

TOPONYMS, BRAND NAMES FORMED ON THE BASIS OF PLACE NAMES

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Abstract:

This research synthesizes the numerous literature streams concerning toponymy and brand naming through an exploration of place branding practices. Before looking at the concerns of endogenous and exogenous contestation that surround place name commodification, the study expands on the concept of place name commodification beyond the scant attention it has received within existing toponymy research. The paper's conclusion explores how the commodification of locations as brand names, with their corresponding brand values and visuals, has the ability to limit users' alternative place perceptions and, in turn, the natural possibility for cocreating the place 'product' and its associated value.

Key words: Toponymy ,place names ,etymological analysis ,habitation names, , brand name.

Toponymy examines the etymological development of place names as well as the rationale behind their designation (historical and geographical aspects). The majority of toponymy, however, has focused on the etymological analysis of habitation names, frequently omitting the examination of feature names and the rationale for place naming.

If places are increasingly regarded as brands in both the practice of place marketing and its associated theory, then the study of place names (toponymy) arguably overlaps with theories and concepts involving brand naming within the marketing literature. This expanded viewpoint on place branding is a bottom-up, inclusive strategy. It facilitates a fluid process integrating place branding's stakeholders, needing several types of clear communication on the primary, secondary, and tertiary levels.

Choosing a brand name is a complex and multi-step process, and in some cases, brand names are made up of anthroponyms, sometimes using zoonyms. There are also brand names formed on the basis of toponyms.

The name of the world-famous electronics manufacturer Nokia and its products is derived from the name of the town of the same name and the river Nokiavirta, on the

banks of which the company was founded. The name of the river itself means "stagnant" in Finnish.

Computer users use Adobe software, but may not know the meaning and etymology of this name. The brand name is also a place name, derived from the name of a stream in California.

Fuji is the name of a famous vehicle manufacturing company in Japan, which is named after Mount Fuji, the highest mountain in Japan.

The KFC (Kentucky Fried chickens) brand name includes a toponym along with a zoonym, and Kentucky is the name of one of the western states of the United States.

The above brand names are world-famous brand names, and it can be observed that toponyms are also the basis of the names of famous products and services produced in Uzbekistan: Uzbekistan Airways, Uzbekistan Hotel, Asia Hotel, Asaka Bank, G'ijduvon Premium, Oqtepa Lavash and similar names. place names were the basis for its formation.

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