

**STRUCTURAL-SEMANTIC, PRAGMATIC, AND LINGUOCULTURAL
FEATURES OF UZBEK ERGONYMS****Abdurasulova Dilso‘z Sherzod kizi**

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Abstract: This article analyzes the place of ergonyms in the Uzbek language within the onomastic system, as well as their structural-semantic organization, pragmatic functions, and linguocultural features. In the study, an ergonym is interpreted as the proper name of an organization, institution, company, or commercial and production facility operating in the political, economic, social, and spiritual spheres of public life. Drawing on dissertation materials, the article elucidates the principles of name formation, the national stock of names, the relationship between naming and ergonymics, and the informative, communicative, and persuasive functions of ergonyms. As a result, it is substantiated that ergonyms are significant units that express national language policy, the urban linguistic landscape, and cultural codes.

Keywords: ergonym, onomastics, naming, structural-semantic analysis, pragmatics, linguoculture, naming principles

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Abstract: The article analyzes the place of Uzbek ergonyms in the onomastic system, their structural-semantic organization, pragmatic functions, and linguocultural features. On the basis of dissertation materials, an ergonym is considered as the name of organizations, institutions, companies, and commercial and production facilities functioning in various spheres of social life. The principles of nomination, the correlation between naming and ergonymics, the national stock of names, and the informative, communicative, and influencing functions of ergonyms are examined. The conclusion is drawn that ergonyms are important units reflecting language policy, the urban linguistic landscape, and cultural codes.

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1. Introduction

In modern linguistics, the systematic study of onomastic units is of great importance for understanding the development of the national language, cultural memory, and processes of social communication. Proper names are not merely instruments of nomination; they also embody the historical experience, territorial consciousness, economic life, values, and aesthetic views of a particular people. From this perspective, ergonyms - names given to enterprises,

organizations, institutions, companies, sports societies, and trade and production facilities - constitute a distinct layer of Uzbek onomastics that requires separate scholarly investigation.

In the dissertation materials, the emergence of ergonyms is interpreted as a phenomenon closely connected with urbanization, economic development, entrepreneurial activity, and language policy. In recent years, the issue of creating national names for trade, production, and service facilities in the Uzbek language has become increasingly relevant. The reason is that the name of a social object is not merely a formal unit that exists only because it has been assigned; it is a semiotic sign that reflects society's attitude toward language, its level of spirituality, and its cultural identity. The aim of this article is to summarize, on the basis of the dissertation, the structural-semantic, pragmatic, and linguocultural features of Uzbek ergonyms and to demonstrate their practical significance.

2. Literature Review

The issue of ergonyms began to be actively studied in world linguistics from the end of the twentieth century. The interpretation of the term ergonym by N.V. Podolskaya as an onomastic term constituted an important stage in the theoretical formation of this field. In subsequent studies, scholars such as A.V. Superanskaya, M.V. Golomidova, I.V. Kryukova, T.P. Romanova, F.F. Alistanova, N.V. Nosenko, and M.G. Kurbanova examined the semantic, structural, orthographic, communicative, and pragmatic aspects of ergonyms. These investigations laid the groundwork for understanding ergonyms not only as external signboards or advertising names, but also as complex linguistic and social phenomena.

In Uzbek linguistics, although onomastic units such as anthroponyms, toponyms, and ethnonyms have been studied relatively extensively, ergonyms have not been sufficiently investigated at the monographic level. The works of D. Lutfullayeva, M. Saparniyazova, D. Xudoyberganova, and O. Shukurov on name creation, naming, and normative requirements are considered important sources in this regard. The dissertation specifically identifies this scholarly gap and substantiates the need to clarify the semantic boundaries of the terms ergonym, ergonymy, ergonymics, and ergonymicon. This approach makes it possible to assess ergonyms in Uzbek name studies as an independent component of onomastics.

3. Research Methodology

The article was written on the basis of the conceptual, classification, descriptive, statistical, and linguoculturological methods of analysis used in the dissertation. As the main source, extensive materials drawn from the ergonymicon of Tashkent city, naming principles, and their scholarly interpretations were summarized. The dissertation's consideration of more than 10,000 ergonyms belonging to the ergonymicon of Tashkent city as the object of research, and, in some cases, the inclusion of names from other regions of the republic in comparative analysis, served as the principal empirical basis for the article.

In the process of analysis, ergonyms were evaluated according to three principal criteria. The first criterion is structural-semantic; it determines the word-formation model, composition, lexical source, and whether the name is formed as an abbreviation or a word combination. The second criterion is pragmatic; it analyzes the influence of the name on consumer consciousness, its capacity to convey information, its memorability, and its communicative effectiveness. The third criterion is linguocultural; it reveals the national value, historical memory, tradition, symbol, and cultural codes embedded in the name.

4. Analysis and Results

The structural-semantic features of ergonyms determine their nominative nature. Ergonyms in the Uzbek language may be formed on the basis of simple words, compound words, word combinations, abbreviations, personal names, place names, qualifying components, and symbolic units. For example, components denoting national identity, such as "Samarqand", "Buxoro",

“Turon”, “Navro‘z”, “Istiqlof”, and “Baraka”, give semantic depth to a name. In such ergonyms, alongside the type of activity of the object, its cultural and territorial affiliation is also expressed. Thus, the semantics of an ergonym is not limited to lexical meaning alone; it is enriched by a system of social and cultural associations.

From a pragmatic point of view, ergonyms perform the functions of informativeness, communicative effectiveness, indexicality, and speech influence. A name provides the buyer or addressee with an initial perception of the field, quality, image, and purpose of the object. Therefore, a successful ergonym should be concise, easy to pronounce, memorable, capable of evoking positive associations, and appropriate to the activity of the object. Excessive artificiality in a name, the uncontrolled use of foreign-language elements, or semantic ambiguity reduces communicative effectiveness. In the dissertation, the nationalization of the Uzbek ergonymicon and its enrichment with names that correspond to the norms of the literary language are evaluated as practically significant issues.

From a linguocultural perspective, ergonyms reflect a people's worldview, value system, and cultural codes. Historical figures, national symbols, natural landscapes, traditions, or positive ethical concepts contained in a name do not merely identify the object, but also confer a cultural status upon it. For example, the component “Baraka” actualizes the semes of prosperity and honesty; “Navro‘z” evokes the concept of renewal and a national holiday; and “Turon” brings forth the idea of historical and cultural unity. Thus, ergonyms appear in the urban linguistic landscape as units that preserve national memory and strengthen collective identity.

The practical results recorded in the dissertation also demonstrate the social significance of this field. In particular, the publication of an index of more than 5,000 regional names, the creation of a stock of more than 80,000 national names, and the development of practical projects such as the “Naming Service” and the “Interactive Electronic Platform of National Names” confirm that ergonymics is not only a theoretical discipline, but also an applied field that serves actual language policy and the entrepreneurial environment. Such results expand the possibilities for improving the culture of national name creation, adapting signboards and advertising texts to the norms of the literary language, and providing linguistic consultation to business entities.

Another important aspect of ergonyms is their connection with communicative competition in urban space. Dozens of names coexist side by side on a single street, in a shopping center, or in a neighborhood; among them, the functions of being memorable, inspiring trust, and distinguishing the object become stronger. For this reason, attractive phonetic form alone is not sufficient when selecting a name; semantic clarity, cultural appropriateness, orthographic correctness, and the potential for differentiation in the market must also be taken into account. For example, names that have Uzbek roots, express positive meaning, and are close to the field of activity become more firmly established in the addressee's consciousness. Conversely, names that are difficult to pronounce, semantically unclear, or artificially formed may create a sense of alienation in the linguistic landscape. Therefore, the analysis of ergonyms constitutes a complex research field intersecting with marketing, advertising, sociolinguistics, and cultural studies.

5. Conclusion and Recommendations

The analyses show that ergonyms constitute an important and independent layer of the Uzbek onomastic system. They are the linguistic expression of economic, cultural, and communicative processes in society and illuminate the relationships between name and society, name and culture, and name and consumer. While the structural-semantic organization of an ergonym determines its semantic basis, its pragmatic features reveal the social influence of the name, and its linguocultural aspects demonstrate its connection with national values.

From a practical point of view, it is advisable to observe three principles when naming trade, production, and service facilities: first, the name should correspond to the norms of the Uzbek literary language; second, it should provide a clear or positive perception of the type of activity;

and third, it should be selected in harmony with national and cultural codes. In the future, it will be necessary to compile Uzbek ergonyms into an electronic corpus by region, strengthen the normative examination of names, and increase the number of practical manuals on naming.

Furthermore, it is appropriate to develop the skill of analyzing ergonyms within such higher-education courses as “The Theory and Practice of Naming”. This is useful not only for philologists, but also for advertising specialists, entrepreneurs, designers, and employees of public service institutions. This is because a properly selected name serves as an important factor in the legal registration of an object, its public acceptance, and its integration into the national language environment.

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