

## Modern Uzbek Ergonisms as a Microsystem

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### ABSTRACT

*The modern field of onomastics - ergonomy - is a science that studies the history of the development of ergonims, the principles and methods of their formation.*

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Ergonim is the general name of enterprises or organizations operating in various spheres of public life, and examples of such economic associations of citizens are creative associations, international organizations, educational institutions, sports societies, firms, corporations.<sup>1</sup>

The problems of ergonomics and the problem of studying ergonims have always interested researchers of onomastic space. In 1978, the first edition of "Dictionary of Russian Onomastic Terminology" was published by N.V. Podolskaya [Podolskaya 1978], in which the term ergonim was used as a linguistic term for the first time.

Interest in ergonomics and the first scientific research in this field in Russian linguistics began in the second half of the 20th century, more precisely, in the 60s of B.C. Bukchina and G.A. It can be seen in the works of Zolotova (1968). Also, in this regard, S.A. Koporsky (1969), M.N. Morozova (1973, 1976), L.M. The researches of Shchetinina (1968) are also noteworthy, in which attention is paid to the aesthetic function of ergonims, including their regional characteristics.

There are a number of works on special problems of ergonology, as well as a comprehensive analysis of ergonims of different cities of Russia, in which the specific characteristics and typology of ergonims as an independent microsystem are considered in detail.

The formation of ergonims, which are part of the special group of urbanonims, as a continuous process, has significantly intensified in recent years due to the socio-economic changes taking place in the Russian society, first of all, in connection with integration. Western economy, culture and other extralinguistic factors also affect the dynamic processes taking place in the Russian language.

In Russian linguistics, G.N. Aliyeva, A.B. Bepalova, V.D. Bondaletov, A.E. Guntova, G.A. Donskoy, A.M. Emelyanova, I.V. Kryukova, M.Y. Kryuchkova, H.Kh. Lesovets, N.V. A number of scientific

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<sup>1</sup> <https://ru.wikipedia>.

studies by Nosenko, A.V. Superanskaya and others are devoted to the problems of ergonomics and ergonims, and are of great interest among linguists. Most of the currently available studies in the field of ergonomics are based on regional linguistic materials of various Russian cities: Volgograd, Yekaterinburg, Izhevsk, Kostroma, Makhachkala, Moscow, Omsk, Perm, St. Petersburg, Ufa.

The ergonims of each city are an incomparable source of information on the standard of living and culture as an integral part of the linguistic landscape of that country.

Ergonomics is a constantly changing and developing field of 21st century onomastics, social and economic changes in Uzbekistan in recent decades have led to the emergence of many commercial enterprises, and each of them requires a unique name.

Naming is an extremely complex phenomenon that reflects and expresses linguistic and extralinguistic factors and their influence on language. Also, this process constantly monitors a person's knowledge of the world around him (Superanskaya, 1974, p. 236).

Naming reflects the social and spiritual life of society, it has motivational and evaluative factors as a psychological fact of a verbal sign. Naming not only reflects the capabilities of the language system, but also defines its limits.

The specific characteristics of the studied area are reflected in the names of industrial and economic objects. Ergonims should be directly related to the designated city, its geographical realities, internal toponymic system, history, and monuments. Names that take into account regional characteristics are a unique material for each city, which is almost impossible to repeat, because its geographical landscape is completely unique. It is they who form the "image" of the city, which is different from all other settlements. For example: "Labi houz" kitchen, "Ark" hotel, "Sitarayi Mohi Khossa" sanatorium. In this case, it is indicated to explain the address directly by calling a specific object by a popular name geographically connected to it. Or, in ergonomics such as "Ibn Sino" neighborhood citizens' meeting, "Mahmud Tarobi" recreational park, Mir Kulol construction enterprise, Shamsiddin Mahbubi mosque, Efandi Bukhara transport enterprise, "Siyovush trans omad" LLC, these famous historical or legendary figures It is assumed that it is related to the history of the region.

Some ergonomic names may not be geographically proportional, but refer to the type of activity, the advantage of the service provided.

For example, the name of the logistics enterprise "Rosti Rusti" in Vobkent district is a Persian translation of the motto of the owner Amir Temur "Strength is in justice", and through this, the enterprise tries to convey to its customers that it is inclined to justice and honesty in its activities. And under the name of non-governmental educational organization "Gulshani Bogi Eram", please leave your children to us. They want to say that we can provide them with amenities like the legendary Bogi Eram.

When naming ergonims in this way, the phenomenon of *transonymization* is used.

By its grammatical nature, transonymization is a kind of anonymization. It consists in the transfer of the corresponding name from one subcategory to another. Transonymization is divided into simple and allusive.<sup>2</sup>

Simple transonymization is based on metonymic transfer: "FARRUKH SABINA" limited liability company, "Parvina" restaurant, "Gulijahan" grocery store, "Niginabonu" beauty salon. Basically, the names of the owners of ergonim-anthroponyms, their relatives, children or famous people: actors, singers, movie characters, sportsmen, writers, historical figures ("Ilhom Farmonov" farm, "Sheikh Jalal" hotel, Sadridin Salim Bukhari LLC (publisher), "Sarvinov" women's clothing store, "ELIF FASHION BRAND" family enterprise ("Kashqirlar Makoni" series), "Ali Bobo Trans" LLC (taxi service), "Carleone" men's clothing store, " "Esmeralda" beauty salon, "Gulliver" night club).

Allusive-transonymization is based on both metonymic and metaphorical transfer of meaning. This

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<sup>2</sup> Allyuziya (lotincha hazil, ishora) – badiiy adabiyot, notiqlik va so‘zlashuv nutqidagi stilistik figuralardan biri: taniqli bo‘lishi kerak bo‘lgan haqiqiy siyosiy, tarixiy yoki adabiy faktga ishora [Buyuk Sovet Entsiklopediyasi 1981].

method is somewhat similar to the art of "talmeh" used in classical literature. For example, the ergonim of the "Cleopatra" beauty salon wants to convey the meaning: "You will be very beautiful, like the queen of Egypt." "Niagara Water" or "Zam-zam" is the name of the company that supplies drinking water, because the water flowing from Niagara Falls is known for its purity and the Zam-zam spring is known for its purity.

Ergonyms resulting from transonymization can be classified as follows.

1) anthroponym-ergonym:

- in the name of a certain person (often the owner): "Sabina", "Gozal", "Monika" beauty salons; "Maftuna", "Gulbahor", "Parvina" cafes, "Kamal Jamal" hairdresser, "Nasriddin Navroz" hotel, "Mirkhan" grocery store, etc.
- mythoanthroponym: "Siyovush trans omad" LLC, "Afrosiyob construction trans" enterprise, "Zevs" car repair shop, "Simurg" construction company, "Alpomish" farm, "Femida" law office, "Qaqnus" trade store, "Venera" beauty salon, etc.
- name of famous historical persons: "Ibn Sino" pharmacy, "Amir Temur" sports club, "Ali" private enterprise, "Narshahi" enterprise, "Mirkulol" construction company, "Samosi" farm, "Rangrez (Sheikh Jalal)" hotel, "Mahmud Torobi" construction enterprise, "Imamqazi Khan" farm, "Cleopatra" beauty salon, "Ramzes" restaurant, etc.
- name of poet-writer, artist and sportsmen: "Umar Khayyom" hotel, "Mir Alisher" private enterprise, "Fuzuliy" LLC, "Sadriiddin Salim Bukhari" LLC, "Anvar Obidjon" family enterprise, "Iltom Farmonov" farm 'jaligi, etc.
- name of literary and film characters: "Shirin" beauty salon, "Dilorom" kitchen, "Zebuzar" shopping store, "Gulliver" night club, "Ali bobo trans" family business, "Carleone" men's clothing store, "Pinocchio" toy store;
- the name of famous brands, cosmetics creators: "Chanel" perfume store, "Roberto Cavalli" men's clothing store;

2) toponym-ergonim:

- urbanonyms (names of city objects, including godonyms): "Bukhara" hotel, "G'ijduvon dishes" kitchen;
  - Names of city objects: "Ark" hotel, "Minorayi Kalon" kitchen, "Chor minor" LLC, "Eiffel" perfume shop, etc.
  - from my policy, including the names of historical cities: "New York" cafe, "Poykent" hotel, "Varakhsha" hotel, "Vegas Community" company, "Montana" store, "Memphis" restaurant, "Babylon Gate" store, "Istanbul" men's clothing store, etc.
  - village names: "Hanchkash kichkintoylari" NTT, "Kazon" fish farm, "Bogu'iturkon sweet bread" LLC, "Gajdumak fayz baraka" LLC, "Shergiron" farm;
  - hydronym (proper name of a water body): "Okean" restaurant, "Zarafshon" hotel, "Todakol Sohili" horticultural farm, "Jayhur" furniture store, "Sardoba" restaurant, "Shohrud" factory, "Labi Hovuz" restaurant, "Bolohovuz" kitchen, "Issik Suv" sanatorium, "Niagara Water" private enterprise, "Zam-zam" water delivery service;
  - macrotoponyms: "Azia" hotel, "Himalay" construction company, "Evrasio" construction company, "Amerika" grocery store, "Evrasio" restaurant, "Middle Asia special project" project institute, "Evrosia" banquet hall, "Caucasian cuisine" kitchen, "Silk Road" hotel;
  - mythoponym: "Gulshani bogi Eram" non-governmental educational organization, "Jannat" wedding hall, "Sim-sim" cafe, "Olympic" sports goods store, "Atlantis pul" swimming pool;
- 3) astronomer-ergonomist (name of celestial bodies): "Sitara" family enterprise, "Saturn star" family enterprise, "Samon yoli" company, "Orion Sirius Star" trade store, "Orion" household appliances store ;

4) pragmatonym-ergonim (brand name): "Adidas" sportswear store, "Benetton" clothing store, "D&G" clothing stores, "Nestle" grocery store, "Artel", "Samsung" household appliances and telephone stores, "Chevrolet", "Lada" car showrooms.

An important distinguishing feature of ergonyms constructed using metaphor and metonymy is that both metaphor and metonymy are based on a pragmatic function. That is, such ergonyms, unlike simple onimization, while remaining interesting for perception, also provide information about the activity of the object.

A number of works on special problems of ergonology, as well as a number of studies on comprehensive analysis of ergonyms of different cities of Russia, dissertations were defended. However, in Uzbek linguistics, including Uzbek onomastics, which is its component, this group of words has not been separately studied and considered as an independent microsystem with its own characteristics and typology. At the same time, in this direction, there is a need to organize the comprehensive study of the comprehensive word-formation materials currently available in Uzbek linguistics, and in particular, in Uzbek derivation, so that in our future research we will address these issues. we will try to stop around.

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