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Article: **Naming of Homeopathic Medicines: A Morphological Language Construction**

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Naming of Homeopathic Medicines: A Morphological Language Construction

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Abstract

Homeopathic medicines are used abundantly, especially in eastern countries. Generally, their names are formulated using various word-formation processes. To understand their role in naming homeopathic medicines, morphological analysis is required. Hence, the current study scrutinized the process of naming homeopathic medicines to identify the occurrence of recurrent linguistic patterns. For this purpose, names of homeopathic medicines were randomly selected from companies such as Paul Brooks, Kamal Laboratories, and Dr Masood Homeopathic Pharmaceutical. The names of the medicine were analysed using the Onomasiological Theory of English Word-Formation by Pavol Stekauer. Using this theory, the morphological domain of the given medicine names along with their commercial purposes was identified and explored extensively. This analysis also discussed the lexical and semantic relations of the names with the componential features of homeopathic medicine.

Keywords: homeopathic medicine, language construction, morphology, onomasiological theory

Introduction

Language construction (LC) is a process of creating language artificially. In a constructed language, the basic elements of language, such as phonology, grammar, morphology, orthography and vocabulary, are consciously developed or borrowed from a natural language. to attract customers for self-medication (Grepstad, 2016). Therefore, constructed languages have an important place in the manufacturing industries, such as pharmaceutical companies, food corporations, and many other different organizations. Language construction is a technical process through which structured data

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is transformed into a natural language for human and machine reading purposes. It is also helpful in the generation of short interactive conversations used by AI chatbots. This sort of language is also readable by the text-to-speech system. Psycholinguistics is in favour of language production since it can be modelled into computers and would be helpful for their psychological research.

Morphological analysis reveals how words are formed. It also examines word structure and its parts, such as root words, prefixes, and suffixes. English has a cosmopolitan vocabulary and borrows diversified words or their parts from different languages and academic domains. Furthermore, colonised nations, such as Africa, India and Pakistan, always admired foreign words or suffixes since foreignization gave an air of superiority to the language. Morphology is the branch of linguistics that deals with the word-formation process and its wider perspective, it is also linked with lexicology. Derivational morphology, a sub-field of morphology, is a process that is used to generate new words in any language. The new words are mostly based on the already existing words and are formed with the help of affixation, conversion, and compounding. The formation of new words is dependent on the interest and taste of grammarians and lexicologists as well as the formation rules. Pavol Stekauer and Rochelle Lieber discuss the broader and deeper scope of word-formation in their book, *Handbook of Word-formation,* which emphasised on the understanding of new words for the speech community or for those who requite its comprehension (Nordquist, 2020).

Homeopathy was one of the earliest discoveries in the field of medicine. It plays a very crucial role in the treatment of many chronic diseases. It works on the principle of "SIMILIA SIMILIBUS CURENTUR-let likes be cured by likes" to bring homeopathy to the access of the general populous. A small amount of the substance causing the symptoms of illness is taken from an individual. Subsequently, it is diluted and used for treatment (Tiwari, 2002). Marketing of homeopathic medicine is a matter of concern for pharmaceutical and commercial companies as well as its users. There are different theories related to the notion of word-formation. One of them is known as *the Onomasiological theory of English word-formation*. This

theory was introduced by Pavol Štekauer and was applied to a few languages.

Statement of the Problem

It is pertinent to know the linguistic origin of medicine names since it is an academic need to be a terminologist. Different morphological techniques have been used to coin medicine names. Foreignization elements have been integrated into medicine names to attract patients and doctors. The term homeopathy is derived from two words: homeo and pathos. The word 'homeo' means similar and 'pathos' means suffering. At present, the naming mechanism of medicines is complex, but the names of homeopathic medicines are based on their composition and curability. Homeopathic naming system is seldom used in eastern culture; hence, the naming system designed by USAN (United States Adopted Names) and INN (International Non-proprietary Names) hardly applies to them. In the West, there is a proper system to name drugs. They can be given three names, namely generic (non-proprietary), chemical, and brand names (Karet, 2019). However, in eastern culture, there is an informal industrial system where the local pharmaceutical companies name their medicines based on the likes and dislikes of the owners without any proper linguistic format.

Significance of the Present Study

In western society, the use of homeopathy is not common or established, due to which health authorities such as NHS (National Health Service) do not approve or recommend the use of homeopathic medicines. In 2017, NHS even ordered a ban on the supply of certain homeopathic medicines from an associated organization (NHS, 2017). Conversely, in developing countries, such as Pakistan, India, Brazil, and Bangladesh, homeopathy is practised excessively. Most people from these countries trust in the curability of homeopathy. The names of the medicines are associated with consumer trust and play an important part in medicine sales.

Homeopathic medicines devise their names based on the disease they treat or its source medicine. For this reason, terminologists are in demand by pharmaceutical companies. Hence, it is necessary to understand the naming system of homeopathic medicines.

Objectives

The objectives of this study are as follows:

i. To identify the linguistic patterns in homeopathic medicines.
ii. To trace out the lexical and semantic relations in the names of homeopathic medicine.
iii. To find the importance of naming in the domain of morphology.

Research Questions

The research questions of this study are as follows:

i. How should the names of homeopathic medicine be analysed in a linguistic format?
ii. What are the lexical and semantic relations between the assigned medicine name, its ingredients, disease and cure?

Delimitations of the Study

There are many homeopathic companies in Pakistan and all over the world, but this study only examines the product of three leading homeopathic companies in Pakistan: Paul Brooks, Kamal Laboratories, and Dr Maqsood Homeopathic. These companies produce hundreds and thousands of products, but this study is limited to the names of seven medicines only.

Literature Review

Little to no studies have explored the morphology of homeopathic medicine names in developing countries. For this reason, it is necessary to understand the naming mechanism behind homeopathic medicine. At present, most of the work cited is written on word-formation in different languages. Moreover, the word-formation processes are dependent on the environment, culture, and ideology of different regions. Hence, each process differs from each other immensely. Likewise, the naming of drugs is regarded as a complex task because it affects and is affected by multiparty stakeholders such as patients, physicians, pharmaceutical firms, pharmacists, other health care professionals, and US and international regulators (Karet, 2019). Karet stated that USAN (the United States Adopted Naming) assigned generic (non-proprietary) names for all the active drug items sold in the US in 1960.

The pharmaceutical names follow a pattern in which specific syllables in drug names give information regarding its chemical structure, action, and form. Prefixes are added to give meaning and morphological perspective to the names, which makes them unique and memorable (Karet, 2019).

Medicines are named in accordance to changing name trends or naming tastes of terminologists. For example, the drug *'Farydak'* used to treat myeloma, *'Avvcaz'* used to treat abdominal infections, and *'Luzu'* used to treat an athlete's foot, sounds somehow alien and meaningless. The names of these drugs are devised so that they sound aesthetically pleasing and are in accordance to the terminologists taste. Furthermore, every prescribed drug gets three names: chemical, generic, and brand. Along with the generic name, pharmaceutical companies need to devise a brand name for their product. For instance, the laboratory name for the antidepressant drug is known by its chemical composition: N-methyl-3-phenyl-3-[4-(trifluoromethyl) phenoxy] propane-1-amine. While its generic name is fluoxetine and, in the market, it is being sold as Prozac. The name Prozac was first used by David Wood in the early 1990s and it is now added in the dictionary as well (Scutti, 2016).

In the word-formation process, factors such as extra-linguistic reality (object to be named) and speech community (represented by a 'coiner') have a relationship, making this process an independent component of linguistics. *"The naming act is not purely a linguistic act"* (Stekauer, 1998), which means that the naming unit cannot sustain itself in isolation without associations to the major fields, such as human knowledge, human cognitive abilities, experiences, discoveries of new things, processes, qualities, and human imagination (Stekauer, 1998).

Moreover, there can be different approaches to analyse the strategies of the word-formation such as semantic transparency and economy of expression. Semantic transparency is an onomasiological process of word-formation that can be used to determine the predictability of meaning. It meant that one can infer the meaning of an object by just listening to its name. This process of word-formation is also affected by individual preference. Borgwaldt and Luttenberg defined strategic transparency as a bridge between the meaning of the formed word and that of its constituents. For example, the compound word is '*snowball'* and its constituents are

‘*snow’* and ‘*ball’* as both of the constituents are meaningful so that it is semantically transparent. Some complex words like ‘*computer system developer’*, in which all three constituents of onomasiological structure (result, action, and agent) are present, showed that semantic transparency is dependent on onomasiological structure. The same phenomenon was applied on the Slovac language. For example, the compound word *‘pierkocislic’* means a person dialling a number with a feather. It consists of two morphemes, *pierko* means feather and *cislo* means number. In some onomasiological structure of word-formation, economy of expression was visible. For example, the word ‘*cheat’* means a person who cheats. In this word, the action morpheme also represents the agent morpheme(Kortvelyessy & Zimmermann, 2015). Apart from this, the nouns in the Hungarian and Slovac languages were formed by suffixation. In Hungarian, the suffix ‘*ó’* was mostly used to make nouns. For example,

regény-ir-ó
novel-write-er
novel writer

In the Slovac language, many suffixes were used to form a verb from a noun. For example, the suffix ‘*tel’’* combined with the noun *‘učit’* (to teach) to create the word *učiteľ* (teacher) (Kortvelyessy & Zimmermann, 2015).

The term ‘constructionalization’ in word-formation was summed up as the creation of a new form and meaning, having a new syntax or morphology. The process of construction focused mainly on three dimensions: type of concept, schematicity, and complexity. All three dimensions have a different job in the word-formation process. Onomasiologists focus on the notion of speech community; however, their main concern is the maximum communicative effect. Additionally, , the extralinguistic feature in word-formation is functioning as the prime concernfor its formation (Körtvélyessy et al., 2017). To maintain the novelty, some culture-based words has been borrowed from one language to another. One of the compounding strategies [N_1N_2] is used in the word-formation process of the Bulgarian language. In this NN type of construction, nouns are put together to form new words. For example, *чалза небец* [calga-pevec], meaning ‘pop-folk music’ *базон-ресмораннм* [vagon-restorant], means ‘dining car’ (Körtvélyessy et al., 2017). On the

other hand, in English, such a combination of two nouns is called a noun phrase. Hence, the Bulgarian language utilizes affixation in word-formation (Müller et al., 2015).

Due to linguistic differences, it has become a challenge for many international companies to give effective brand names to their products. To overcome these challenges, marketing scholars have specified some properties to name products effectively, such as distinctiveness, easily recalled, and easily pronounced (Robertson, 1989). There are two methods to meaningfully name products. One method uses semantics and takes a section from an existing word to convey meaning related to the original word. An example of this method is how the word "cold" is used in "Coldspot". The second method is sound symbolism, which is used to make the assigned name unique by adding sounds of a single letter or combination of letters. For example, in the brand name '*Prozac',* the sound *'z'* is used to add novelty to the name (Erlich, 1995). Vaden Bergh, Adler, and Oliver analysed 479 brand names from 1971 to 1985 and categorized them according to their linguistic qualities, such as phonetic (e.g. plosives), orthographic (e.g. acronyms), morphological (e.g. compounding), and semantic characteristics. They found that semantic appositeness has been used in almost all cases (Klink, 2001).

Context also plays a very important role in creating names. In 1958, Roger Brown inquired, *"How shall a thing be called?"* and focused on the referential context of naming so that the name fulfils its utilitarian purpose. This shows that the context significantly affects the naming of things. For example, when the context is familiar, then a person can say '*please let in Panda'* for a dog, but when there is no context, then the person will say '*please let the dog in'.* In both cases, the object is a dog but is named '*Panda'* or '*dog'.* The researcher experimented and compared the words which are contextually embedded with context-free words to conclude that contextually embedded words are longer and indirect, while context-free words are shorter and lighter. Simply, it means that context manipulates both the literalness and lengthiness of the word (Carroll, 1980). Lampropoulou Martha recapitulated Lakoff and Johnson's definition of metonymy when he stated that, it is *"using one entity to refer to another that is related to it".* For instance, *'the crown for the queen'.* Metonymy is

adjoined at both the lexical (i.e. *white House for the government*) and grammatical level by the addition of a suffix, which grounds word productivity. The most frequently used suffixes used in metonymy are-*ize*, *-ify*, *-hood*, *-ship -dom*. Examples of their use are '*kingdom'* and *'friendship'*.

Moreover, researchers have also identified some common word-formation processes, such as prefixation, suffixation, prefixal-suffixal derivation, circumfixation, infixation, post-fixation, compounding, conversion, reduplication, blending, and internal modification (Kortvelyessy et al., 2018).

Veterinary terminology has also been analysed to find out how words are formed. It was deduced that integration of Greek and Latin terms in veterinary terminology produced a foreignization effect for terminologists and medical partitioners. Moreover, roots and structural analysis of the veterinary terminologies highlighted the use of the morphological component in the naming process of veterinary medicines (Rozhkov, 2018).

One study also identified that pharmaceutical products are named depending on the sociological, cultural, and regional context. This study was conducted by keeping in mind the lingua-sociological, lingua-cultural, and linguistic perspectives. It was found that Uzbek as well as Russian language syllables were used to devise terminologies for medicine names (Gafurov, 2021). Hence, it was determined that different regions of the world inculcate different indigenous linguistic and cultural phenomena in their medical terms for quick comprehension.

Medical euphemism is a problematic domain in the field of medicine. Medical euphemism is present in sociolinguistics, lexicology and pragmalinguistics (Navruzova, 2021). Generally, different sensitive reproductive organs, their diseases, and their medication need euphemistic terms to make the medicine and the issue at hand more palatable. Infertility and mental health medicine often use medical euphemism to make the process of buying and taking the medicine less unpleasant.

A studied in Italy was conducted to analyse the medical terminology for COVID-19 using TriMEd, which is a database of multilingual terms. Two corpora were built to extract the relevant medical terms (Desmet, 2021).

All research and related materials confirmed that the naming process or word-formation is not easy. Additionally, it was also determined that it is associated with many linguistic and extra-linguistic entities.

Research Methodology

Theoretical Framework

This study utilized *the Onomasiological Theory of English Word-Formation*. The proponents of this theory were Milos Dokulil, who introduced the *onomasiological theory* in 1962 and applied it to the Czech language. J. Horecky's introduced the onomasiological theory of linguistic signs (1983, 89) and applied it to the Slovak language. Both theorists talked about an 'onomasiological structure', which is composed of an onomasiological base and onomasiological mark. The onomasiological base is always simple and independent, while the onomasiological mark can either be simple or complex (Stekauer, 1998). In his book *an Onomasiological theory of English word-formation,* Stekauer presented some models which can be used to analyse the given names.

An onomasiological model is based on different levels, each complex structure is analysed accordingly. The different levels in the onomasiological model are extra-linguistic reality, conceptual level, semantic level, onomasiological level, onomatological level, and phonological level. In the very first level (extra-linguistic reality), the major focus is on the speech community. Then, the next level (conceptual level) analyses the object in association with already present concepts. Subsequently, the next level (supra-linguistic level or semantic level) examines semes as a part of the semantic structure of the linguistic sign (signifier and signified). The fourth level (onomasiological level) categorizes the semes as an onomasiological base (representing a class, gender, or species) and an onomasiological mark (added to the base). The fifth level (onomatological level) explains the onomasiological structure based on the Form-to-Meaning-Assignment Principle (FMAP). According to FMAP, specific semes in the onomasiological structure are linguistically expressed by word-formation bases of naming units or affixes, stored in Lexicon. Lastly, the phonological level deals with the deviations (Stekauer, 1998).

Onomasiological studies aim to find the lexical association of a word with the concept. The concept behind any name should be easily predicted from the name. The concept behind the naming is not something universal, rather it is more related to the community of speakers (Eckardt et al., 2003).

Research Design

The research design of this study was qualitative since the hypothesis and the answer to the research questions are based on personal observations of the collected data. No computer-assisted tool was used for the data analysis.

Research Method

The research method adopted for this study was a content analysis of specified homeopathic medicines. This was done using the help of *the Onomasiological Theory of English Word-Formation* introduced by (Stekauer, 1998).

Data Collection

The data collected for this study was taken from different websites of renowned homeopathic medicine companies (Paul Brooks, Kamal Laboratories, and Dr Maqsood Homeopathic). The researcher collected the data and compared the differences and similarities between the medicine names.

Results and Discussion

This section discusses various names of medicines and their morphological structure.

Lipicol

Figure 1

Lipicol

The homeopathic medicine "Lipicol" is used to control natural cholesterol. It is the product of Paul Brooks (A COMMITMENT TO QUALITY HEALTHCARE NATURALLY) homeopathic company. Lipicol is a composition of two semes, that is, Lipi and col. In this name, the word 'Lipi' comes from the word 'Lipid' and the word 'Ol' is taken from Cholesterol and has been added as a suffix in it. Lipid is an important component of living cells. It is insoluble in water and soluble in a solution of alcohol, ether and chloroform. In the human body, a larger quantity of lipid causes cholesterol-related diseases. So, it can be assumed that the name is well designed for marketing purposes because its composition and use are easy to predict. The onomasiological model analysis of the medicine name is as follows:

Conceptual Level

i. Lipid is substance$_1$.
ii. It is present in the cell of living organisms and has a specific function in the body.
iii. It is an organic compound.
iv. Cholesterol is substance$_2$**.**
v. It is a waxy fat present inside a living organism.

Semantic Level

i. [Fluid] [inanimate] [organic compound] [energy storehouse]
ii. [Fluid] [inanimate] [organic compound] [Fat]

Onomasiological Level

In this level, the polar members of the given name are categorized as onomasiological base and onomasiological mark accordingly to substance$_1$ and substance$_2$.

Lipid and Cholesterol are both substances (Lipicol)

Substance - Substance

Lipi (lipid) acts as an onomasiological base and ol (Cholesterol) acts as an onomasiological mark. Hence, the onomasiological connective between the above-mentioned two semes can be expressed as Object-Action-Agent.

Lipid Cholesterol

The action is determined by the onomasiological mark.

Onomatological Level

As the name is the linguistic unit and is based on Form-to-Meaning-Assignment-Principle (FMAP). It means that specifically selected semes are linguistically expressed. For example, in the case of 'Lipicol', the semes 'Lipi' and 'ol' are linguistically expressed and are taken from the available resources.

Phonological Level

The name 'Lipicol' sounds good since the syllable 'Lipi' is closer to the word 'Lipid', whereas 'ol' assimilates with 'Cholesterol'. In this name, no stress pattern was used.

Tonsicare

Figure 2

Tonsicare

"Tonsicare" is a homeopathic medicine that is effective for sore throat and related symptoms. It is also the product of Paul Brooks (A COMMITMENT TO QUALITY HEALTHCARE NATURALLY). The name "Tonsicare" is a combination of the word 'tonsils' and the word 'care'. Tonsils are the soft tissues located at the back of the throat and care is an English word that means to 'look after' (Oxford learner's Dictionaries, 2020). The name informs more about the use of medicine so has economic foundation. The onomasiological model analysis of the medicine name is as follows:

Conceptual Level

i. Tonsil is a soft tissue and is labelled as Substance1.

ii. Substance$_1$ is a part of the living cell. It performs an action and is concerned with Substance$_2$.
iii. Care is a lexical component.
iv. The lexical component aims to give relief.

Semantic Level

i. [Object] [Animate] [Tissue]
ii. [Lexeme] [Inanimate]

Onomasiological Level

In the name 'Tonsicare', the seme 'Tonsi' is taken as an onomasiological base since it is substance$_1$, while the lexeme 'care' can be labelled as an onomasiological mark.

Onomatological Level

As the name is the linguistic unit and is based on Form-to-Meaning-Assignment Principle (FMAP). It means that specifically selected semes are linguistically expressed. So, in this name, the selected seme 'Tonsi' and 'care' are combined to name the medicine. This is how the semes of the name are lexical and semantical aligned.

Phonological Level

Phonologically, this name 'Tonsicare' is a combination of three syllables which are 'ton' 'si', and 'care'. Care is a stressed syllable and is the combination of one plosive consonant (k), a spread vowel (e), and an approximant consonant (r).

Depwort

Figure 3

Depwort

The homeopathic medicine “Depwort” is used to moderate depression. This is also a product of Paul Brooks (A COMMITMENT TO QUALITY HEALTHCARE NATURALLY). This name is a combination of the word ‘depression’ and the herb name ‘John's wort’. ‘Depression’ is an English word meaning anxiety and restlessness, while ‘wort’ is extracted from the word 'John wort’. It is the name of a wild plant with yellow flowers. It is effective in reducing depression. The seme ‘Dep’ in the name ‘Depwort' can be used to easily predict its use against depression, which makes it fit for marketing purposes. It can also attract customers easily. The onomasiological model analysis of the medicine name is as follows:

Conceptual Level

i. Depression is a state labelled as substance$_1$ and is found in humans.
ii. It has an adverse effect on the human mind.
iii. St. John’s Wort is a plant and numbered as substance$_2$.
iv. It is found in a forest and is effective.

Semantic Level

i. [State] [Inanimate] [Illness]
ii. [Plant] [Animate] [Curative]

Onomasiological Level

Substance$_1$ is taken as an onomasiological base and Substance$_2$ is taken as an onomasiological mark. There is no onomasiological connective between Substance$_1$ and Substance$_2$.

Onomatological Level

This level is determined by the Form-to-Meaning-Assignment Principle (FMAR). The onomasiological structure gets its linguistic representation based on the available lexical items which are already part of the vocabulary. In the medicine name, the seme ‘Dep’ is taken from the English word ‘depression’ and the seme ‘wort’ is taken from the wild plant ‘St. John Wort’.

Phonological Level

Phonologically, this name is a combination of two syllables ‘Dep’ and ‘wort’. These two semes phonetically rhyme and are pleasing to hear.

Khoonsaf

Figure 4

Khoonsaaf

Khoonsaf is a homeopathic product of Kamal Laboratories and is used as a blood tonifier. The name 'Khoonsaf' is the combination of two Urdu words: 'Khoon' means blood and 'Saf' means clean. These two words have been used to convey their literal meaning for marketing and advertising purposes. This name identified the need for a speech community. This means that the name is easy for homoeopaths, pharmacists, and their users to remember, which is the ultimate focus of word-formation principles. The onomasiological model analysis of the medicine name is as follows:

Conceptual Level

i. Khoon is a liquid substance and is labelled Substance$_1$.
ii. It is present in all living organisms and keeps the body warm and alive.
iii. It is red in colour.
iv. Saf is an adjective and is labelled Substance$_2$. It is a human attribute.
v. The word "Saf" means to purify or purge from impurities.

Onomasiological Level

At this level, we have to categorize substance$_1$ and substance$_2$ as an onomasiological base and onomasiological mark, respectively. The onomasiological mark 'Saf' is modifying the onomasiological base 'Khoon'.

Onomatological Level

In 'Khoonsaf', the lexical component of the Urdu language has been used. Two Urdu words 'Khoon' and 'saf' are combined to coin the medicine name.

The name 'Khoonsaf' is analysable in these three levels of the model. English rules do not apply to it since it is a combination of Urdu.

Infa Bloom

Figure 5

Infa Bloom

Infa Bloom is the name of a syrup produced by Dr Masood Homeopathic Pharmaceutical. Paul Brooks (A COMMITMENT TO QUALITY HEALTHCARE NATURALLY) named this product as 'Baby Tonic'. Both products are helpful in the growth of children. The name 'Infa Bloom' can be broken-down into 'Infa' from infant and 'Bloom' (the flower or an extended bud). The latter has been used figuratively to denote child growth. This combination makes the name easy to remember and to understand. The onomasiological model analysis of the medicine name is as follows:

Conceptual Level

i. Infa is used for an infant and is labelled as Substance$_1$.
ii. An infant is a synonym for a baby.
iii. The baby grows and becomes a man.

iv. Bloom refers to flowers and is labelled as Substance$_2$.
v. Flowers are in plants and are capable of growth, just like infants.

Semantic Level

[Infant] [Animate] [Man]

[Flower] [Animate] [Verb]

Onomasiological Level

Substance$_1$ acts as the onomasiological base and the substance$_2$ is referred to as the onomasiological mark.

Onomatological Level

The linguistic representation of this name is based on already present materials so it fulfils the Form-To-Meaning-Assignment Principle (FMAP). The seme 'Infa' comes from the word 'infant' and 'bloom' is an English lexicon.

Phonological Level

The two semes are together without any stress and sound rhythmical. There are only two syllables present in the name 'Infa Bloom'.

Dil-O-Jor

Figure 6

Dil-o-Jor

Dil-O-Jor is the product of Kamal Laboratories and is useful in reducing arthritis and muscular pain. The name Dil-O-Jor is the combination of two Urdu words, which have been combined to convey their literal meaning. The Urdu word 'Dil' means heart and the word 'Jor' means joint. It has been named to favour its speech community. The name can be easily understood so people who cannot afford to visit a practitioner can use it on their own to treat their issues. In this way, the given name makes the product highly economical. One benefit of homeopathic medicine is that it has little to no side effects. The onomasiological model analysis of the medicine name is as follows:

Conceptual Level

i. Dil is the name of an organ and is labelled as Substance$_1$.
ii. This organ functions to pump and circulate blood throughout the body.
iii. It is necessary for the continuation of life.
iv. Jor is the joining point of two entities and is labelled as Substance$_2$.
v. In living organisms, a joint (*jor*) joins the bones and muscles.
vi. It helps in bending and stretching different body parts.

Semantic Level

i. [Organ] [Animate] [Muscular] [Pumping]
ii. [Noun] [Inanimate] [Fibrous] [Joining]

Onomasiological Level

The name 'Dil-O-Jor' has been partitioned as Substance$_1$ and Substance$_2$. The polar semes act accordingly. In this combination, the word 'Dil' is placed as an onomasiological base and 'Jor' acts as an onomasiological mark, while the letter 'O' act as an onomasiological connective.

Onomatological Level

The onomasiological structure is linguistically based on the available Lexical components. The name 'Dil-O-Jor' can be categorized in this level since both semes are taken from the Urdu language vocabulary.

Brain Tonic Plus

Figure 7

Brain Tonic Plus

Brain Tonic Plus is the product of Dr Masood Homeopathic Pharmaceutical and is helpful in the reduction of forgetfulness and mental exhaustion. The name itself indicates its purpose to the relevant speech community. The name of this medicine is predictable and can be highly economical. In general, this name is the combination of three English words having separate meanings. The onomasiological model analysis of the medicine name is as follows:

Conceptual Level

i. The brain is an organ and is labelled as Substance$_1$.
ii. Its function is to control the whole-body system.
iii. It is mainly used for memorizing, responding, and thinking purposes.
iv. Tonic is an English noun and is used as a medical term. It is labelled as Substance$_2$**.**
v. It means restoring the tone (health) of the body.
vi. Plus is also an English Lexical and is labelled as Substance$_3$**.**
vii. It means addition.

Semantic Level

i. [Organ] [Animate] [Body regulation]
ii. [Noun] [Inanimate] [Noun] [Inanimate]

Onomasiological Level

In this case, Substance$_1$ acts as an onomasiological base, Substance$_2$ acts as an Onomasiological mark, and Substance$_3$ acts as an onomasiological connective.

Onomatological Level

The linguistic representation of this name is based on the available lexical component of the English language. All the Semes in this name have been used to denote their literal meaning.

Phonological Level

In this name, all three words hold their Phonological patterns. The word 'Brain' is the composition of two consonantal sounds (br) (plosive and approximant) succeeded by a closing diphthong (eɪ), which is followed by another nasal consonant (n). However, the word 'Tonic' is a combination of one plosive consonant sound (t) along with one rounded vowel (ɒ) and another nasal consonant (n) followed by one short vowel (ɪ), which is followed by another plosive consonant (k). Moreover, the word 'Plus' is composed of a combination of one plosive and lateral consonant sound (pl), which is followed by a wedge vowel sound (ʌ) along with another groove fricative consonant sound (s).

Kamal 21 Tablets

Figure 8

Kamal 21 Tablets

The medicine is used to eliminate teething discomfort in children. The same formula is manufactured by Kamal Laboratories and Paul Brooks (A COMMITMENT TO QUALITY HEALTHCARE NATURALLY) with different names. Kamal Laboratories named the product as 'Kamal 21 Tablets' and Paul Brooks called it 'Teething 21 Tablets'. The number 21 indicates the total number of the baby (primary) teeth or milk teeth that fall out later. The onomasiological model analysis of the medicine name is as follows:

Conceptual Level

i. Kamal is an Arabic name and is labelled as $Substance_1$.
ii. It means perfection and excellence.
iii. Tablet is an English word and is labelled as $Substance_2$.
iv. It means a pill or a small portion of a substance.
v. It is an amalgamation of curative drugs.

Semantic Level

i. [Name] [Inanimate] [Identity]
ii. [Noun] [Inanimate]

Onomasiological Level

The above-mentioned $Substance_1$ is categorized as an onomasiological base, while $Substance_2$ is named as an onomasiological mark. The number '21' in between them acts as an onomasiological connective.

Onomatological Level

The Form-to-Meaning-Assignment Principle (FMAP) is applicable on the analysis of this name. The seme 'Kamal' represents the company name; whereas, 'Tablet' is generally the English term used for pills.

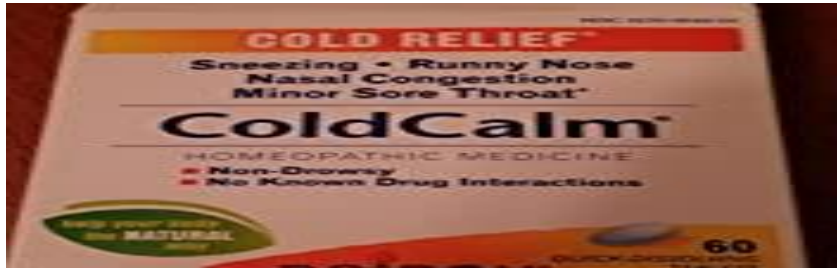
Phonological Level

In this name, 'Kamal' is an Arabic word. The word 'Tablet' is the combination of plosive consonant sound (t), it is followed by a spread vowel (æ), which is succeeded by plosive and lateral consonant (b, l) as well as schwa vowel (ə) and plosive consonant (t).

Cold Calm

Figure 9

Cold Calm



Cold Calm is a homeopathic medicine that is effective for sneezing, runny nose, nasal congestion, and minor sore throat. It is the product of Paul Brooks (A COMMITMENT TO QUALITY HEALTHCARE NATURALLY). The name is the combination of two English words 'cold' and 'calm'. It has been used to depict its literal meaning since it is used to treat flu. It is easy to infer the use of this medicine from the name. Hence, the name is highly economical. The onomasiological model analysis of the medicine name is as follows:

Conceptual Level

i. Cold is a noun that refers to low temperature. It is labelled as Substance$_1$**.**
ii. In medical terms, it is used to treat the flu.
iii. Calm is an adjective, it means peaceful or quiet. It is labelled as Substance$_2$**.**
iv. It is meant to lower the intensity.

Semantic Level

i. [Noun] [Inanimate]
ii. [Adjective] [Inanimate]

Onomasiological Level

Substance$_1$ is categorized as an onomasiological base and Substance$_2$ is placed as an onomasiological mark. The two are connected without any connectives.

Onomatological Level

The name 'Cold Calm' satisfies the Form-to-Meaning-Assignment Principle (FMAP). The seme ‘cold’ has been used to denote its literal meaning, while ‘calm’ is used to denote the figurative meaning of calm.

Phonological Level

Phonologically, the word ‘Cold’ is a combination of a plosive consonant (k) with closing diphthong (əʊ). It is followed by two consonants (l, d) (a lateral and a plosive sounds). On the other hand, the word ‘Calm’ is composed of one plosive consonant (k) followed by a neutral vowel (ɑː) and a succeeding nasal consonant (m) respectively.

The analysis at the conceptual level informed the concept behind each name; whereas, the analysis at the semantic level unveiled the relationship of meaning and category of medicine names. The analysis at the onomasiological level categorized the onomasiological base and the onomasiological mark to discern the combination of words used in the given name. The analysis at the onomatological level informed more about the existing semes and lexeme which helped coin the new names. Moreover, the analysis at the phonological level counts the phonetic patterns in the assigned homeopathic medicine. All the above levels of analysis magnified the lexical and semantical relation between the medicine names, their ingredients, and the power of curability.

Conclusion

Naming is an important component of any product sold by manufacturing companies since it directly affects the product’s marketability. Allopathic medicines are named by organizations such as USAN (United States Adopted Names) and INN (International Non-Propriety Names); however, homeopathic companies have not developed a proper system for naming their products. Hence, it is necessary to consider the need for a naming system for homeopathic medicines since they are extensively used in eastern countries. The process of naming falls under the domain of word-formation. Linguists have presented different theories and patterns for word-formation, which are further used by language experts, terminologists, and nomenclators. Pavol Stekauer, in *Onomasiological*

Theory of English Word-Formation, recounted a wide spectrum which includes coinage of naming into the linguistic and non-linguistic phenomenon. This study provided a proper format for the analysis of homeopathic medicine with the help of *Onomasiological theory of English word-formation*. The analysis examined all levels of word-formation based on the already given names to formulate a proper format of naming homeopathic medicine. Moreover, the levels of the model display the lexical and semantic relation of names with the componential features of homeopathic medicine, especially at the onomatological level. Naming as a process holds certain logic which encompasses different linguistic and non-linguistic aspects. In each of the above-analysed medicine names, the researcher identified the onomasiological base and the onomasiological mark, showing the interdependency of distinct semes used to coin a new name. It makes the language dynamic and fruitful.

It was determined that the process of naming focuses on the linguistic rules as well as the needs of the speech community and the extra-linguistic reality. This analysis indicated the deep structure of naming for the selected homeopathic medicine names like Lipicol, Tonsicare, Depwort, etc. It was concluded that the selected homeopathic medicine names and their meanings are coherent, which makes it easier for buyers to find out their composition and curability. So, in the light of the findings, the lexical and semantic relation is explicit in different levels of the incorporated model. .

Major Findings

i. With the help of onomasiological analysis, the researcher finds out the composition of the homeopathic medicine names which are discussed one by one in the data analysis portion. Resultantly, it enhances the general comprehension about the use of common plants and homeopathic medicines for health.
ii. The findings of the analysed names extend the insight about the curability of diseases. This feature can help the users as well as the practitioners.
iii. The medicine's names are coined based on the already present lexeme. Different semes of the same or different lexeme are combined to coin a name. The semes must be semantically alike. For instance, the homeopathic medicine name 'Depwort' is a combination of the words

'depression' and 'wort'. Depression is a psychological illness, while Johnwort is the name of a plant that can treat mild forms of depression. The two semes are combined to create a new name.

Recommendations

i. The model presented by Pavol Stekauer in his book, *An Onomasiological Theory of English Word-Formation,* can be used to analyse different names such as medicine names, company names, places names.
ii. This theory can also be used to coin new names for different things on demand.

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