

## Linguistic Characteristics of Ergonyms (Based on the example of Surkhandarya)

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### ABSTRACT

*The article describes toponyms that are the “face” of the national cultural space, including the linguistic features of ergonyms. Their unique “indicative” nature in the value landscape of society is explained using the example of linguistic reflection. An approach to the linguocultural and linguocognitive study of onomastic units according to the level of perception of a symbol, a sign by emotional-perceptual, linguological, figurative memory is described. As with any linguistic units, when studying onomastic units, their external and internal form is taken into account. In particular, in the modern global environment, onomastic units, especially ergonym, urbanonym and firmonym, have become the main indicators of the urban environment, the mental and spiritual level of the population, and a means of expressing the cultural image of the city. Naturally, in contrast to other onomastic units (mythonyms, theonyms, astronoms, anthroponyms, ethnonyms, toponyms (if we consider their various subgroups), etc.) in this category of names the sign of periodicity is relatively strongly expressed. Using a statistical analysis of the collected materials, it is concluded that the internal form of onomastic units should be filled with information of cultural and value significance.*

**Keywords:** language reflection, ergonim, linguocultural-value space of society, expression of linguoreflexion and linguoethics in ergonomic units.

## INTRODUCTION

The world around us is a product of our imagination, but it is also a cognitive indicator that reflects a certain level of our ability to interpret the reality that makes up the picture of the world. It embodies our mental and linguistic capabilities, our ability to realize them within a linguistic system, and provides insights into our national worldview, ranging from how our knowledge of the universe is categorized to our personal assessment of actual reality (when we fix elements of this reality in the form of symbols).

The onomastic level of language is a level that clearly reflects indicators of a national linguistic community as a separate system within the corresponding ethnic environment. Depending on the conditions of its realization, one can draw conclusions about the viability of language units and their significance on a national-cultural scale.

Approaching the linguistic and cognitive study of onomastic units is appropriate through the level of perception of symbols and signs, using emotional-perceptual, linguistic, and imagery memory. As with any linguistic units, the analysis of onomastic units takes into account their external form (phonetic structure) and the volume of internal content.

In particular, in the modern global environment, onomastic units, especially ergonyms, urbanonyms, and firmonyms, have become key indicators of the urban environment, the mental and spiritual level of the population, and a means of expressing the cultural image of the city. Naturally, unlike other onomastic units (mythonyms, theonyms, astronoms, anthroponyms, ethnonyms, toponyms, etc.), the characteristic of periodicity is relatively pronounced in this category of names. This means that the possibility of transmitting information and knowledge stored in the internal form from generation to generation is extremely low, especially considering today's information age.

Depending on the various models of formation of these units, some clarifications can be made regarding the periodicity of ergonyms, their semantic compatibility, as well as the level of

linguistic ethical criteria and linguistic reflexivity of the linguistic community that creates these names.

#### MATERIALS AND METHODS

In general, linguistic reflection can be understood as the critique of language, the control of one's own or others' speech activities based on linguistic norms. Reflection in language manifests itself in the speaker's understanding of what is acceptable and what is unacceptable in speech activity. Its expression in ergonyms is based on the direct internal and external interconnection of content, without manifesting through corresponding reflective expressions (e.g., "The name of your kitchen, excuse me, makes me laugh"), separate predicative forms (e.g., "Sorry, the unnecessary sciences you speak of are the sciences that lead the world to progress"; "I will tell you, even if you get upset – you are a foolish person who does not understand"; "My words are inappropriate, but her false flattery is worthless to me") or introductory lexemes (e.g., "Unfortunately, considering this a science is incorrect"). According to M. A. Krongauz, a critical perspective on language has existed since the time humans began to reflect on language. All forms of linguistic reflection related to everyday life (letters to the editor, round tables, dialogic interactions in public transport) constitute linguistic criticism. Linguistic criticism can be interpreted in two ways: as a critical review of language as a means of communication between people and as a critical overview of the state of language development during a specific period [1, 185-194].

V. I. Semenova understands creative reflection, as reflected in ergonyms, within the framework of linguistic reflection. In her opinion, linguistic reflection "articulates" the content reflected in onomastic units. We believe that linguistic reflection should determine the names of institutions, organizations, firms, and any segment of the private sector based on their purpose and type of activity. Thus, in this regard, onomastic linguistic reflection initially represents:

1. Critical examination of toponyms;
2. to adhere to the linguistic, moral, and value rules of society when naming. In ergonyms, this is primarily manifested non-verbally – implicitly.

For example, let's observe this in the names of catering establishments. Among the names of the studied locations (using the example of the Surkhandarya region), 68 percent of the names correspond to the purpose of the establishment, while 104 of them (32 percent) are linguistically non-reflexive due to their unusual nominative structure, such as: Business Inter, Naima Bonu, Shaffof Lavashi, and Magnificent Elita. Conversely, in ergonyms reflecting local geographical locations, such as Bluda Kongirot-Kofnun, Bluda Termizi uzbekim, and Afsana-Chinor-Chaykhana, it was noted that the formation of these units adhered to linguistic-ethical criteria, thus paying attention to cultural values. Nevertheless, even among such onyms, there are instances of non-compliance with reflexivity, such as: Kebab Denov and Megaburger Boysun Surkhan.

According to the theory of naming, a well-thought-out ergonomic name:

1. is easy to read and write;
2. is well remembered;
3. is easy to understand;
4. has clearly defined segments (content components) and competitive traits;
5. should be able to vividly express the core idea of the brand.

## RESULT AND DISCUSSION

These aspects should ensure the consistency of the external and internal forms of naming. At the same time, derivational properties should not be neglected. According to N. D. Golev, any new expression is built by "overlying novelty" onto an already existing name. Essentially, this innovation is new content, a stimulus for expressing the speaker's intention. Among the general principles of the process and methods of derivation,

the scholar includes the formula "existing (expression) + novelty." In his view, every novelty (expression) is a development of derivative assumptions or the realization of the derivational-motivational potential present in any linguistic unit. If this perspective is applied to the naming process, then the constructions and models of this process involve:

1. affixes: prefix and suffix additions;
2. shortened forms of words;
3. elements of acquired vocabulary (borrowings);
4. effective use of sound melodiousness (through alliteration) and resonance (through the syllables of individual words).

Since any new expression (in our case – onym) arises from the novelty imposed on a previously existing linguistic unit, no nominative unit or expressive device in the language is absolutely new – zero (0). This occurs either between the same linguistic units or between different linguistic units. Even among the names proposed by internet sources, we do not see a deviation from this rule. Among the constructions they offer:

1. names with numerical components;
2. names with mythonyms, anthroponyms, phytonyms, zoonyms, filmonyms, and eponymous components;
3. names indicating geographical location (localization);
4. borrowed components (Russian, English, French, Latin, Persian-Tajik) in names;
5. monosyllabic names;
6. two-word names;
7. names with abbreviations;
8. graphically emphasized titles, etc.

Among this classification, it is evident that the proposed names of homonymous components do not correspond to their characteristics. This group includes: Plate of Mold, Point of Cake, Rocket of Rafa, Castle of Mixing, Skewers of Shashlik, Bouquet of Sandwich, Check of Blueberry, Map of Caramel. These expressions have absolutely no relation to the nominatives.

Their sound combination is hard to call a play on words, although melodiousness is ensured by the graphic emphasis – alliteration. The provision of an appropriate status and interest in using this service proves that the level of metalinguistic literacy in the language community is proportional to the level of linguistic-cognitive growth.

Despite the diversity in the classification and models of name formation, the emphasis is primarily placed on their sound, which allows for an increase in the number of semantically empty units, far removed from those characteristic of nouns. As a result, there are more and more externally sonorous, semi-foreign, and meaningless names such as Analak (restaurant), Shadoze (beauty salon), King Burger (cafe), Alko Mir (store), Manti City (cuisine), Yes, Boss (restaurant), Mokinur Kids (clothing store), Lux Gentleman (men's clothing store), and Bronza Kids (clothing store).

We have identified the presence of ergonyms in all segments related to the trade sphere that contradict the naming rules in industries such as:

1. logistics;
2. communication and mass media;
3. gastronomy and food;
4. agricultural sector;
5. construction;
6. medicine.

The results obtained prove that there is no reflection on the recognition of speech errors and their implicit manifestations within the language community, as exemplified by onymic forms. Analyzing these units allows us to summarize the real picture of the contemporary sociocultural context as follows:

1. intercultural socio-economic integration;
2. ignorance of foreign languages (lack of knowledge of the original semantic features of lexical and phraseological units in a foreign language);

3. gradual disappearance of linguoculturally significant units in the linguistic space;
4. the fact that axiological crises in society begin to prevail over national values is considered one of the main factors creating a careless, anarchic attitude toward language.

It would not be an exaggeration to say that the linguo-reflexive approach to the orthological laws of language in the 20th century somewhat regulated the formation of ergonyms. By the end of the 1990s, this process began with the gradual withdrawal of institutions and enterprises from state control, with most of them transferred to the private sector, and the process of naming became a peculiar indicator of PR relations in the economic sphere. In particular, about 80% of the 1500 segments of the local economic sector have an anthroponymic component. In the remaining nominatives, unclear combinations with foreign components were observed. In other words, due to the privatization of the state share, the emergence of “unfamiliar” elements alien to national culture in the linguistic value space of society began to occur based on “placing the human factor, coordinating their actions with the focus on the “I” and adopting an anthropological direction as the foundation for all other entities.”

Among the collected materials, there were practically no cases of deviation from linguo-reflection in the names of communication means and mass media. Naturally, elements of the private sector that aspire to actively participate in the economic, social, and cultural life of society initially begin with advertising the name of a product or enterprise. If, during the post-Soviet period, the spirit of “speech creativity” in the cooperative sector was suppressed due to political ideology, by the end of the century, with the liberalization of speech activities in society, names emerged that “resist the influence of linguistic reflection.”

However, it would be inappropriate to criticize this in the case of a specific region or cultural space. The change in values and deviation from linguistic ethics have become a common trend not only in the post-Soviet region but also in the global world.

For example, this is clearly observed in the case of film names: the titles of films produced during this period have sharply differed in content from the titles of films from the previous period. Such a conclusion can be drawn regarding both domestic and foreign cinematic productions. In particular, titles such as: “Love”, “The Garment of Love”, “Trials of Love”, “Cheap Love”; “Pain of Love”, “Love and Passion”, “Rain of Love”, “Heavenly Love” (Korea); “Lav Taft Is Pyaar Ko Kya Naam Doon?” – “What to Name This Love?”; “Dilwale, Dilwale”; “Lovers or Love Stories” Mohabbatein; “Unexpected Love”, “Crazy Love”; “Prisoner of Love”; “Love Without Expression” (India); “Fairy Tale of Love” (Turkey), “Tales of Love” (Indonesia), “Bonds of Love” (Mexico), “First Love”; “Love Fidelity” (Argentina), etc.

#### CONCLUSION

Consequently, a product offered to society, if it serves to lower the taste and level of citizens in exchange for ensuring spiritual growth, will generally begin to manifest its negative consequences on the further development of linguistic consciousness.

As mentioned earlier, since no nominative unit in language is formed from a zero base, i.e., completely new, it cannot be denied that the internal form of onomastic units must be filled with information that has cultural and value significance.

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