



ANALYSIS OF MODERN ERGONOMICS IN UZBEK LANGUAGE

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ABSTRACT	KEYWORDS
<p>The article is devoted to the descriptive analysis of the units of the onomastic system. The role of source language acquisitions in the formation of names and promising ways of choosing a national name are studied on the example of ergonyms. Also, naming is a complex linguistic phenomenon, and it is considered important to take into account, first of all, the national interests of the Uzbek language, as well as the linguistic rights of national diversity in society, as well as the experience and features of naming models of world culture. This phenomenon was considered important in bringing the words of the native stock to the neim level, and the appearance of foreign language neims in such conditions was considered a natural phenomenon.</p>	<p>Onomastics, ergonym, neologism, borrowed word, lexicon, social development, language enrichment.</p>

Introduction

The onomastic system of the Uzbek language is a unique complex whole, within its macro-scale, ergonomisms are of particular importance. Ergonomisms are special names given to organizations, enterprises, institutions, companies, corporations, offices, stores, societies, associations, etc. in onomastics.

Ergonym was first used as a linguistic term in N.V. Podolskaya's dictionary published in 1979. Famous linguist E. Begmatov includes ergonyms among onomastic units such as anthroponym, toponym, hydronym, zoonym, oronym, oikonym, ethnonym.¹

As a result of the acceleration of the process of urbanization in society and the activation of intercultural relations, the development of cities in the centers laid the foundation for the emergence of megapolis cities. As a result, the number of enterprises, organizations, shops, schools, educational centers, hotels, hospitals, cinemas, restaurants, stadiums, banks and agencies necessary for daily life in these densely populated areas increased and began to be divided into internal networks. The process of choosing a suitable name for them began to be considered as an important issue for language and society. Accordingly, the process of naming gained special importance and motivated the organization of naming services, becoming an interesting and promising field for both the society and marketing management.

¹ Begmatov E. Anthroponymics of the Uzbek language. -Tashkent: Science, 2013. -p. 37.

II. Literature Review

It is known that the transformation of personal names (names and surnames) into specific places and times forms eponyms. At the end of the 19th century and the beginning of the 20th century, the tradition of the owners of the firm to name their properties mainly with eponyms grew. By this time, there was a strong need for the process of naming, which made it necessary to establish specific norms to regulate it.

Recently, when naming objects, it was approached as a type of professional activity in the market economy. Later, it was formed as an object of marketing with legal status, which is considered a modern field. The language of "numbers" is spreading widely, covering different layers of society, as digitization penetrates into the subtle aspects of life, and this language is also presented as a quasi-ideology.²

III. Analysis

At present, neim neologisms can be divided into several groups according to the type of ergonims. Because there are names of privately owned shopping centers, cars, educational centers, hotels, hospitals, restaurants, and various agencies whose nominations are based on the principle of such imagery.

Naming of markets and shopping complexes is of particular importance in terms of historical and linguistic aspects. These names reflect the people's past, culture, and nationality. Because such names are inextricably linked with the geographical location of the population living in this area, as well as with other aspects of history.

For example, the names Chorsu, Bek topi, Oloy, Parkent have historical and etymological content. In addition, in the names of Abu Sakhi and Bek Baraka, historical traces of the appellative lexicon that reflect the generosity and generosity of the people are embodied. As stated, "while lexical is the most rapidly changing level of linguistics, onomastic units are considered to be the section that preserves linguistic relics more vividly than other levels".³

In the Uzbek language, the names of trading places are also formed as a separate system. Place names such as *lapka*, *laryok*, *kioska*, *shop*, *boutique*, *bookstore/bookshop*, *gastronomy*, *magazine*, *minimarket*, *market*, *crepe market*, *department store*, *universam*, *supermarket*, *hypermarket*, *bazaar*, which have a paradigmatic relationship, have the same scope of use in the speech of today's speakers. More precisely, among them, *lapka*, *laryok*, *kioska*, *magazin* are obsolete and their scope of consumption is limited, while *boutique*, *hypermarkets* are words that have lost their novelty and their scope of consumption is expanding. In addition, it is unusual for the lexicon that the name of a visual store, such as an *online magazine*, appears in the language.

Of course, the status of the above trading places also differs according to their area, product coverage, ability to receive customers, the size of the reserve fund, and their specific conditions. Among them, the ones that are actively used, especially the *supermarket*, followed the criteria of nationality when choosing a name, such as "*Havas*", "*Baraka Market*". Attributes are very important in names such as "*Baraka market*", the concept of "shopping center" is defined by the unit "market". However, no matter

² Конишевский Д.В., Кушнарева Н.В., Ветров С.А. Неологизмы цифровой культуры (активный словарь миллениала). – Москва: Директ-Медиа, 2019. – С. 6

³ Жумаев Т. Ўзбек тили лисоний структурасининг реликтолингвистик аспекти (фонетик, лексик, морфологик сатх): Филол. фан. ... д-ри ... (DSc) дисс. – Қарши: 2021. –Б. 15.

how resonant the words "*Green apple market*" and "*Makro express*" are in their source language, the chosen name and the unit representing its sign or condition are far from the cognitive thinking of the recipient people.

Nowadays, the naming of organizations, institutions or enterprises with different functions under the same name belonging to private ownership is taking the form of an example. As noted by the linguist E. Begmatov, "certain connections and transitions to each other's functions occur between groups of onomastic units, this process is called transmonization."⁴

Among the neologisms of grocery stores, "*Nursof*" was chosen appropriately. This word, which is light for the client's language, was successfully formed by combining Arabic borrowings from our language. However, the selection of the unit "*Qoratosh*" as a name of a grocery store, which can be attributed to a place, person or linguistic relect, did not gain positivity. Because there is no sign in this place that calls people to the concept of food or binds it to this referent. In addition, it should not be forgotten that in the historical-etymological sense of the word "*qora (black)*", in addition to the concept of greatness, there is also the presence of evil or other symbols.

The ethnic symbol played an important role in naming the shops "*Barlas market*". However, the interpretation of the word was not taken into account when naming it.

In the Wikipedia dictionary article on "*Barlas*" on the Internet pages, it is explained as the name of one of the Mongol tribes that participated in the campaigns of Genghis Khan. In the dictionary article written in the "*Barlos*" dictionary, it is considered as a tribe that is part of the Uzbek people. It is understood that if the second option is taken into account, the national naming criterion would be followed, as well as the possibility of obtaining more accurate information for social network and Internet users.

Naming grocery stores like "*Магазин рублёвка*" is not a modern nomenclature. When they remind some older people of some aspects of their past, they use names such as "*Smart*", "*Bob's red mill*", "*Grand market*", "*Vico*" (eponym or company name), can be understood as a formal approach to innovation.

The name of the construction hypermarket "*Home spot*" is a combination of the English words "uy (home)" and "dog' (spot)". This name can only attract customers who are fluent in this language.

Otherwise, it is natural that such naming will be ineffective both for the benefit of the language and for the perspective of naming in marketing.

Neologisms "*Ecobozor*", "*Yashil Bozor*" can attract customers with their sonority, imagery, ease of pronunciation and innovative name.

Nomination of ergonomics is a complex process. Scientist K.V. Ovsyannikova studies the characteristics of the name of public catering establishments on the example of Voronezh and Moscow. According to his comparative-statistical analysis, names in Moscow are less saturated with information than names in Voronezh. Most names of catering establishments in Moscow have a positive rating of no more than 60-65 percent on the principle of "attractiveness". In Voronezh, the indicator of such nominations exceeds 80 percent.⁵

⁴ Бегматов Э. *Ўзбек тили антропонимикаси*. – Тошкент: Фан, 2013. –Б. 37.

⁵ Овсянникова К.В. Особенности номинации предприятий общественного питания (на примере коммерческих названий г. Воронежа и г. Москвы): Дисс. ... канд. филол. наук. – Воронеж, 2016. – С. 191.

The scientist M.E. Novichikhina, who specially studied the commercial name, defines it as follows: "In general, the commercial name is the name of the institution and goods in the language that aims at a specific goal and is aimed at making a profit." ⁶

In fact, commercial designations are born with the purpose of a concept that has a special value in the mind of a person, the image of a new referent becomes familiar to customers. Although this situation is of primary importance for commercial denominations, new denominations differ based on different approaches, depending on the diversity of thinking of the owners, shapers or namers of new denominations.

No matter how resounding the names of "*Asia.uz*", "*Story center*", "*Home market*" shopping centers are, no matter how many customers they attract, they cannot gain much attention in the eyes of those who value the national interest of the language.

The ability of customers to get information easily and quickly is limited even from the neologism of the name "*Dimax*" shopping center. Perhaps because it is difficult to choose a suitable national name, the number of names expressed by foreign words may be increasing. Creating a national brand is like the process of planting a sprout and growing it into a garden. For example, among our people, the words "*ermak*" and "*mozorbosdi*" were used only within the framework of ordinary speech. The word *Ermak* was chosen correctly from the vernacular and rose to the level of neim. After all, people were shown their favorite pastime (pistachios) through this name.

For the brand known for its salted or unsalted pistachios, the word pastime, which literally means "*a fun game to pass the time*," was chosen as the name *ermak*. This word, which remained only in the common words of the people, got its own weight. He became active in an official and journalistic style, motivated by the vernacular, and settled on a business language suitable for the referent of the denotation.

Although the naming of the shopping center "*Do'mbirobod*" and the shopping and entertainment centers "*Samarqand darvoza*" is important because it contains the referent of the place name, it is complicated by the fact that it requires a subsequent commenter for clarification.

As a result, there will be inconvenience for the speakers of the language, cases of renaming in a form convenient for them. In general, in such cases, it is in everyone's best interest to act on the advice of experts involved in the naming process.

IV. Discussion

Business language is not a collection of words, but a clear and well-thought-out structure, a set of ideas and brand names that contain a deep meaning, understandable history for the masses⁷. The name "Mega Planet" (shopping and entertainment center) can be given simply by the name "Ulkan sayyora (Mega planet)". The unit mega (mega-//μέγας Greek for *huge*) has lost its lexical status and has become a prefix today.

If this unit is used in science for the unit of measurement of physical quantities, some people take the letters in it for purpose and use it as an acronym. In addition, in onomastics, it represents the name of a tributary, etc. Accordingly, choosing it as a neim can lead to different understandings and interpretations.

⁶ Новичихина М.Е. Коммерческая номинация: теория и практика. – Воронеж: Кварта, 2018. – С. 15.

⁷ Сасина С.А., Бричева М.М. Лингвистические аспекты нейминга (на материале англоязычных брендов) // Вестник Адыгейского государственного университета. Серия 2. Филология и искусствоведение. – 2017. №2 (197). – С. 114.

The improvement of the automobile industry on a global scale and the increase in the number of light cars of prestigious brands have started to create specific difficulties for language speakers to accept the huge amount of information about them and the neologisms behind this information.

A name is a conditional name, and the differentiation of brands is based on the interpretation of their important parameters, advantages, and characteristics. In the automotive industry, there are many new color names for passenger cars in the form of neologisms, which are difficult to assimilate into the vernacular. After all, these color names did not come from the national nature of the language. As color regulation is based on international standards, the integration of color names across languages is complicated and can cause many problems. Of course, this color palette (set of colors) is consciously managed and regulated.

The invention of new colors is available for consumption with the permission of *RAL* - German color standard. At present, working on the basis of 213 colors of the *RAL* classic palette is not easy either for the automotive terminology or for the language speakers who use it.

Damas, Matiz, Spark, Nexia, Cobalt, Ravon, Lacetti, which are national brands, are just a few of the names taken from the vocabulary of the Uzbek language. The name "*Ravon*" is not a random concept, but a purposefully chosen name. *Ravon's* acronym stands for "*Reliable Active Vehicle On Road*".

In essence, the word "*Ravon*" has many meanings in the Uzbek language: it is "*bright, clean, straight, flat road*" or "*easy road*".⁸

Etymologically, this Persian word meaning "*going*", "*smooth*" goes back to the verb "*raftan*" (to go in Uzbek). More precisely, the word "*Ravon*" was formed in the Persian language itself through the root of the present tense verb "*ro'u*". This word has 7 meanings in the "Annotated Dictionary of the Uzbek Language". It also performs a linguopoetic function in the form of Persian idioms such as *ruhi ravon*, *sarvi ravon*, which are actively used in artistic style. All of this justifies how well the word has become part of the vocabulary of our language.

Today, there are neologisms for the products produced by our national auto industry. For example, although the names of light cars such as *Tracker, Malibu, Equinox, Trailblazer, Tahoe, Traverse* are known among our people, it would be appropriate if the empty spaces in the lexicon were filled with names mixed with nationality, such as *Ravon*.

The growing banking industry is also seen in its upgrades, modernization and branching. In particular, emerging new banks have formed a microgroup of neologisms with them.

In the onomastic system of the Uzbek language, only bank names have a national character, appeared in relatively later periods, and in terms of their function are adequate to the names of foreign state banks. For example, such names as "*Ipoteka-bank*", "*Uzagroexportbank*", "*Iran Soderot*", "*Ziraat Bank Uzbekistan*", "*Trustbank*", "*KDB Bank Uzbekistan*", "*Hi-tech bank*", "*Asia Alliance bank*" are the product of the new naming process. it can be said. Also, in the naming of people like "*O'zbekiston sanoat-qurilish bank (Industrial-construction bank of Uzbekistan)*", "*Qishloq qurilish bank (Rural construction bank)*", "*Mikrokreditbank*", "*Agrobank*", "*Anor Bank*", "*Savdogarbank*", "*Aloqabank*", "*Asakabank*", "*Tenge Bank*", a specific task, impressiveness and symbolism can be felt.

From the point of view of public perception, the name of the clinic "*OCU MED*" does not form the concept of the process of treatment of eye diseases. Eye and light lexemes contained in the names "*Shifo Nur*", "*Chashm Gavhar*" can serve to form referents related to the eye lexeme in the mind. The word

⁸ <https://www.gazeta.uz/ru/2015/10/09/ravon/>

"nur" in the name "Shifo Nur" has the meaning of the compound "eye light" in the speech of Uzbek speakers. In the sources, it is said that the occurrence of derivative meaning on an intralinguistic basis depends on the connection of a word with another word and the occurrence of ellipsis.⁹

The names "Shifo Nur", "Chashm Gavhar", "Shifo Nur Ko'z", which reflect the nature of our national language, are names that do not require additional explanation for language speakers, and in any case, they are important because they are easily and quickly accepted by many people. *Visus* (lat. *visus* – *seen*) chosen for the clinic follows the series of Russian examples. Although usually such standards are based on the Russian template, their source of origin belongs to English and other European languages. There are specific criteria recognized by the industry for ergonyms to take their place in the lexicon.

In particular, the created name must be able to convey primary information about the object or product it is naming, fully respond to the phonetic, lexical, morphological, syntactic, punctuational, and stylistic norms of the language, be clear and simple in order to attract the consumer sufficiently, language and it should correspond to the national and cultural views of the owners.¹⁰

The most common among neologisms are social network names, which form their own large and small microgroups in the lexicon.

It is natural that the classification of social network names in the sources is different, they are diverse in terms of their structure, form, purpose, function and other characteristics.

V. Conclusion

So, in the years of independence, the field of onomastics of the lexicon underwent significant changes. On the one hand, this was related to the assimilation of foreign language neims into our vocabulary, and on the other hand, it was related to bringing the proportion of spare words in the lexicon to the neim level. Also, the creation of neim neologisms based on foreign language neims is inevitable to be considered as a promising way.

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⁹ Миртожиев М. Ўзбек тили семасиологияси. – Тошкент: Мумтоз сўз, 2010. –Б. 85.

¹⁰ Lutfullayeva D., Saparniyazova M. O'zbek tilida nom yaratishda antroponimlardan foydalanish amaliyoti // "Tilshunoslikdagi zamonaviy yo'nalishlar: muammo va yechimlar" mavzusidagi xalqaro ilmiy-amaliy onlayn konferensiya materiallari. – Andijon, 2020. – B. 197.

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