

THE STUDY OF PRAGMATONYMS

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Researching all pragmatonyms that are currently in practice on the basis of the achievements of modern linguistics is one of the urgent tasks. Because "paying attention to our mother tongue, which is the symbol of our national identity, the basis of our spirituality will be further strengthened¹". In this sense, research, classification and description of lexical-semantic, nominative-motivational, etymological, derivational, structural, sociolinguistic and linguocultural characteristics of pragmatonyms, and on this basis, enriching Uzbek onomastics with scientific-theoretical views and practical interpretations of pragmatonyms is in front of the field and one of the important tasks.

In the onomastics of the Uzbek language, the proper nouns of goods and products form a separate semantic group. Pragmatonyms perform a nominative task of distinguishing a specific type of product from other such products and are characterized by the fact that they carry valuable historical, socio-political, sociolinguistic and linguocultural information. Linguistic units representing the names of products and brands – popular names are named differently by linguists. Pragmatonym in scientific sources, terms are used to express the popular names of products.

The first thoughts about pragmatonyms began to appear in Russian linguistics by the end of the 20th century. The concept of pragmatonym was defined for the first time in the dictionary of onomastic terms published by NVPodolskaya. MYNovichikhina analyzes the concepts of trademark, trade mark, brand and proposes the term "trade name". According to many researchers, a pragmatonym is a legally protected name of a product or service offering that gives individuality to a well-known product mark, such as other popular nouns.

In linguistics, the study of pragmatonyms can be classified into several groups:

1. Study of pragmatonyms as a separate group of proper nouns. O. Yakovleva studied the place of pragmatonyms in the onomastic system according to their semantic, functional and national-cultural characteristics. Some scientists think that pragmatonyms should be added to the appellative lexicon, considering that pragmatonyms do not have individualization characteristics, that is, they can be the general name of several products or several types of products, not just one thing. O. Yakovleva emphasizes that pragmatonyms should be included in the list of proper nouns due to their "naming" feature. Because at the same time pragmatonyms name products or types of products and distinguish them from other products of the same

¹Ўзбекистон Республикаси Президенти Шавкат Мирзиёевнинг Олий Мажлис ва Ўзбекистон халқига Мурожаатномаси. <https://president.uz/uz/lists/view/5774> (murojaat sanasi: 20.01.23).

type. The functional characteristics of pragmatonyms include advertising function, attractive (attracting attention), aesthetic (giving pleasure), suggestive (offering), communicative and mythological functions. N. Shvedova researched the functional properties of pragmatonyms based on modern mass media materials. The author highlighted a number of functional features of pragmatonyms, such as informative-stylistic, advertising and emotional-stylistic. N. Stadulskaya proposed to change the formula of a successful advertising company from AIDA (attention, interest, desire, action) to AIDMA (attention, interest, desire, motive, action) and thereby shed light on the linguistic manipulation function of pragmatonyms².

2. Research studies in which certain groups of pragmatonyms are studied. K. Antonova studied the ability of pragmatonyms to attract consumers' attention based on the materials of confettionyms (candy names).

I. Isanguzina also studied the place of pragmatonyms at the onomastic level in the semantic, linguo-cultural and syntactic aspect using the example of confectionery products. N. Osipova focuses on the names of sweets, the linguistic features of the name of the candy "Mu-mu", the use of precedent names in candy names illuminates. In A. Banko's research, the issue of using pragmatonyms in advertising texts on the example of banking industry pragmatonyms and car names is covered. S. Bogdanova studied names in the field of information technology

N. Bobireva's article is devoted to the study of pragmatonyms in the field of sports.

3. Studies in which linguistic features of pragmatonyms have been studied. Phonetic features of modern pragmatonyms were studied by NDOsipova. In his opinion, in recent years, when choosing a name for products, entrepreneurs try not only to model positive emotions and nostalgic memories, but also to attract the attention of consumers with a unique and unexpected name. It is noted that the phonetic tools used for this purpose serve to induce a good mood and smile in the consumer³.

4. Studies reflecting the linguocultural and ethnocultural characteristics of pragmatonyms. In the article of V. Omelyanenko, the linguistic-cultural and communicative-pragmatic characteristics of pragmatonyms in Russian advertising texts are studied.

. L.Yermakova studied the ethnocultural characteristics of non-equivalent pragmatonyms on the example of Russian and French languages. In another study, the author highlighted the linguistic and cultural characteristics of "kasha", "porridge", "bouillie" - porridge pragmatonyms in Russian, English and French languages

But in this research, the term pragmatonym is not a proper noun, but a relative noun. In our opinion, it is not permissible to name similar nouns as pragmatonyms.

² Стадульская Н. А. Функциональная направленность прагматонима в манипулятивной коммуникации.

³ Осипова Н.Д. Реализация приема фонетической языковой игры в современных отонимных прагматонимах. Актуальные вопросы современной филологии и журналистики № 1(36) 2020. –С.24-31.

5. Pragmatonyms are studied in comparative and comparative terms. A comparative study of pragmatonyms based on precedent names was carried out by Sun Yumin. And L. Arutyunyan studied the formation methods of odorema (names of perfumery products) in English and Russian discourse.

6. Pragmatonym - researches of globalisms. Some scientists use the term "pragmatonym-globalism" in their work.

O. Fomenko explains this concept as follows: a pragmatonym is a brand of goods or a type of service offered that is spread throughout the world on a transnational scale, is firmly established in the linguistic consciousness of representatives of different language cultures, and has an important associative value among linguistic and extralinguistic knowledge. is a descriptive proper name. The researcher notes that as a pragmatonym-globalism, it represents the trademarks of multinational companies, that is, companies with several national production units⁴. He also studied the characteristics of morphological transformation of pragmatonyms - globalisms. O. Vasilyeva also studied the characteristics of pragmatonym-globalisms formed on the basis of zoonyms⁵.

7. Studies investigating the properties of pragmatonyms as brand names and their advertising-related aspects. Pragmatic features of industrial brands were studied by N. Stadulskaya. A. Makarenko analyzed the attention-grabbing characteristics of pragmatonyms in advertising on the basis of English language materials. O. Vrublevskaya studied advertising names from the point of view of emotive linguoecology.

Although there is no separate monographic research on pragmatonyms in Uzbek linguistics, a number of researches have given opinions on the definition and use of the term pragmatonym. In the "Annotated Dictionary of Uzbek Onomastics Terms" by E. Begmatov and N. Ulukov, the term pragmatonym is explained as follows: "Pragmatonym (Greek pavnatog - action, onoma - proper noun) - concepts related to work, activity, practice are proper is a noun, which conditionally includes: chrematonym, urbanonym, oikononym, paretonym, dromonym, agroonym. One of the famous horse types. The authors also mention the term trademark: "A trademark is an expression of a trademark expressed in words and equally applicable to specific languages in this series: "Lada", "Zhiguli" car, "Riesling" wine"⁶. It can be seen from the given definitions that E. Begmatov and N. Ulukov interpret the product names that we used as pragmatonyms under the term trademark.

⁴Фоменко О.С. Прагматонимы-глобализмы: Автореф. дис. ... канд. филол. наук. –Волгоград, 2009. –23 с.

⁵ Васильева О.А. Особенности реализации литературного зоонима в качестве прагматонима-глобализма (на материале рекламной кампании торговой марки NafNaf). Вектор науки ТГУ. 2017. № 3 (41). –С.113-118. doi: 10.18323/2073-5073-2017-3-113-118.

⁶ Бегматов Э., Улуков Н. Ko'rsatilgan asar. –В.76.

G. Odilova's research mentions gluttonous pragmatonyms. The author notes that the linguistic and cultural characteristics of gluttonous pragmatonyms have not been studied.

We note that the author used the term pragmatonym not for the name of the product, but for the name of the organization, institution. In M. Madiyeva's article, linguistic and cultural units such as khan, bek, king (king), chapon, nur, anor, tandir, which serve as the main national component in the formation of brand names, are analyzed. A number of articles by D. Lutfullayeva and M. Saparniyazova on the concept of naming have been published⁷.

Although onomastics is one of the developed fields in Uzbek linguistics, we found only some opinions about pragmatonyms. This shows the need to study the subject of the dissertation in a monographic plan.

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2. Дўсимов З. Хоразм топонимлари. – Тошкент: Фан, 1985.
3. Йўлдошев Б. “Ўзбек ономастикаси масалалари” танланма фанидан ўқув-услубий кўлланма. –Самарқанд, 2011.
4. Маҳмудов Н. Тил тилсими тадқиқи. – Тошкент: MUMTOZ SO‘Z, 2017. – 175 б.
5. Миртожиев М. Ўзбек тили семасиологияси. Тошкент: MUMTOZ SO‘Z, 2010. –283 б.

⁷Lutfullayeva D., Saparniyazova M. Naming: The Technology of Creating a Name in the Language. Test Engineering and Management. November-December 2019. United States: Mattingley Publishing Co., Inc. – P.4184. 3; Шу