banks was got from visiting the banks and collecting brochures and magazines.

Since all business and services are registered, some data was collected from the registrar of business and services from the council headquarters in Murangá. Data in form of pictures were taken to justify the validity of the collected data. Pens, writing materials and cameras are used for data collection. The collected data was put in writing awaiting classification.

Library research was a major source of information. This method provided more information on bilingualism in general; it also provided an insight into behaviour of people in the use of language and theoretical information. The Google Scholar provided valuable information on matters concerning the theories used in the study. Using this information, the researcher was well guided and got the content for our research.

Data was classified using word formation processes that employ bilingualism in its two versions, Kiswahili/English, Kikuyu/English. Data was represented in pie charts to show degree of different dimensions used in making bilingual names. Reh methods like duplicating writing, fragmentally and compounding also featured. Grammatical categories using the initial word in different names (like noun, verb, adverbs, pronouns and others like acronyms and eponyms) were also represented using pie charts.

## CHAPTER TWO

### IMPORTANCE OF NAMING

#### 2.0 Introduction

This chapter discusses about the importance of naming, naming practices in the world and in Murangá County. It deals with a discussion on, the cognitive importance of name, importance of naming/branding, bilingualism in business naming and language, place of English in naming and in the world, place of Kiswahili in naming and in east Africa, Kenya and Murang'a County and place of Kikuyu in naming. In this study naming and branding were taken to be synonymous. Since branding is mostly used in advertisement while bilingual naming is also a way of business advertisement.

#### 2.1. The cognitive importance of a name

Paulo Freire's (1968:97) observed that naming in the world is an ideal method for changing the world suggests that the real impact of our acts of naming may be much greater than what we think. Choosing a name have both instant and far reaching outcomes, it means shaping others perceptions and programs.

Post Structuralists, who came after Saussure stated that the relationship between the signifier and the signified is arbitrary Eagleton (1983), established that it leads to general strategies of solving language problems. When language is used in naming, ordering, and codifying the world, perception is both altered and created. In its most simple representation, naming involves individuals in a concurrent process of gathering and sorting, contrasting and comparing within one's regular procession to reality. Guided by one's own values and following this process, a person abstracts what he/she perceives as the prominent features of experiences and objects, using these to categorize and, finally, give names. By giving a name, one actually gives it a space for it to be identified with, a space characterised the values in the phenomenon that one possess and how other people in the world view it to be like or unlike. Britton (1970:140) elaborates that when we name objects, we are involved in a "process of bringing into existence the objects of the immediate environment". We thus bring into existence the phenomenon that we name, noticeably forming the objects we see or the experience we recall.

‘The concept of naming was mentioned in Shakespeare’s Romeo and Juliet when Juliet says; “what’s in a name? That we call a rose by any other name would smell as sweet

(Romeo and Juliet Act 2 scene 2 line 43)’(Ali Fuad,2007).

Gertrude Stern, American pioneer of modernist literature in his poem “Sacred Emily” stated that “A rose is a rose is a rose”. This is translated as “Things are what they are”, in Stern’s view, names are not as important as things. Consequently in a garden (global bazaar) where roses (business premises, products and services) are so alike, there arises the need to differentiate ‘Roses’ from each other. In 2006, Walker defined branding(naming) as “a process of attaching an idea to a product” thus a name is seen to summarize the inherent supplementary values that are related with the establishment, its products and services. Branding /naming can be seen as an emblem or a idiosyncratic name of a manufacturer or product. It is a term, name, symbol, sign, design, or some blends, used to categorize business premises, products and services of a seller (Palumbo and Herbig 2000).

According to Barker and Hart (2009) a brand is ‘a name, symbol design or some combination which classifies the product of a particular organisation as having an acceptable differential advantage. De Chernatory and MacDonald (1992) defined a brand as “a recognizable place, product, service or person, improved in such a way that the buyer or user notices relevance, exceptional added values which meets their needs most closely”.

The way consumers observe names (brands) is a key determining factor of long term business-consumer associations. A successful name (brand) has a recognisable name which is an indicator of specific attributes to the consumer, and accomplishes many key functions, including:

- Identification of the business premises, product or service and permits the consumers to reject, identify, or recommend the brand,
- Communicating information to the user; the information provided could include testimonials regarding their consumers’ style, freshness or wrath.
- It works as a piece of property legally accepted in which the owner invests and it is protected through law from competitor’s violation.

In Murang’a town bilingualism has become popular in assigning names to businesses as illustrated below;

- i) Chicago nyama shop (nyama means meat) is a bilingual name of a butchery in Mukuyu town in Murang'a
- ii) Cuba igiri bar is (cuba/bottle, igiri\*two\*) is a bilingual name of a pub in Kangema town in Murang'a county.
- iii) Mwihang'ia (Mwihang'ia, one who searches with pain) furniture shop and timber, is a bilingual name of a furniture shop. Also naming of services has not been left behind as also shown below;

Examples of bilingualism in services offered in Murang'a County

- a. Githii kia special (githii/maize mill for special flour) a service provider in milling industry ,Sabasaba in Murang'a
- b. Huruma Medical clinic a bilingual name of a private health facility in Mukuyu town.
- c. Jane Tisha hair salon; is salon name in Kaharati market Murang'a. In Murang'a town there has been widespread use of bilingualism as illustrated below;
- d. Maguna(s) (magunas meaning to assist) supermarket is the business name of a supermarket in Murang'a town.
- e. Agendi general shop (agenda means travellers) is the name of a shop in Kiriaini town.
- f. Murata Sacco (Murata means friend) a banking service provider in almost all towns in Murang'a.
- g. Simba kinyozi saloon is a barber service provider in Mukuyu Murang'a County.
- h. Jipondoe beauty centre is a salon in Kiriaini town Murang'a County. Apart from naming of business premise this kind of naming has also been used to name some other products sold therein, for example;
- i. Dumu zas mabati meaning durable iron sheets.
- j. Pemba home baking flour among others.

Host(2001) listed the role of naming as, a premeditated point of view not a secret set of accomplishments, branding is fundamental to generating customers value not just descriptions (same as Levinson in his politeness theory positive face), branding/naming is an important tool for producing and retaining reasonable advantage, naming strategies must be assimilated into the marketing values.

A brand identifies a product from the competitors' product and it also distinguishes it from other competing products. Boveé, Houston & Thrill (1995) were of the idea that "a brand is either a term, name, phrase, symbol, design or any arrangements of these selected by an

particular person or company to differentiate a business premise, product or service from competing partners. Thus a name is equivalent to a consensual obligation made amongst customers and the products or service provider. It's an obligation on the part of the purchaser which will be demonstrated in the form of consumer's constant obligation to continue using the premises, product or service as well as other affirmative behaviours including word of mouth promotion. Customers demonstrate brand loyalty through constantly using the same amount of the product or service that satisfies the customer and eventually leads to a brand/name loyalty. Such an obligation is strengthened over time on the basis of established association between a customer, a product and service. The consensual obligation between the customer, product and service and will ultimately lead to an overall value of the name or brand, which is known as brand equality.

According to Aaker 1998 brand equality is “a set of assets, liabilities linked to a brand that add to or subtract from the value provided by a product or service to an organisation and or that organisation's customer”. In 1993 Aaker advanced in maintaining that ‘the value of a brand can be established by considering consumers awareness of associations with brand loyalty to and perceived quality of brands’

can relate Brand equity using :

Relevance which denotes the brand personal appropriateness of to consumers. - We  
 Esteem which portrays how high in regard does the consumers like and holds the brand in question. -

– Differentiation which is the describing aspect of a product or service and what differentiates it from all others.

– Knowledge which includes being conscious of the brand and understanding what the brand or the service stands for (brand awareness).

## 2.2 Importance of naming

The authority of a name surpasses determining the perceptions of any given name. Once selected, a name proposes permanence, as it lays entitlement upon the true component of an object. By joining an object or experience with a distinct unity, or undying attention, names seem to signify the true composition of the phenomenon, Bethhoff. (1989:151). When names are transferred from generation to generation or integrated to prevailing names into a given Language, the speaker of the Language incorporate with them on what they denote about the component of the phenomenon named.

Acts of naming take place in a social context and do not occur in isolation. Names are given within a structure which already exists, through the use of parts previously named. Naming of things is done by members of social and political groups or organisations and not merely by an individual. Established on their personal interest and morals, people abstract what they consider to be important features from objects and experiences and use them to classify names, in social setting, some of these prominent features (like hotel, shop, restaurant, butchery, boutique, petrol station, supermarkets, salon and others) become the boundaries of the territories and the measure of group membership, Taylor (1984). The implications and conceptual connotations of the names selected gives powerfully influence to our perceptions.

By naming we are not only classifying what has taken our attention but we are also necessarily directing attention into some channels rather than others. Every action of naming is thus seen as exclusionary as well as inventive. If names alter and creates reality, making territorial statements for the groups, then certain discussions among groups or representatives for groups will play an important part in the naming process.

A name is a perceptual and physical entity. The tangible aspect of a brand can be found on a supermarket shelf, business name or a service. When a brand is successful it portrays recognisable name which gives out specific qualities to the consumer (like value, elegance quality,). The reasons why customers look for a specific brand, even when some other similar goods are offering even lower prices and coupons is brand royalty.

A popular brand name in which consumers are highly aware of and gives them high satisfaction rates “can save millions throughout the product’s life, since the users understands its meaning, knows the products advantages and they instantly recognise it and this helps to differentiate the product expressively over other competing brands, (Stern 1983).

### **2.3 Naming and language**

The relationship between the name and its influence to the identity can be properly defined by phrase in Latin “vultus est index animi” which means that the sign of the soul is an expression of one’s face, (Barmer and Grey). Consequently, it’s a brand name (“the expression on one’s face”) that the identity (“a sign of the soul”) is determined. Names play a fundamental part in promotion of products, businesses and services and how they are accepted by the community, and are hence viewed as the factors which leads to the success or

failure of the new products (business or services) Armstrong 1997, Zaman & Wallendorf 1979).

The importance of naming a business as stated by Davis (2005) is “naming a business is like laying the cornerstone of a building, once it’s in place, the entire foundation and structure is aligned to that original stone. If it’s off, even just a bit, the rest of the building is off and the misalignment becomes amplified”.

Chan and Huang (1997) categorized the linguistic components of naming (branding) using phonetic, morphological and semantic requirements.(refer 3.5)

We must first distinguish the target market that the products want to enter, whether the local market, or the international market. For production targeting primarily the local market, the naming/branding is relatively simple because only the linguistic features of that language, and the preference of the consumer in the community concerned need to be considered. To brand a product (business/service) for the international market linguistic universals have to be taken into consideration. It is important to note that, inherent features of the words and phrases used in naming have substantial consequences in the marketing promotions and the ways through which a brand is legally protected.

#### **2.4 Reasons for using more than one language**

In this section the study investigated the possible reasons why English, Kiswahili and Kikuyu are used in bilingual naming in business and services in Murangá County.

There are various reasons why bilingualism is used. Appel and Muysken (1987) listed some reasons which in we closely associated with this research in bilingual naming of business premises, product and services in Murangá County. These reasons are in cases where a language user possess implicit knowledge of the language they speak and/or understand or to put it differently they have more or less internalized the language. Bilinguals keep their languages separate in language processing, that is in speaking and understanding.

Communication is the major reason in bilingual naming of business premises, products and services. Bilingualism helps the language user to pass the information to the targeted group. This becomes important especially if in the target group some people understand one language. Using a bilingual language, it helps to interpret part of the message intended. When bilingual names are used social harmony is created.

Using two languages lifts the barriers between the communities whose languages are used. According to sandchev (2008) “bilingualism creates togetherness and makes it easy to give instructions”. Bilingual naming involving Kikuyu/English and Kiswahili/English have been used in Murangá to name Business premises, products and services, this has created togetherness and instructs the communities without bias. When different people (through using their languages) are involved in naming, unity is promoted. This gives customers confidence and friendship is cemented through making the groups in question feel at home. Bilingual names makes the customers feel welcome in business premises, to purchase different products and enjoy the services named without discrimination.

Below is an example of an instance where owners use more than two languages ; KIMAMO (lair or den) NEW COUNTY Ng’ombe, kuku, Mbuzi, NYAMA CHOMA ZONE.



Figure 1; shows a restaurant’s name composed of two languages namely English and Kiswahili. (Picture taken by researcher)





Figure 2: shows a hotel name using Kikuyu and English (picture taken by researcher.)

This was the researcher's area of investigation involving the extent of bilingualism and the reason why these two languages are used. There are other towns in Murangá County but people mostly served by the business and service providers are mostly from the surrounding rural setting, Kikuyu speakers to be precise. A crosscheck from business names and services from Nairobi a cosmopolitan city creates a different picture from that used in naming of business and services in Murangá. It is curious to use different codes in business naming in an area where the language used in business is predominantly..

Weinreich (1953) said that anybody said to be bilingual proficient is able to use two languages in conversation. People differ in language use, he did not explain at what extent the conversation or language switch is measured, in businesses names and services Kiswahili/English, Kikuyu/English, words can be equal or not: for example;

- i. Agendi General Shop-There is one Kikuyu word and two in English.
- ii. Fare Shave Kinyozi and Salon-One Kiswahili word and three in English.
- iii. Hodi Hodi Bar and Restaurant- two Kiswahili words and two in English.
- iv. Kagurumo Wiringe Building-two words in Kikuyu and one in English.

- v. Kumi Kumi Base Mulo Rahisi-four in Kiswahili and one in English.

In this study it is important to note there is bilingualism involving Kiswahili/English, and Kikuyu/English for examples;

- i. Arahuka Bookshop (Arahuka ‘wake up’) a bookshop name in Murang’a town. (Kikuyu versus English)
- ii. God’s Miracle Muriithi Enterprise (English/Kikuyu-Muriithi means shepherd)
- iii. Mithaiga Step Pharmacy (Mithaiga means medicine) bilingual in Kikuyu\English in Sabasaba.
- iv. ‘Mundu ni uyu’ furniture (‘this is the person’) bilingual in Kikuyu versus English.

In 1982 Stanlaw focused on clipping and blending in English and Japanese names Depato (Department Stores) and Terebi (television) Clipping is importance in this research since we have;

- i. KimKan health care in Murang’a (Kimani and Kangéthe) a private hospital in Murangá.
- ii. NAMUKIKA Sacco clipping and blending for Nairobi, Murangá, Kiriaini, Kangema Sacco in Matatu Service providers.
- iii. EMUKI Sacco short for Embu, Murangá, and Kirinyaga Sacco in Matatu Service providers.
- iv. MUIGANA Sacco short for Murangá, Iyego Nairobi Sacco in Matatu Service providers.
- v. MUNA Sacco short for Murangá Nairobi Sacco in Matatu Service providers.



Figure 3: Pictures of service providers using acronyms to make service names which sound Kikuyu (pictures taken by researcher)

In 2004, Reh in his research on Business advertisement discussed on bilingualism in writing, and came up with four ways involving more than one language (bilingual/bilingual).

These are;

a) Duplicating writing, whereby the same information is presented in more than one language like

vi) Saba Saba pharmacy Duka La Dawa (Duka La dawa and pharmacy means the same).

vii) Vioo na Rangi glass mart (vioo and glass are the same) (viii) Meno Dental clinic (meno and dental means the same).

b) Overlapping writing which describes units of signage in which only a section of the information is stated in at least one language while other parts of the text are in another language. (Reh 2004:12) like; Kamatumbo Super Butchery.

c) Fragmentally writing in which the full information is given in one language and some certain parts have been interpreted into a supplementary language (Reh 2004:10).

- i. Shughuli hall Saba Saba
- ii. Njoma's fair enterprises Mali Mali

iii. Maithori Mukanga building 2015

d) Complementally writing whereby different portion of the total information is respectively rendered a language of its own. (Reh 2004:14)

i. M-Pesa M-Kesho equity bank account

ii. KCB Tuungane Account

#### **2.4.1 Place of English in bilingualism**

Historical development of English is summarised by Crystal as follows: “In the seventeenth and eighteenth centuries English was the language of the leading nations-Britain. In the nineteenth and the early twentieth century, it was the language of the leading economic power United States of America. As a result, when new technologies brought new opportunities, English emerged as a first rank language in industries which affected all aspects of the society – the press, advertising, broadcasting, motion pictures, sound recording, transport and communication” (Crystal 1997:110-111).

In Kenya English resulted from the British colonisation, people using English; as Mackay 2002 maintains “---- as a language of wider communication, [that] English is the international language per excellence, and in many instances it’s a language of wider communication both among individuals from one country. In this way ‘English is an international language in both global and local sense’. The present day world status of English is primarily the result of two factors: ‘the expansion of colonial power which peaked towards the end of the nineteenth century and the emergency of the United States as the leading economic power of the twentieth century. The latter factor continues to explain world’s position of the English language today in the world.

Colonial background of English in Kenya can be explained in two perspectives; “expansion on horse” and “expansion-on-line”. ‘Expansion on horse was coined to refer to spread of English language into colonial lands by means of exertion of any kind of force’, Ali Fuad (2007) . British Territory gained more reputation as the English language started to be highly used in administrative, legal, linguistic, societal, cultural and education settings in the colonised societies. To establish closer links with cultural and societal norms of the

colonising elite English was used as a tool of power. Thus the language used by the conqueror acquired gradual dominance and social roles in colonised territories.

The presence of English almost everywhere in the world can also be clarified with the general movement of “expansion-on-line”. This denotes to the spreading of English in the period beginning with the post war era and continuing the new millennium that reached its peak in cyber world. Economic, military, and cultural development in America came after the dissolution of British Empire at the end of world war two. The United States pushed the spread of English language reverted by economic growth, technical advancements, and exports in cultural which had a very great influence across the world and was hence coroneted by the domination in dotcom world. “Expansion-on-line was echoed by the major scholar in the field of technology and learning; Marc Warschauer”, (*International Herald Tribune* Article by Mydans (2007)).

English and the increase of trade in the world have spread simultaneously through the world. Having a language which can be used in the world as a whole has assisted globalisation, and globalisation has combined the global language. “That process started with the dominance of two successful English speaking Empires, British and American, and continues today with the new virtual empire of the internet” (*International Herald Tribune* April 9 2007).

Use of English in bilingual naming of business and services can be attributed to colonisation, and modernisation as emphasised by Konig (1980); “Knowledge of English is an indispensable part of the modern world, and the only way to bring Turkey [Kenya and specifically Murangá County] up to the level of the communicational requirements of the modern world is through the interaction of knowledge of English with the derivational convenience provided by the Turkish (Kenyan) language form.

#### **2.4.2 Place of Kiswahili in bilingual naming of business and services in Murang’a County**

According to Thomas Speer (2000), Kiswahili language is widely used in East African countries. It is a L1 of a small group of people living in East African coast and Indian Ocean Islands. In eighteenth century Kiswahili was used as a language of trade and also by slave traders who spread from South of Tanganyika to Congo Republic. Kiswahili became

important during colonial times [possibly because it was the L1 the colonisers came into contact with at the coast] and it is one of the commonly used languages in Kenya and Tanzania. Most people living at the coast use Kiswahili more than their L1. Some people in Murangá and Kenya in general like teaching their children Kiswahili as their L1. This may lead to some language lose their importance as Kiswahili rise in fame and usage. From Spear's view (2000), it's important to note that Kiswahili has been grossly used in bilingual naming of business and services in Murangá County. Kiswahili as an indigenous language is an endo-glossic national language in Kenya. It is mainly used for government administration and in schools as a medium of instruction. Revered Krapf, Bishop Steere and Father Saalent in united missionary conference in 1909 recommended biased bilingual education polices in Kenya where English was adapted from intermediate level, and Kiswahili for the first three classes and two of middle classes in the primary level respectively(Gorman 1974). This explains why Kiswahili is used together with other languages (creating a bilingual situation in Murangá County and Kenya as a whole) assuming that most business people had at one time attended school.

#### **2.4.3 Place of Kikuyu in bilingual business and service names in Murangá County**

Gikuyu or Kikuyu is an Eastern Bantu Language spoken by the Agikuyu people of central Kenya. Kikuyu is predominantly spoken in central province and in other parts of the world where the speakers have settled. Guthire (1976:43) placed Kikuyu under the Niger-Congo sub-family of the language. Kikuyu has several dialects, according to Kihara 2010, Southern dialect (spoken in Kiambu and Southern Murangá), Ndia (spoken in Southern Kirinyaga), Gigichugu (in Northern Kirinyaga), Mathira (spoken in Karatina), Northern Kikuyu (spoken in Northern Murangá and Nyeri). Kikuyu language is used in homes, social gatherings, media (both in broadcasting and print), and in business transactions. The focus of this study is the use of Northern and Southern Kikuyu as used with other languages in naming of business and services in Murangá County. Kikuyu, English and Kiswahili has had a long history of contact. This contact started from the post-colonial period to the present day. This contact as per Langacker (1968:176) ,”no language whose speakers have had a contact with any other language is completely free----“ this may be a reason why Kikuyu is used together with either English or Kiswahili in bilingual naming of business premises and services in Murangá County.

## CHAPTER THREE

### NAMING IN GENERAL

#### 3.0 Introduction

Many names are usually in noun forms to identify names of people, things and places. Groups of people also have names for example the Arabs, the Swahili people and other tribes identify themselves by their specific names to differentiate themselves from the rest of the community. So names are very important as identification tools.

Everybody in Kenya who attains the age of eighteen must have an identity card with names on it. Names used to identify businesses, products and services are chosen based on bilingualism so that they can fit the specific business. Naming follows a given procedure but these procedures are diverse depending on different regions of the world. It is essential to remember that naming is a product of the society. These names align as per the norms and culture of a given society. (Ref 2.1)

#### 3.1 Origin of names in general

‘There is nothing without a name in the universe’ (Barnet and Martin light, 1967). Naming helps to differentiate things, items and people in general. According to The Bible the first name ever was given by God “God called the light ‘day’ and the darkness He called ‘night’”(Genesis 1:5 The New King James Fashion), human beings were given authority to rule over creation by God, thus man have authority to name all that exist.(Genesis 1:28) Naming in modern society can be attributed to this command. To name things require a simple language to do it. Many items are given simple names even toddlers can be in a position to pronounce.

Naming requires simple language easily understood by a wider majority of the target group. Many items are given short and simple names easily pronounced even by children. Each language group has ways of naming items, some as per the work they perform, example a motorcycle is named “piki piki” depending on how it moves and the sound it produces. This is shown in Kiswahili “piki piki” and in Kikuyu “biki biki”.

According to Thailand Scholars ( chakkrit Sin nad Michael Brickner, 2006) ‘ names are given for security’, Business names are intended to identify business and to advertise it to attract customers. Identity in business protect a given premises from a rival business having

the same goods for sale. Identifying business premises, products and services call for an enticing name to attract customers to the business. In Murangá County names given to many beauty shops reflects the Scholars views.

Examples ,

Jipondoe beauty centre, a business that gives beauty services, the name indicates the services provided, beatifying.

Jane Tisha hair salon, a beauty salon with a name Tisha “frighten” hair styles. It exactly what most ladies look for , a hair style that leaves people wondering where it was done.

Kumi kumi base mlo rahisi hotel, a hotel business providing satisfying meal at a good and affordable price.

Citing examples from business in Thailand, Brackner and Sin (2006) states that “methods of naming depends on different cultures” and breeds bilingual names inclusive of all the people (tribes) without creating barriers to any given group or customers. Although this method was used in Thailand, it is also reflected in Murangá County. Bilingual names are used to name buildings, business and services depending on the intended purpose.

Example are:

Shughuli Hall Sabasaba, a building named Shughuli where many activities like seminars, fund raising, prayers weddings and other social activities are held.

Smart Cutz Kinyozi and Salon, a service provider where one is assured of a smart shave.

Miujiza Tailoring Shop, a tailoring shop whose results are miraculous.

There are some rules though not documented which people unconsciously follow when naming business. According to Martin (2007) in “the network of business naming” he listed four rules unconsciously followed in business naming; these are,

1.Naming can depends on the location of business( in our research there is presence of of bilingualism). In Murangá County many people understands many languages but they mostly use Kikuyu/ Kiswahili verses English in naming businesses. However there are those who use



their L1 in business naming. Bilingualism features in identifying business premises, products and services.

Examples :

Skiza tunes is a service in phones whereby people listen to music as they wait for their calls to be answered.

Kauzi Mobile and electronics is a mobile phone, mobile accessories and other electronic items mostly used by the youth. Kauzi is a common name used by the youths to identify themselves and prove how tough they are.

Kamukunji ndogo household shop is a shop selling household items. Kamukunji is identified as a big open space which can accommodate many people, Kamukunji Ndogo as a shop entices people by informing them though small (ndogo) one can get virtually all the household items.

2.The second rule according is that business naming should ” not be biased” . in business naming one should not appear to like one language, tribe or creed. Names commonly used are Bias free.

Examples of Bias free names are

Tumaini Two Workshop is a bilingual name not biased to any colour, tribe or creed. Anybody can freely get goods and services from the workshop without feeling threatened .

Simba Farm Machinery, name of a business that sell farm machinery creates no boundary to any person. Simba is a commonly acceptable name in all tribes and religions.

3.In naming a business premises, products and services, the owner looks for a unique name. this is done in order to create a unique identity to attract customers. Although goods sold in different premises may from the same company or same, a business name can make a business either more or less popular than others.

Example; in Murangá County there are many hotels, however the locals knows which hotels to go when hungry. This may not be a contribution of the name only but it also plays a part. When one is new in a town there is a tendency to look for places like hotels which are easy to pronounce and recall. (Refer Table 1)

Example of such names include

Rafiki Hotel, sounds and looks friendly

Wakawaka Hotel. Sounds bright.

Kumi Kumi Mlo Base,a hotel that assures the customers of quality food at an affordable price. This hotel goes well with people in Kiriaini Town where it is located.

### **3.2 Resources used in naming**

There are different criteria used in naming items, example;

- i) Naming depends on the context or the environment the business is situated in.
- ii) Non-partiality in naming. Many people have opted to name businesses without aligning the names to any particular tribe or community.

### **3.3 Reasons for naming in general**

In the global market, naming of business premises, services and products is practised for various reasons, like

Economies of scale in production and distribution like Coca-Cola,, lowering marketing cost, maintaining consistence in the service or product image, preventing worldwide competitors from joining in the domestic market or barring one out of other markets geographically. However there are variables that differ from region to region and from country to country. These variables include big company's slogans, goods produced and services offered, products names, positioning, marketing methods (including distribution, pricing, advertising execution and media). These differences rely on differences in language, different methods of communication, differences in culture, different patterns in consumption, different competitions and market place conditions.

Naming is used to differentiate similar items and which closely resemble each other. In business, the main aim is to attract clients and to show uniqueness. Others, name business

premises according to greatness in a given name, example Kenya Mpya Safaris, Uhuru Bar and Restaurant in Murangá. Renowned personalities' names are also used to assign names to businesses, example Muhoya wholesalers (Muhoya was a great senior chief during the colonial times in central province).

### **3.4 Importance of using bilingual naming in business.**

In contrast to naming of persons which must follow the customs and traditions of the given community, (kikuyu names follow lineage while Kamba name according to the season or events) business naming is different. Business naming depends on the simplicity of the name to passers-by and customers. The young generation also can be attributed to naming systems. The young give names to people, things and places using 'sheng' a combination of more than one language equivalent to bilingual naming. Bilingual names in business premises, products and services are important since, it identifies the product (Ng'arisha steelwool), shows the location (sokoni saw mill), shows the effect (kahuruko hotel), helps the consumer to get what they need (Easy safaris), identifies the consumers intended (Mdosi junior account) while some describes the functions of the premises or service (Maisha poa services).

### **3.5 Characteristics of bilingual names**

English language is used to give the real name to an item while Kiswahili is used to exaggerate combination of English and Kiswahili leading to very attractive names. Some of the names have Kiswahili as the initial name followed by the English name for example, Karatasi brand notebooks, and Wasafiri restaurant.

Chang (1997) highlight the compatibility of linguistic considerations with the market where the name is to be used. They listed down linguistic universals taken in consideration in naming businesses, products or services meant for international market. As "... We must first distinguish the target market that the products and services want to enter the local market or the international market. For products targeting primarily the local market, the branding (naming) task is relatively simple because only the linguistic features of that language and the preference of the consumer in the community concerned need to be considered. To brand (name) a business premises, product or service for the international market, linguistic universals have to be taken into considerations. In this research the components are important in bilingual naming in Murangá since the businesses, products and services in Murangá are meant for people from all walks of life.

Table 1: linguistic component of Branding (Adapted from Chan and Huang 1997), Ali Fuad(2007)

Phonetic Requirements	Morphological Requirements	Semantic Requirements
<ol style="list-style-type: none"> <li>1. Easy to pronounce.</li> <li>2. Pleasing when read or heard.</li> <li>3. Pronounceable in only one way and in all languages for goods to be exported.</li> </ol>	Short and simple.	<p>Positive, not offensive, obscene, or negative.</p> <p>Morden or contemporally, always timely.</p> <p>Understandable and memorable.</p>

Some bilingual business, products and services names from Murangá County fit the description of linguistic features listed in this table.

Examples:

### **Phonetic requirements,**

According to Ladefoged (1982) “Phonology is a branch of linguistics concerned with the systematic organisation of sounds in languages. It has traditionally focused largely on study of the systems of phonemes in particular languages (and is therefore also called phonemics or phonematics) but it may also cover any linguistic analysis either at the level beneath the word (including syllable, onset, and rhyme, articulator gestures, articulatory features, mora and

others) Or at all levels of language where sound is considered to be structured for conveying linguistic meaning”..

“Katamba (1989:61), said that phonology is a branch in linguistic which investigates the way in which speech sounds are used systematically to form word or utterances. For one to understand phonology, one must have a grasp of basic concepts of phonetics which is the study of the production of speech sounds by speakers, then perception by learners of their acoustic properties.

Boas (1939) in his view on phonology, “it represents a sort of pre-linguistic consensus about the way in which languages are organised” .

Phonetics is concerned with how sounds are pronounced. ). Ladefoged (1982; 1) states that phonetics describe the speech sounds that occur in a language, what the sounds are and how they fall in patterns (syllables and clusters). “A syllable is a single unit of speech, either a whole word or one of the parts into which a word can be separated, usually containing a vowel,” ladefoged (1982). A cluster is a group of two or more consonant sounds that are together and have no vowel sound between them. Some syllables are formed using a single consonant while others may have a cluster. Monosyllabic words are those with one syllable.

In formation of bilingual business names and services in Murangá County, Kikuyu/Kiswahili words used were found to have either one consonant or a cluster of two in the syllable formation. This makes the bilingual names easy to pronounce, example

Afya Chemists two syllables (a: fya)

Simba Farm Machinery. Two syllables (si: mba)

Turaga kerosene Store, three syllables (Tu: ra: ga).

Rafiki butchery. Three syllables (ra: fi: ki).

Some phonemes and their combinations used in formation of bilingual business and service names in Murangá County, may be subjectively perceived as euphonic (that is pleasing when read or heard, or harmonious). Example

Mrembo boutique,

Jipondoe beauty centre,

, Pole Pole Auto Spares,

Jane Tisha Salon.

Pronunciation in only one way and in all languages like Mumo butchery, Meno Dental Clinic, Murata sacco, New Makena Hotel.

### **Morphological requirements,**

Morphology is the scientific study of the structure and forms of either animals and plants or words and phrases. ( MC Dictionary New edition ). Morphology is a sub discipline of linguistics that studies word structure.

In this study morphology is treated “as the branch of linguistics that studies patterns of word formation, within and across languages and attempt to formulate rules that model the knowledge of the speakers of those languages” Katamba(1993). The rules which are well understood by the speakers reflect particular patterns (or similarities) in the way smaller units form words and how these smaller units interact in forming speech.

**Use of root morphemes,** some of the words used in the formation of bilingual business names and services are root morphemes, in which the lexical entity is not inflected. Thus these words are monomorphic, examples,

Arahuka bookshop,

Afya chemist,

heshima agriculture store,

Huruma medical clinic,

Kinyozi Digital

Kungu Maitu Restaurant and Butchery,

**Use of prefixation,** prefixation involves the addition of a morpheme at the initial position of a stem or root. In the bilingual names of business and premises in Murangá County, the plural morpheme in kikuyu and Kiswahili is mostly marked using prefixes. In his study of phonology and morphology, Mati (2006) indicated that for most noun classes, there exist a regular association of pairs in singular/plural dichotomy. Some words are radical-prefixes monoradical words. These words consist of one root morpheme and a prefixal morpheme. In this study these monoradical bilingual business names and services are mostly used in diminutives, number inflections, size and eponyms,

Examples of diminutives monoradical words use ka-small as a prefixal morpheme

Kahumbu (ka-humbug, small hill) hotel

Kagurumo General Shop (ka-gurumo, small waterfall) General Shop

Kahuruko Bar (Ka-huruko, small resting place) Bar

Kamatumbo Super Butchery ( Ka-matumbo small offals) Super Butchery



Figure 4, picture of a Hotel named using diminutive, taken by researcher.

Karumaindo Hotel (ka-small, ruma- bite, indo-goods) hotel,

Through the use of Ganda Law which does not allow a voiceless plosive to be in succession in Bantu languages, the diminutive voiceless Ka- is replaced by Ga- in some names like,

Gatarara Shop (Ga-tarara, small python) Shop

Gakuyu Hardware (Ga-kuyu, small sycamore tree) Hardware

Gathima Traders (Ga-thima, small well) Traders

Gatare Milk Bar (Ga-tare, small wild berries) Milk Bar

Some bilingual business names uses prefixes in **inflection for numbers**, examples

Mawega Bar and Restaurant (Ma-wega, good things) Bar and Restaurant

Maandui wa Umaskini Soko Saba Enterprises (Ma-andui, enemies of poverty) Soko saba Enterprises

Mithaiga chemist (Mi-thaiga, different types of medicine) Chemist

Miujiza Tailoring Shop (Mi-ujiza, many miracles) Tailoring Shop

Some bilingual business names uses prefixes for inflection for size, examples

Kiahiti Shop (kia-vast area, hiti-hyenas) Shop

Kiangiri Shop (kia-vast area, ngiri-warthog) Shop

Other bilingual names use prefixes in eponyms to indicate a closer relationship to a person or a thing. These bilingual names especially in kikuyu uses Wa- examples

Wa-chiku Shop

Wa-Kibandi Retail Shop

Wa-Gichia Dress Making



## **Semantic requirements**

Semantic is the meaning of a word (CAL Dictionary) while semantics refers “to the study of meaning in in a language” (CAL Dictionary). Meaning is a part of the linguistic knowledge, a person linguistic knowledge is based on the knowledge he/she has. A speaker of a language has different kinds of knowledge, like how to construct sentences (syntax) and how to use words in context (discourse/pragmatics) as put by Saed 2004. Semantics is thus seen as a system of meaning which involves word meaning and sentence meaning.

Bilingual naming of businesses and premises is a form of non-verbal communication since the names are in written form. When choosing a business name it is important to recognize vast cultural differences, strive for consistency to avoid mixed messages and be in harmony with other cultures to improve connection in communication. Names used in formation of bilingual names in Murangá County are simple to understand, common and the ones mostly used in daily life.

Example,

Kilimo (Farming) is a common agricultural activity in Murangá County.

Kiande (Shoulder) a part of the body, a kikuyu marriage is known to be fully accepted in the community if the bridegroom has “cut the shoulder”.

Kahuruko (to rest) it is believed that every Kikuyu man is hard working thus after a hard day’s work he should rest.

Kwetu (ours or belonging to us) this choice of a word creates an attachment, a sense of ownership between the customer and the business.

Huruma (sympathy) commonly used in clinics, when sick we need somebody who can sympathize with us.

Jambo (a common way of salutation in Kenya) such a business name makes one to feel welcome to a place.

Rahisi (cheap) it is human nature to look for the best at a reduced price, thus the name Rahisi can attract many customers.

These names are then combined with the real function of the business like hotel, restaurant, salon, agrovet, chemist, shop, hardware or workshop. These names are easy to understand. It is important to note the association a name has built through the use over time. This has led to some business names being repeated by business people over and over. Example, Huruma, Heshima, Rahisi, Jambo and others. (See appendix)

The name need be, positive like Heshima Butchery, Roho Safi Butchery, Salama 2 by 2 produce store, Starehe café, Mawega Bar and Restaurant. Kauzi Mobile And Electronics a business name in Sabasaba may sound negative, the premises however deals with electronics and Mobile phones and targets the youth, thus attracting many youths in their own fashion of understanding Kauzi.

Modern or contemporally, this is created through the usage of words like,

Digital in Digital Kinyozi,

Jubilee in Jubilee Auto Spares,

Executive in Executive DYESAC Kinyozi.

Understandable and memorable like Jipondoe hair salon, Baraka School Uniform, Fair Shave Kinyozi and Salon.

### **3.6 Dimensions used in formation of bilingual business and service names in Murangá County**

There are different dimensions in word usage in formation of bilingual names in Murangá County. From a sample of two hundred bilingual business names and services collected, two, three, four, five and more than five dimensional names were listed. Examples of these dimensions are

#### **Two dimensional names included :**

Starehe café

Rafiki Butchery

Tulime Stores

Njiri Distributors

Rambo Stores

Rahisi Agrovvet

Mwanzo Pharmacy

**Three dimensional names are like**

Maziwa Fresh Bar

Mithaiga Step Pharmacy

New Jambo Hotel

Mwireri Knitting Shop

Makutano Super Hotel

Man Poa Kinyozi

Mkamba tyre Dealers

**Four dimensional names included**

Jane Tisha Hair Salon

God's Miracle Muriithi Enterprises

Kim's Mali Mali Centre

Kamukunji ndogo Household Shop

Mwenda Andu General Shop

Muchai Munene Engineering Workshop

**Five Dimensional Names were**

Vioo na Rangi Glass Mart

Smart Kutz Kinyozi and Salon

Saba Pharmacy Duka la Dawa

Njoma's Fair Enterprise Mali Mali

**More than five dimensions included**

Wandaku Hotel Supu Na Kichwa (6 words)

Wapi Wapi Sports and Home care (6 words)

Waaminifu Investments Chemist Duka La Dawa (6 words)

Salama 2 by 2 a Produce Shop (7 words)

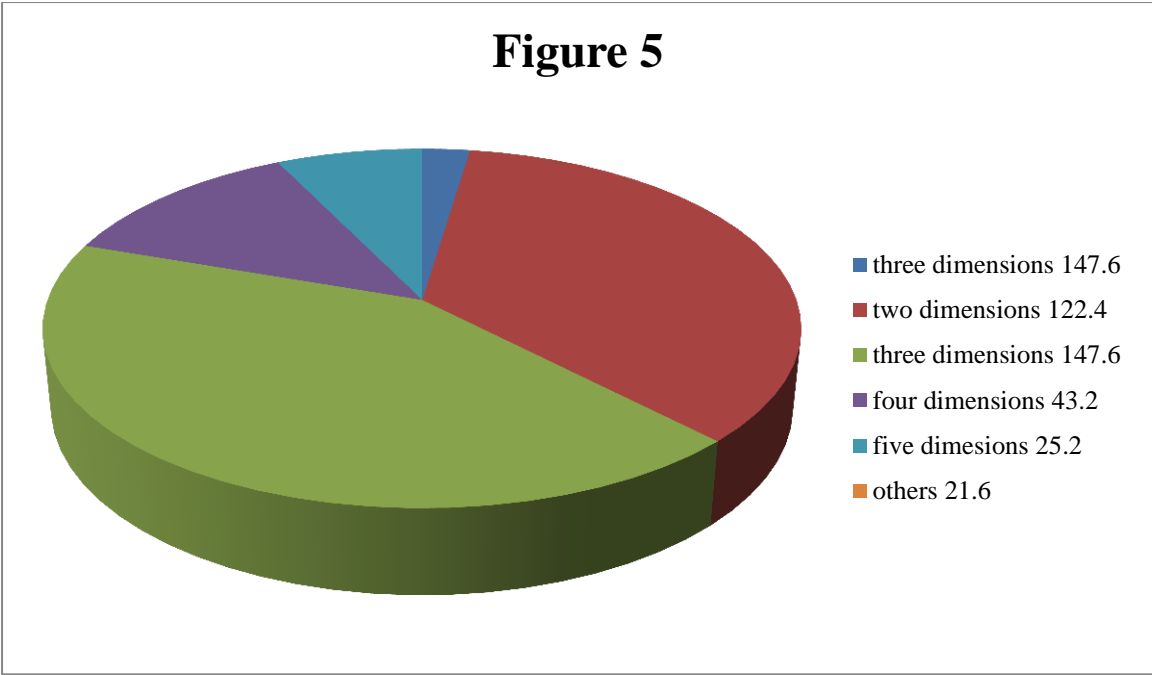
Rafiki Pop in For Nyama Tayari (7 words)

Ready Meat Choma, Chemsha, Supu, Mitwe, Mitura

Kiheo Kia Ngai Marigu, Mbembe na Mabati, Igwa Mkulima Shop

The dimensional distribution of the two hundred bilingual business names and services was as follows, two dimension sixty eight, three dimensions eighty two, four dimensions twenty four, five dimensions fourteen, and others twelve.

**Figure 5**

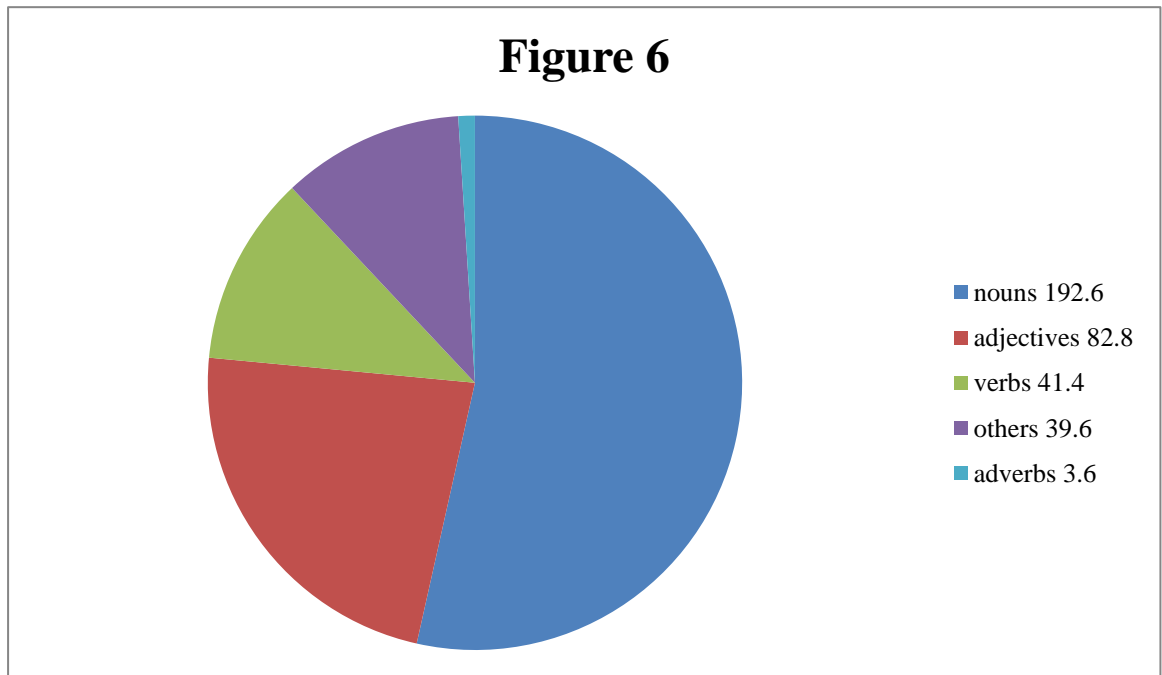


Many people preferred to use three dimensional words

**3.7 Distribution of Grammatical categories used in bilingual naming of business names and services in Murangá County.**

Most bilingual names used in naming of business and services have adjectives. The adjective describes a shop, salon, pharmacy, restaurant, petro station, hotel or a transport service provider. Example Kiande Guest Hotel and Karura Inn Hotel, both are hotels but different adjectives are used to describe them.

There is different distribution of the initial grammatical category in different bilingual names. Some names are headed by nouns, verbs, adverbs, adjectives, and other categories. In this study the grammatical distribution of the initial word out of two hundred names is: noun one hundred and seven, adjectives forty six, verbs twenty three, adverbs two and others ( acronyms, pronouns, eponyms) are twenty two.



Grammatical category distribution of the initial words

## **CHAPTER FOUR**

### **DATA ANALYSIS**

#### **4.0. Introduction**

This study took place in Murang'a, an urban setup where bilingual naming is prevalent in Murang'a. Naming has been oriented to fit customers targeted by a particular business. So, names are not used to identify people in Murang'a but also to elicit inner feelings of the people. Modern competition has led to a generation of double naming systems.

#### **4.1 Design of bilingual names**

The naming system must be understood by everybody who speaks the dialect exhibited by the language used. Most of these names are very short mostly made up of two or three words. Most of the names begin with a Kiswahili or Kikuyu word which attracts the consumer.

#### **4.2 Grammatical category of bilingual naming**

Most of the Kikuyu / Kiswahili words used in formation of bilingual business names in Murangá County can be classified as adjectives,(refer 3.5 , semantic requirement). In this study the grammatical category is based on the initial word in a given name.

##### **4.2.1 Use of nouns at the beginning of the name**

“A noun is a word that refers to a person, place, thing, event, or quality”( CAL Dictionary). A group of words (noun phrase) can also act as a noun. Examples

Person, most of the nouns used in bilingual names in Murangá uses Wa- like, Wa-Njoki Salon and Cosmetics, Wa-Kaburugi Building, Wa-Chiku Shop, Wa-Gichia Dress Making.

Those using place to make a bilingual name a includes Kiharu Bookshop, Kiahiti Shop, Karura Inn Hotel.

In some bilingual names things are used like Njoya House, Maziwa Fresh Bar, Mithaiga Chemist, Mithaiga Step in Pharmacy.

Use of events in designing of bilingual names is manifested in names like, Mawega Bar and Restaurants, Kigio-ini Lodge Hotel.

In some instances noun phrases are used in the formation of bilingual names like Maandui Wa Umaskini Soko Saba enterprises.

The noun is the one that captures the attention of the consumer.

#### **4.2.2 Names constructed by common verbs**

These contain common verbs that denote the idea of involving the consumer in utilization of the item, service or business. Examples are Jipondoe beauty salon, Jirembeshe beauty soap, iko toilet, KCB tuungane account, and Bonga points. Business offering services are mostly given names using common verbs than those selling tangible goods. These nouns depict the usage and purpose of the specific commodity or service.

There are some names of products, services that start with common verbs and then followed by English words. Some of these names include; Ngarisha steel wool, Arahuka Bookshop, Imani Shop, Heshima Agriculture Store. These verbs have an intention of involving the user of the product for example, skiza tunes.

#### **4.2.3. Names constructed by adverbs at the beginning**

Some names contain adverbs; these are the common adverbs that every consumer can decipher for example,

Pole Pole Auto Spares,

Haraka Delivery Services,

Maguna Andu Supermarkets.

#### **4.2.4 Adjective Names**

Adjectives are words that describe nouns. Business premises, goods and services have been constructed using adjectives, for example,

Watanashati Shirts,

Kumi Kumi Base Mlo Rahisi,

Kamatumbo Super Butchery,



Furaha Communication,

Cuba Igiri Bar,

Roho Safi Butchery.

These adjectives describe the quality of these business, products and services.

#### **4.2.5 Names using pronouns**

Pronouns are words used in place of nouns or noun phrases. Business, goods and services names that use pronouns in forming bilingual names aims at directing the potential customer directly to the product or service. For example, Kwako Restaurant, kwetu Shop.

#### **4.2.6 Symbolic Names**

These symbolic names use living creatures or valuable items popular with consumer or easily identified by the targeted customer in the market. For example, Simba (lion) a wild animal ‘king of the jungle’ has been used in many outlets dealing with goods and services, like

Simba Kinyozi Salon,

Simba Farm Machinery,

Pilsner Beer imara Kama Simba.

Swara Delivery Services, an antelope (swara) is known to be one of the swiftest and fastest animals, they are also very cautious. Sending goods through Swara Delivery services not only assures the customer of quick delivery but safety.

#### **4.2.7 Names coined by use of repetition**

Use of repetition occurs when a lexical item is used in succession. It heightens the atmosphere, creates musicality and enhances understanding. When words are repeated they are easy to remember. Some of the names use repetitive techniques to capture clients’ attention for example,

Waka Waka Hotel,

Saba Saba kilimo Stores,

Pole Pole auto spares,

Salama 2 by 2 A produce Store,

Meno Dental Clinic,

Vioo na Rangi Grass Mart,

Wapi Wapi Sports and Home Care.

#### **4.2.8 Use of language short cuts**

Other names take three dimensions. Some start with a Kiswahili word, Kikuyu or English at their beginning and at the end, for example,

- i) SUGUA steel wool ( verb+noun+noun)
- ii) Ngarisha steel wool ( verb+noun+noun)
- iii) Mabati samba ( noun+ noun)
- iv) Before the era of competition, most of these items did not use a combination of both Kiswahili and English language. This state has now changed to withstand the waves of competition.

#### **4.3 Reasons behind use of bilingual names**

Though there are no formal reasons as to why people use bilingual naming, this trend has continued to dominate business naming.

##### **4.3.1 Need to demonstrate the outcome**

By reading the name of the business one is able to understand the outcome anticipated after the use of the product or service., for example, Wepesi M-pesa illustrates the rate and speed of the services provided in that particular outlet. Toilet Bora indicates the hygienic status of the public toilets in question. Ihuniro Hotel shows the amount of satisfaction one gets from the hotel. Kahuruko restaurant informs the customers apart from the service offered one also get a good rest.

##### **4.3.2 Clientele based naming**

These focus on the end consumer, for example, Watoto Baby Care depicts the amenity is wholly for the minors. Wazee Hukumbuka Bar and Restaurant is a pub meant for Wazee (aged men) and also provides good memories. Jane Tisha Salon is a salon favourable to any

Jane (lady) who wants to attract. When one notices 'little toto world', one is automatically knows that the products sold in the premises are for children. Mbuni Dry Cleaners is a business dealing with cleaning clothes and quickly as depicted by Mbuni (ostrich). Jamaa dry cleaners target the whole family.

#### **4.3.3 Contextual naming**

These name focus on the place where the business, product or service is located, Example, Murang'a Nyama Roast shows the business is situated in Murang'a. Marigiti Shop a shop found in an open air market, Jua Kali M-Pesa Agencies, an M-Pesa services provider found in an open garage. To incorporate a lot of customers and to ease identification and location, some business and service names direct the customers to specific location of a particular good, service or business provider. Sometimes they denote the origin of the premises. Like Mwihangä furniture (someone who struggles to get).

#### **4.3.4. Eponymy or Owner oriented naming**

These are names popularising the owner of the business, for example, Daktari Genius shows the doctor is not an ordinary doctor but a unique service provider. Most of the eponymous bilingual names in Murangá starts with 'Wa-' meaning 'belonging to' like Wa-Chiku Shop, Wa-Kibandi Retail Shop, Wa-Kui Mini Shop, Wa-Njoki salon and Cosmetics, Wa-ngari Pub.

#### **4.4 General ideas not captured in the objective section of this study**

i) Bilingual names do not occur in all places and regions of Murang'a town. Those found in the central business district (CBD) are dominated by English words as opposed to those in the periphery of the town which use Kiswahili or Kikuyu.

ii) Most major business in CBD does not bother in the usage of bilingual naming. This has been the preserve of the middle and low class business.

Most of the products named using bilingual system appeal to a broader population than those using monolingual. This can be attributed to a wider scope of understanding what the business or premises is dealing with.

## **Summary**

In more than ninety seven percentage of the bilingual names collected, the first word in the names is either in Kiswahili or kikuyu.

## CHAPTER FIVE

### CONCLUSION

#### 5.1 Introduction

This is the last chapter of the research project. It covers summary of findings, discussions, conclusion and recommendation and closes with suggestion for further research. The study set a stage where business people have been using bilingual naming to name their businesses. The research questions and objectives were based on three variables. Systematic ways of naming, benefits and reasons behind naming systems.

This research study focussed on design and reasons behind use of bilingual naming involving both English and Kiswahili. The researcher has explained reasons behind the popularity of bilingualism in business context. Also a variety of reasons behind their usage has been vividly explained. Impartiality in choosing these names has been exhibited where these names are not aligned to any particular tribe.

#### 5.2 Summary of the study

This work concentrated on business naming of goods and services, benefits and reasons that make owners of businesses prefer the bilingual naming system. It was influenced by the following research questions; 1. Is there a systematic way used in bilingual naming of business and services in Murangá County, 2. What are the benefits of bilingual naming to the owners of business and their customers in Murangá County? , 3. What are the reasons behind bilingual naming of business premises and services in Murangá County? .

The selection of the names has been noted to incorporate the products' outcome, owners' popularity and place issue. The target group of this naming are the people who speak the language used. The work also showed that this system is not an automatic system. It is method that starts at a very tender age and later in adult life.

The study also confirmed that different grammatical categories are used in naming of enterprises, goods and services. Whereby, bilingual business names and services in which the initial word is a noun take the highest percentage. Secondly, the target group plays a crucial role in bilingual naming system. This naming mainly involves the use of Kiswahili/Kikuyu and English languages. The major reason behind bilingual naming system is customer attraction and promotion of communication and trade. Another issue of paramount

importance is that the naming aims at explaining the purpose and usage of specific products. Illustrations to prove the same has been provided.

Bilingualism also creates unity among the owners of the languages used in naming of businesses. Using same language creates cohesion in a given community, thus bilingual naming brings people from different languages closer, it creates a sense of belonging ( it's like going to America from Kenya only to find a business named in Kiswahili). Therefore apart from naming aspect the system acts as a unifying tool. The interaction in turn creates harmony that enables a conducive environment for other activities that boost the standard of living, examples, career development, helps in language planning, may lead to mixed marriages, enhances code switching, making learning of L2 easier and leads to better medical state (it's believed amnesia in bilinguals is low).

The system of naming is geared to sustain the business concerned and at the same time check on the extremes of over advertising and exaggeration. There are so many benefits that accrue as a result of bilingual naming of business, like increasing sales, sustaining business, creating good business customer relationship. All stakeholders starting with the owner and the customers who are very paramount to the existence of the business benefit from it.

Chapter three has looked at the origin, reasons for naming and importance of naming. It ended by explaining characteristics of bilingual names. Chapter four has embarked on data analysis, design and finally general ideas captured in the objectives section.

There are systematic methods used in bilingual naming in Murang'a County. These includes use of different grammatical categories, use of different dimensions, use of names easy to pronounce, use of pleasing names, short and simple, names used are from the immediate environment, positive names used understandable, and memorable. Phonetics, morphological and semantic aspects of a name were found to be of great importance in formation of bilingual names.

Some reasons for using bilingual names are customer attraction, presence of English/Kiswahili/Kikuyu speakers in Murang'a County. This provides the target group to differentiate similar items that resemble each other to demonstrate outcome, to show location and ownership. Some benefits include; increase in sales, creating unity and changing perception.

### **5.3 Limitations of the research study**

This research needed a very gradual approach. It also entailed a lot of travelling coupled with high costs. Data analysis took a very lengthy period and consumed a lot of the researchers' time who is also a government employee.

Balancing the work and family domain posed a great challenge to the researcher.

The act of posing to capture photos created tension in some places with owners of not knowing the reasons behind it. Some were suspicious and went along way to get angry, Data analysis needed a careful approach and this took a long duration before it was wholly compiled.

### **5.3 Recommendations**

This study constricted itself to the bilingual naming of businesses. Research of this magnitude cannot fully exhaust the world of bilingual naming in Murangá County, since Murangá covers a very broad area with some parts purely based in rural areas. The researcher recommends that other studies of this nature be conducted to fill this gap.

Secondly, this study took place in an urban setting. It recommends that a study of this nature be undertaken in a rural setting in Murangá County. Thirdly, it would be advisable that a study be conducted to explore why the CBD areas utilize English language while at the periphery use the bilingual naming involving two languages. Finally, the study did not concentrate on advertisements and therefore a study should be under taken in future to fully scrutinize the usage of bilingual usage in advertisement.

## **Glossary**

Agano (N) promise

Arahuka (V) wake up

Afya (N) health

Afya Bora (ADJ) good health

Agenda (N) travellers

Baraka (N) blessings

Barikiwa (ADJ) be blessed

Biashara (N) business

Nyama (N) meat

Chakawa (ACN)

Chemsha (N) boils

Cuba igiri (ADJ) two bottles

Dawwaki (ACN)

Daktari wa mifugo (N) animal doctor, veterinary

Duka ya machani (NP) shop that sells tea leaves



Kinyozi (N) barber

Erooni (ACN)

Emboni (ACN)

Furaha (ADJ) happy

Ndogo (ADJ) small

Gatarara (N) a small python

Gataaraga (ADJ) a small advisor

Githii (N) maize mill,

Muriithi (N) shepherd

Gakuyu (N) small sycamore tree

Gakura (N) a small old person or thing

Gathima (N) a small well

Gi chambira (ADV) a big down grading

Hodi hodi (V) denotes knocking

Heshima respect (N), honour (V) admire (V)

Nyama choma (N) roast meat

Huruma (N) sympathy

Imani (N) faith

Jambo (N) an event, the word is used as a common way of greeting

Tisha (V) frighten

Jubilee (N) a special anniversary

Jamii Bora (N) health/good family

Jipondoe (N) decorate/beautify oneself using artificial means

Kwao (PR) theirs (like their home)

Kauzi (N) shameless person

Kahumbu (N) ka-small, humbu-hill, small hill

Kiwango (ADJ) important

Kagurumo (N) ka-small, gurumo-waterfall, a small waterfall

Kari (V) conventionalized word carry

Kilimo (N) farming

Kiande (N) shoulder

Kiheo kia Ngai (GOD'S gift) marigu (bananas), maembe (mangoes), mabati (iron sheets, igwa (sugarcane)

Karathe (N) ka-saml. Ratha-pierce

Kahuruko (N) ka-small, huruka-rest. a small resting place

Karura (N) virgin forest

Kianjogu (N) njogu-elephants, kianjogu-a big region with elephants

Kamatumbo (N) matumbo-offals, small offals (butchery)

Kamucii (N) belonging to a small home

Mali (N) valuable goods

Kwetu (PR) our, like our home, shop

Kiangiri (N) ngiri-warthog, a big area with warthogs

Kaka (N) brother

Kigio-ini (ADJ) kigio-disturbing, ini-an area

Kanini kega (ADJ) kanini-small, kega-good, a small nice (butchery)

Koigi (ADJ) one who says

Kumi (N) ten,

Kwegeka (V) tickles

Mlo (N) food

Kiahiti (N) hiti-hyena, kiahiti-a big region with hyenas

Mwihoko (V) trust

Mumo (N, ADJ) young generation

Miujiza (N) miracles

Mitumba (N) second hand (second hand clothes)

Mitwe (N) heads especially of an animal

Mitura (N) a type of offal made by stuffing meat in the intestines, then boiled or roasted

Maithori (N) tears

Makutano (N) junction

Poa (ADJ) cools,

Mwarabu (ADJ) an Arab

Mkamba (ADJ) a Kamba

Maguna (N) manna, food dropped from heaven

Mwenda andu (ADJ) menda- he who loves andu-people

Munyaka (ADJ) lucky

Makara (N) charcoal

Mboga (N) vegetables (cabbages)

Mahua (N) flowers

Macharia (N) a seeker also used as a name of a person

Mugaa (N) acacia tree

Maziwa (N) milk

Mukulima (N) farmer

Muhindi (N) Asian (a brown person)

Maganjo (N) a fertile ground

Mama (N) mother-

Sawa (ADJ) okay, used as an exclamation

Mwanzo (V) initial

Mathaai (N) Masai, confectionalized word for the Maasai people

Mutonga (N) gutonga-being rich, mutongu-a rich person

Mrembo (ADJ) a beautiful one

Mashariki (ADJ) eastern

Mundu ni uyu (ADJ) this is the person

Muchai munene (ADJ) muchai-panther, munene-big, a big panther

Maandui wa umaskini (N) enemies of poverty

Muruna (N) friend

Mithaiga (N) herbs/medicine

Mariga (ADJ) unknown

Mawega (ADJ) good occurrences

Makena (N) happiness

Neema (N) blessings

Ngurunga (N) cave

Njoya (N) feathers

Mioro (N) tattoos

Nguja (N) folds

Pole pole (ADV) slowly by slowly

Panya (N) rat

Rafiki (N) friend  
rahisi (N) cheap

Roho Safi (ADJ) clean heart (trustworthy)

Shughulu (ADJ) being busy

Salama (ADV) well

Starehe (N) leisure

Samba (N) lion

Safari (N) journey

Supu (N) soup

Tumaini (V) hope

Tulime (V) lets dig

Turaga (V) living

Thenge-ini (V) thenge-he goat,

Utalii (N) tourism

Vioo na rangi (N) glass and paint

Wasafiri (N) travellers

Wapi wapi (ADJ) where where

Waka waka (ADJ) light light

Wangochi (ADJ) wa-belonging to, ngochi-curved

Waaminifu (ADJ) faithful, loyal

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## Appendix

Bilingual business premises and services names

Agano House (S) .

Arahuka Bookshop (MR)

Afya Chemist (KR)

Agendi General shop (KR)

Afya Bora Agroveter AI Services (KR)

Baraka School Uniform (MR)

Barikiwa Shop (KR)

Chicago Nyama Shop (MK)

Chakawa Uniform Makers (MR)

Cuba Igiri Bar (KG)

Dawaki Animal Feeds (S)

Digital Kinyozi (S)

Dakambu Furniture Works (S)

Duka Ya Machani (KR)

Decent Kinyozi (KR)

EROONI Hardware Vioo na Rangi (MK)

Empoyo Fashion (MK)

Emboni Kiosk (MR)

Furaha communication (S)

Fare Shave Kinyozi And Salon (KR)

Garissa Ndogo Fashion (MR)

Gatarara Shop (S)

Gataaraga Agencies (KR)

Githii Gia Special (MK)

God's Miracle Muriithi Enterprises (S)

Gakuyu Hardware (MR)

Gakura General Shop (KR)

Gathima Traders (KR)

Gichambira General Store (KR)

Hodi Hodi Bar And Restaurant (KR)

Heshima Agriculture Store (S)

Higu View Restaurant Nyama Choma (S)

Huruma Medical Clinic (MR)

Heshima Butchery (KR)

Imani Shop (MR)

Jambo Restaurant Park And Hotels (MK)

Jirani Shop (KG)

Jambo Fresh Fish (MK)

Jane Tisha Hair Salon (S)

Jubilee Hardware (MK)

Jamii Bora Bank (MR)

Jipondoe Beauty Centre (KR)

Kwao Bookshop and Studio (MR)

Kauzi Mobile and Electronics (S)

Kahumbu Hotel (Chips Corner (S)

Kiwango Building (S)

Kagurumo Wihuge Building(S)

Kari-one and Sons (S)

Kilimo Biashara Traders (S)

Kiande Guest Hotel (KR)

Karathe Precious Medical Clinic (S)

Kiheo kia Ngai, Marigu, Maembe, na Mabati, Igwa Mkulima shop (Kaharati)

Kagurumo General Shop (MR)

Kahuruko Bar (MR)

Karura inn Hotel (MR)

Kianjogu Traders (MK)

Kamatubo Super Butchery (MK)

Kinyozi Digital (S)

Kamukunji Ndogo Household Shop (KR)

Kamucii General Workshop (S)

Kim's Mali Mali Centre (S)

Kwetu Shop (MR)

Kiriti Women House (MR)

Kaka Jackets (MR)

Kiharu Bookshop (MR)

Kigio-ini Lodge Hotel (KR)

Kanini Kega Butchery (KR)

Kihero General Shop (KR)

Kungu-Maitu Restaurant and butchery (KR)

Koigi Shop (KR)

Kumi Kumi Base Mlo Rahisi (KR)

Kiahiti shop (KR)

Luja enterprises Dakitari wa Mifugo (S)

Mwihoko Bar (MK)

Maragi Bar and Restaurant (MK)

Mumo Butchery (MK)

Miujiza Tailoring Shop (MK)

Mitumba Shop (MK)

Maithori Mukanga Building 2015 (MK)

Makutano Super Hotel (MK)

Man poa Kinyozi (MK)

Mwarabu Kerosine Shop (MK)

Mkamba Tyres Dealers (MK)

Mwireri Knitting Shop (MR)

Matanya General Shop (S)

Mkulima Agrovvet (S)

Muhohoyo House (S)

Muthee Provision Store (S)

Magunas supermarket (MR)

Mweda Andu General Shop (S)

Magomano Dairy Feeds (S)

Munyaka Hotel (MR)

Makara And Mboga Centre (S)

Mahua Auto Spares (S)

Macharia Wholesalers (S)

Muthoga Fashions (S)

Mugaa International Hotel Karibu (S)

Mwenda Andu Butchery (S)

Maziwa Animal Feeds (S)

Mukulima Hotel (S)

Muhindi General Shop (S)

Maganjo Chemist (MK)

Mugoiri Shop (MK)

Metumi Capital House (MR)

Mama Jane Kiosk (MR)

Murangá Sawa Lodge (MR)

Metumi Stationers Printers (MR)

Mwanzo Pharmacy (MR)

Mathaai Supermarkets (MR)

Mutonga Butchery (MR)

Mrembo boutique (MR)

Mali Mali Budget Shop (MR)

Mashariki Bar And Lodging (KR)

Mwarangu General Shop (KR)

Maziwa Fresh Bar (KR)

Mirichu General Store (KR)

Mundu ni uyu Fruit Juices (KR)

Muchai Munene Engineering Workshop (KR)

Maandui Wa Umaskini Soko Saba Enterprises (Karuri)

Muruna Chemist (KR)

Mithaiga Chemist (KR)

Mariga Clothing And Footwear (KR)

Mithaiga Step Pharmacy (KR)

Mawega Bar and Restaurant (KR)



New Jambo Hotel (S)

New Makena Hotel (S)

Neema Medical Clinic (S)

Ngurunga Bar And Restaurant (MR)

Njoya House (S)

Njiiri Distributors (MR)

New Mioro Club (MR)

Nguja Shop (MR)

Njoma's Fair Enterprises Mali Mali (KR)

Executive DYESAC Kinyozi (MR)

Pole Pole Auto Spares (MK)

Panya Tripple Sibro Hotel (MK)

Rafiki Hotel Pop in For Nyama Tayari (S)

Rafiki Shop (S)

Ready Meat Choma, Chemsha, Supu, Mitwe, Mitura, (S)

Rahisi Welding (S)

Rurago Highway Motel (Maragua)

Rambo Stores (MR)

Rahisi Bookshop (MR)

Rahisi Agrovvet (MR)

Runjos Enterprises (MR)

Roho Safi Butchery (KR)

Rafiki Butchery (KR)

Shughuli Hall Sabasaba (S)

Sabasaba Kilimo Stores (S)

Shiro chiro bar (S)

Salama 2 by 2 A Produce Store (S)

Samfa Store Kwa Rehema Zake (S)

Sama Bookshop (S)

Sweet Banana Hotel (KH)

Starehe Café (MK)

Simba Kinyozi Salon (MK)

Simba Farm Machinery (MK)

Safari Mini Market (MK)

Smart Cutz Kinyozi And Salon (S)

Sagima Stores (MK)

Super Mambo Butchery (MK)

Super Jambo Shop (MK)

Sabaa Pharmacy Duka la Dawa (S)

Sauna Driving School (MR)

Tulime Stores (S)

Tumaini Workshop Centre (S)

Tumaini Two workshop (KR)

Turaga Kerosene Store (KH)

Thenge Ini Bar (MR)

Utalii Workshop (S)

Umoja Bar And Restaurant (MK)

Umoja Enterprises (MK)

Vioo Na Rangi Glass Mart (MR)

Wasafiri Restaurant (S)

Wandaku Hotel Supu Na Kichwa (S)

Wa-Chiku Shop (S)

Wa-Kaburugi Building (S)

Wa-Njoki Salon And Cosmetics (S)

Wangari Trade Centre (S)

Wa-Chiku Shop (S)

Wapi-Wapi Sports And Home Care (MK)

Waka-Waka Hotel (MK)

Wangochi Hotel (MK)

Wangochi Butchery (MK)

Wambo Technical Services (MK)

Waaminifu investments/ chemists Duka la dawa (MK)

Wa-Kibandi Retail Shop (MK)

Wa-Gichia Dress Making (MR)

Wanguku funeral Services (MR)

Yesu Ni Bwana Shop (MK)





