



## THE PROBLEM OF STUDING ERGONYMS IN LINGUISTICS

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### Abstract

This article is devoted to the study of onomastics of the branch of linguistics. Detailed information about ergonomics, one of the onomastic units, is given and analyzed. The problems of studying ergonomics are explained and scientific approaches are given. In the article, ergonyms are classified by function and application technique. The author uses more Uzbek-, Russian- and English-language materials for the research purposes.

**Keywords:** Ergonymy, onomastics, ergoneologisms, ergourbonyms, brand ergonyms, mandatory and optional.

Ergonymy as a specific layer of vocabulary reflects all the changes in the life of society, which is never static. Society is always renewing organism, and we observe the impact of these changes constantly. The old names are being replaced by others, "fresh", "fashionable", meeting new trends and phenomena in our world. It is important and interesting to observe and learn these changes.

Multidimensional representation of heterogeneous ergonymic material, solving a number of applied problems on its basis, in research the development of the theory of ergonomics is also reflected. As a special branch of onomatology, ergonomics is currently has a significant number of works in which various problems associated with artificial nomination, and the researcher in them onymic material is considered in various aspects. Onomastics as a special linguistic discipline associated with a complex of humanities and a number of sciences about the Earth and the Universe.

Ergonymy as a science branch belongs to onomastics. Onomastics (from other Greek ὀνομαστική - the art of giving names) is a branch of linguistics that studies any proper names [1, p. 96], the history of their emergence and transformation as a result of long-term use in the source language or in connection with borrowing from other languages. The following definition of onomastics is given in linguistic dictionaries: "section of linguistics, student: a) personal names; b) proper names; c) set (system) of personal names as a special subject of linguistic study" [1, p. 288]. The world of real





objects complements the world of fantastic and hypothetical, but accepted as real. For each category of onomastic units, the problem of consistency can be solved by its special way. The social processes taking place in the modern world affect all aspects of life - from the economy to advertising and showcases new trends in life of society, associated with the strengthening of the personal principle, as well as with dynamization, spontaneity of communication, with the liberalization of the language, the desire for language game and variability. Ergonyms as social oriented units that exist in linguoculturological and pragmatic aspects, socially and economically determined. Following ideological shifts, the linguocultural environment of the city, largely created by ergonyms - the names of commercial objects; proper names of a business association of people (union, organization, institution, corporation, enterprise, society, institution, etc.).

Ergonomics (as well as artificial onomastics in general) has relatively recently become the subject of study in linguistics. An example of this is, in particular, the studies of Y. Lengert, T.P. Romanova, T.A. Novozhilova, M.E. Novichikhin, N.V. Shimkevich, A.M. In their study, they analyzed the pragmatic and linguoculturological aspects of the semantic, i.e. word-formation, features of ergonyms in Russian, English and German. However, linguistic and comparative analysis of ergonomic units from the point of view of Uzbek linguistics has not been carried out.

Ergonyms - the names of business associations people (firms, commercial enterprises, institutions, unions, societies, etc.), ergonyms from Greek ἔργον - work, work; activity, function. For the first time recorded in the onomastic dictionary of N.V. Podolskaya (1978), the term ergonym at that time is used mainly according to relation to the names of business objects of foreign countries. These are the works of A.V. Bespalova on the names of English firms and cooperatives (1984), L.V. Dubrovina on the names of medical institutions in the UK and the USA (1988), E.G.Mikina about French ergonymy (1993) and some others.

According to E. Begmatov, my ergonome is a well-known group of people, as well as institutions, organizations and enterprises [2, p.40].

Ergon is the calling card of the team or firm, often the first thing the recipient learns about the team/firm. Most candidates are well aware of this fact and therefore create ergonomics in such a way as to evoke a very specific reaction from the right audience. The breadth of the definition, allowing the inclusion of proper nouns in the circle of ergonyms is not only commercial enterprises, but also educational, medical institutions, various kinds of public unions, necessitated clarification term, giving rise to its absolute or partial (genus-species) synonyms:

business name, firm name, business name /commercial names (ergonyms) / NKP (name of a business enterprise); ergo-advertising name; advertising urbanonyms (according to functions), oikodomonyms, urbanonyms (urbanonyms), ergourbonyms (according to the localization of establishments), ergoneologisms- in the aspect of dynamics. In scientific literature they are also called brand ergonyms, official names - according to the sphere usage proper names.





As can be seen from this list, such a variety of names says of different denotative representation of the term - what type of associations can be indicated by him, about the possibility of various approaches to the study ergonymy. For example, A. A. Stambrovskaya narrows the scope of the concept of ergonym, excluding from it the names of societies, unions, circles and A. M. Emelyanova and A. E. Yakovleva expand, including also the names of buildings various functional profiles (houses, enterprises, firms, shops, sports complexes, markets, cinemas, etc.). N.V. Podolskaya, on the other hand, specifically stipulates that the ergonym can turn into oikodomonym, if we are talking about a topographic object - the name of a building, structure [3, p. 151]. In turn, N.V. Shimkevich proposes to distinguish ergonyms – proper names of enterprises as business associations of people and temonyms – their names as subjects of law [5, p. 6].

In continuation of this classification, T. V. Larina suggests using the term ergonym as a generalized name of the nominal conceptual field, singling out the ergotemonim in it (“the official name under which the enterprise carries out its commercial activities”, its function is legal, security), ergourbonim (Proper name on signs and banners, main function - advertising) and a domain name (the name of an enterprise on the Internet, function - identifying)

On the whole, it can be concluded that such a polynomial testifies to the terminological disorder of this area onomatology, including the lack of a common idea about the place of the ergonym in term hierarchies.

As for the study of ergonomics in Uzbek, they can be divided into the following categories:

| Types  | Examples  |
|--|---|
| <b>Hotel names</b>   | <b>O‘zbekiston, Surxon</b>  |
| <b>Corporation, holders names</b>                            | <b>«O‘zbekoziqovqatxolding» holding, «O‘zbekneftgaz» milliy holding kompaniyasi</b> |
| <b>Organization names</b>                                    | <b>BMT, Yoshlar ittifoqi</b>  |
| <b>Agency names</b>  | <b>Sug‘urta kompaniyasi, “Xiva” turagentstvasi</b>                                  |
| <b>Shop, supermarket names</b>                               | <b>Yubileyniy, Indenim, Zara</b>  |
| <b>School (lyceum, college, institute, university) names</b> | <b>IMI, TerDU, ToshMI</b>   |
| <b>Market names</b>  | <b>Bek baraka, O‘rikzor</b>   |
| <b>Hospital names</b>  | <b>“Shifo nur”, “Tez yordam”</b>  |
| <b>Cinema names</b>  | <b>Navoiy, G‘uncha</b>  |
| <b>Restaurant names</b>                                      | <b>“Milliy taomlar”, “Rayxon”</b>   |
| <b>Library names</b>   | <b>Navoiy, O‘zbekiston milliy kutubxonasi</b>                                       |
| <b>Theatre names</b>   | <b>Muqimiy, Milliy teatr</b>  |
| <b>Stadium names</b>   | <b>Bunyodkor, Alpomish</b>  |
| <b>Bank names</b>  | <b>Ipoteka bank, Mikrokredit</b>  |

It should be noted that among ergonyms related to trade, names or names of bazaars (open markets) occupy the main place. Titles they were given mainly by the names of the main goods, which sold there, for example: «Балиқ бозор» («Fish market»), «Машина бозор» («Car market»), «Уй бозор» («House market») and etc.





Based on the studied data, we focus on the following functions and techniques of ergonyms when creating such nominations:

**1. Information function of the ergonym.** For successful communication, it is necessary that the sender sends the message created using the code to the addressee. Developer the name of the company must clearly understand that the product of his creation is primarily a message providing minimum information about the object of the nomination. This is clearly illustrate numerous company names derived from words denoting the field of activity, for example, names travel agencies: **Сурхон Тур, Хива Тур агенства, Tez Tour, Coral Trevel, Ланта-Тур, Ventour, Тошкенттур, Франстур.**

**2. Influencing function of the ergonym.** Direct indication to the object of the nomination (for example, a travel company) is often preferred by a name that indirectly communicates the type of service offered by the company. The less informative ergonyms, which, as a rule, are figurative nominations, compensated by their originality. Let's give some examples. Names of pharmacies **Здоровые люди (Healthy people), Родник здоровья (Spring of health), Витаминка (Vitaminka), Витамин (Vitamin), Апельсин (Orange) (as a fruit containing many vitamins) associated with a healthy lifestyle, 36'6 - with medical "standard of health", and the ergonym Старый лекарь (Old Doctor) – with traditions, and means - with confidence in the quality of medicines.**

The question of the structure of the ergonym deserves special attention. Among the components that make up the modern ergonym, we can distinguish mandatory and optional. The first required component is directly the name of the city object, or actually nominative. The following nominations can be distinguished: **1) one-component («РобинзОн», «CULiBiN», «АрхиМед»); 2) two-component («Бек барака», «Акфа медлайн», «Digital Holding»); 3) polycomponent («Asia trans gas», «ЮэСэм Телеком», «Ўтан Полвон клиникаси», «“Angren issiqlik elektr stansiyasi” АЖ»).**

In conclusion, we consider nominatives and nomenclature terms to be mandatory components of the modern ergonym. The optional ones include additional information about the object, designed in the form of a slogan, signature or commentary to the ergonym, which makes ergoneologisms related to advertising text. Of particular interest is the description of the ergonyms and its most important components as an onomastic unit. Implementation of these directions research becomes possible with further analysis of modern ergonomic system and the factors





that determine it, as well as the study productive and non-productive models of the structure of ergonyms.

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