

Issues of Researching Digital Service Names in Uzbek Onomastics

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ABSTRACT

The article analyzes the modern development of Uzbek onomastics in connection with digital transformation processes. The main directions of onomastic research in Uzbek linguistics, their theoretical and methodological foundations, and the factors of formation of digital onomastics are highlighted. In the research, it is substantiated that digital service names have not been sufficiently studied in Uzbek linguistics, in particular, as an independent research object within the framework of onomastics. The author interprets digital service names as an emerging integrative nominative microsystem of Uzbek onomastics and theoretically substantiates the need to study them structurally-semantically, linguistically-culturally and pragmatically. The results of the research are of great theoretical importance for the development of internet onomastics, nominal theory, and modern onomastic research.

Keywords: Onomastics, digital onomastics, internet onomastics, digital service names, nomination, nominative microsystem, integrative approach, digital transformation, Uzbek language, onomastic unity.

INTRODUCTION

Since the middle of the 20th century, the scope of Uzbek linguistics has significantly expanded, and attention has been paid to the study of the lexical system of the language, its nominative capabilities and naming mechanisms. In particular, onomastics, which studies the naming nature of language units,

the linguistic and extralinguistic features of proper nouns, their historical development and socio-cultural foundations, has become one of the actively developing areas of Uzbek linguistics. In this regard, the study of Uzbek lexicon from an onomasiological aspect has created an important theoretical and methodological basis for the subsequent study of various onomastic layers, including nominative units formed in the digital environment.

It should be noted that the theoretical and methodological foundations of the scientific study of the digital onomastic layer have been formed, first of all, on the basis of research conducted within the framework of Turkic, and in particular, Uzbek onomastics. For, the naming principles observed in traditional onomastic layers, nominative motivation, and the experience of analyzing linguistic and extralinguistic factors serve as an important methodological basis for interpreting onomastic units formed in the digital environment.

The scientific foundations of onomastic research in Turkology began to take shape in the 19th century. Scientists such as V. Radlov, V. Thomsen, S. Malov analyzed anthroponyms, toponyms and ethnonyms of the ancient Turkic language as an object of scientific research in the process of studying the Orkhun-Enasoy monuments [9; 12; 17]. Also, in the works of A. Kononov, N. Baskakov, A. Shcherbak, materials on the onomastics of Turkic languages were covered from a grammatical, semantic and historical-linguistic perspective [15; 19].

The scientific research of H. Khasanov is of great importance in the formation of Uzbek onomastics. In the scientific research of the scientist, important theoretical conclusions have been put forward regarding the linguistic-etymological characteristics of proper names in Uzbek language. Later, E. Begmatov studied Uzbek anthroponymics, and scientists such as T. Nafasov, Z. Dusimov, N. Okhunov studied various aspects of Uzbek toponymy [21]. These studies shed light on the semantic composition, nominative motivation, territorial characteristics, and national-cultural content of proper nouns, and showed that the naming process in Uzbek language is connected not only with linguistic factors, but also with historical, ethnographic, and cultural foundations.

One of the important directions in the development of Uzbek onomastics is the study of the historical roots of place names, ethnonyms, tribal, ethnic and clan names. In this regard, the research of such scientists as S. Qorayev, N. Ulukhov, B. Yuldoshev, S. Ibrokhimov is of particular importance [23]. Also, the research of such scientists as N. Khusanov, Sh. Yakubov, B. Bafoyev, M. Turdibekov, I. Khudoynazarov shed light on the historical-linguistic nature, artistic-aesthetic function, national-cultural content and stylistic features of proper names [23].

Since the second half of the 20th century, onomastics in Uzbek linguistics has gone beyond the study of separate groups of proper names and has begun to be interpreted as a complex linguistic system consisting of interconnected subsystems. On this basis, such areas as anthroponymy, toponymy, zoonymy, and mythonymy have been separated as independent components of the onomastic system and scientifically described. "The inextricable connection of onomastic units with nature, society, history, and culture demonstrates the heterogeneous nature of the onomastic system."

The *Explanatory Dictionary of Uzbek Onomastic Terms*, co-authored by E. Begmatov and N. Ulukhov, demonstrates the broad terminological system, classification scope, and internal branching possibilities of this field. This dictionary confirms that the scientific description and systematization of onomastic terms in Uzbek onomastics has been formed to a certain extent.

It should also be noted that in the later stages of the development of Uzbek onomastics, some onomastic units were studied as special objects of research. In particular, in the works of Sh. Zoitova, nekonyms [14] were studied, in the research of A. Primov, cosmonyms, in the research of S. Akhmadaliyeva, pragmatonyms [2], and in the scientific works of H. Solikhujayeva, the lexical-semantic, nominative-motivational and etymological features of geortonyms were highlighted [11]. In the research of M. Saparniyazova, ergonyms were described as a separate microsystem [10]. These scientific studies indicate that the theoretical foundations have been formed for the study of new nominative units as an independent onomastic layer in Uzbek onomastics. From this point of view, it is scientifically

justified to study the digital service names that are being formed in the modern digital environment as a separate nominative layer of Uzbek onomastics.

It is worth noting that in Uzbek linguistics, onomastics initially developed within the framework of anthroponyms, toponyms, ethnonyms, hydronyms, oronyms, zoonyms and other onomastic units. However, as a result of technological innovations in society, the rapid development of information and communication systems and the expansion of the Internet space, a new nominative layer began to form in the onomastic system. This layer is interpreted as digital onomastics and differs from traditional onomastic units in that it covers the names of digital objects such as virtual environment, Internet platforms, mobile applications, electronic services, social networks, websites, messengers and online shopping platforms.

MATERIALS AND METHODS

In our country, as a result of expanding the possibilities of using digital services and the processes of digital transformation of public administration and economic sectors, the scope of digital services has significantly expanded [1], and a new naming practice is being formed. Such names, which initially arose on the basis of practical and communicative needs, show the tendency to form a separate nominative layer of the modern onomastic system over time. In this respect, digital service names require special scientific attention as new nominative units specific to the modern era in Uzbek onomastics.

However, despite the fact that these onomastic units are increasing in number, they have not yet been adequately studied as a special research object in Uzbek linguistics, in particular, within the framework of onomastics. However, they have significant differences in semantic scope, structural construction, nominative motivation, and pragmatic functions, some of which are formed based on the internal capabilities of the national language, others rely on assimilation models, and still others rely on hybrid naming methods. Therefore, digital service names should be evaluated not only as a product of communicative

needs, but as a system of nominative units that require special linguistic and onomastic research.

The formation of digital onomastic layer in Uzbek language in the post-independence period was directly related to the development of information technologies, telecommunications, e-government, Internet journalism, and online shopping systems. As a result of the widespread introduction of digital technologies into various spheres of state and social life, new types of onomastic units emerged. In particular, the emergence of electronic payment systems, online platforms, mobile applications, educational portals, public service platforms, logistics and trade services accelerated this process. Although these names were initially formed as a product of practical need, over time they have become an independent nominative layer of Uzbek onomastics.

Digital service names are characterized by varying degrees of their adaptation to lexical-normative features of Uzbek language and national-cultural environment. This situation brings comprehensive study of them from a structural-semantic and linguocultural perspective to the agenda as a pressing scientific problem [18]. This process is directly related to the formation of Internet onomastics, in which the elements of assimilation, international naming models, and the dominant position of English language as a global communicative tool are of great importance.

Although digital onomastics has not yet been fully formed as an independent scientific direction in Uzbek linguistics, there are theoretical and methodological foundations necessary for its development. In particular, scientific views developed within the framework of onomastics, onomasiology, sociolinguistics, pragmalinguistics, media text analysis, advertising language, terminology, and Internet linguistics serve as a methodological basis for the study of digital onomastic units [2; 8; 10; 11].

Although in recent years some issues related to the functional properties of onyms in Internet communication have been partially covered [6], they have not yet reached the level of a comprehensive and systematic scientific description. As a result of the expansion of the Internet communicative environment and the activation of forms of self-expression of a person in virtual space, some manifestations of Internet onomastics are also taking

shape as an object of research. In particular, nicknames are of particular scientific importance as onomastic units that identify a person in the modern virtual communication system, expressing his individual style, social position and communicative strategy. This indicates that some aspects of Internet onomastics are gradually beginning to be studied in national linguistics. In the development of modern onomastics, especially in the context of the development of information technologies, nominative processes associated with the identification and self-expression of a person in Internet space are attracting the attention of linguists as a separate object of scientific research.

The description of a linguistic personality is interpreted, first of all, in connection with the linguistic expression of national-cultural values, social experience and communicative behavior. According to the concept of Y. Karaulov, a linguistic personality is a complex linguocognitive unit that is manifested through a person's language system and speech activity, reflecting his worldview, cultural competence and communicative experience [20]. In the studies of D. Kristal, S. Herring and B. Danet, naming units are described as an important linguistic tool that forms identity and determines social role in virtual communication conditions [3; 4; 5]. These theoretical approaches indicate the need to study digital service names not only as a means of identification, but also as onomastic units that express communicative, pragmatic and linguocultural content.

In recent years, the rapid development of digital technologies in the Republic of Uzbekistan, the digital transformation of public administration and economic sectors, and reforms aimed at improving the quality of digital services have significantly expanded the system of mobile applications and digital services [1]. This process has led to the emergence of new nominative units, further strengthening the need for their linguistic and onomastic study.

RESULT AND DISCUSSION

In our opinion, the above-mentioned set of theoretical approaches, methodological principles and modern

communicative needs confirm the existence of a sufficient theoretical and methodological basis for the interpretation and study of digital service names as a developing nominative microsystem of Uzbek onomastics.

Digital services are primarily aimed at satisfying the specific needs of users, in which direct communication between the service provider and the user is of secondary importance [7]. Therefore, in the digital environment, the content, functional orientation and reliability of a service are often understood at the initial stage through its name. In the traditional service system, personal communication and direct interaction occupy a leading place. Consequently, digital service names appear as an important nominative-pragmatic tool for attracting users, introducing the service and distinguishing it from other services in virtual communication. From this point of view, there is a need to clarify the substantive boundaries of the concept of “digital service”. While the concept of “digital” refers to the digital format of creating, transmitting and presenting information, the concept of “electronic” refers more to the technical carrier and infrastructural aspects [13]. Accordingly, while electronic services are formed on the basis of information and communication technologies and electronic resources, digital services encompass a broader system, relying on modern platforms, automated processes and integrated technological solutions. This distinction allows us to characterize digital service names linguistically as a system of independent nominative units.

The formation of digital services in Uzbekistan is inextricably linked with the processes of modernization of public administration, economy and social spheres based on information and communication technologies. In particular, the introduction of the “Electronic Government” system has paved the way for the formation and active use of new types of services, as well as new nominative units related to them.

Since the concept of “digital service” in Uzbek linguistics has not yet been sufficiently studied as an object of special linguistic research, it is appropriate to rely on the scientific views of foreign researchers in clarifying its substantive boundaries. In particular, K. Williams, S. Chatterjee and M. Rossi interpret a digital service

as an activity or benefit provided by one subject to another on the basis of a digital transaction. According to their approach, the party providing such a service is considered a digital service provider, and the party using it is considered a digital service consumer [7]. A. Kar and H. Singhal describe digital services as fully automated and user-controlled services [16].

These approaches allow us to distinguish remoteness, automation, interactivity and user-orientation as the main features of digital services. From this point of view, digital services are not only a technological phenomenon, but also a specific nominative form of modern socio-communicative reality. Consequently, the names that represent them can be interpreted as linguistic units belonging to a separate nominative layer of the emerging Uzbek onomastics.

The scope and functional diversity of digital services create the need for their nominative systematization and classification. In this regard, it is appropriate to divide the names of digital services into the following main groups according to their functional and sectoral characteristics: public services, information services, education and knowledge services, healthcare services, social and communication services, transport and logistics services, e-commerce and delivery services, utilities, financial services, household services, cultural services, tourism services, and entertainment and media services, etc. Of course, this classification is not final and definitive, since the constant expansion of the scope of digital technologies and services leads to the formation of new functional and sectoral groups.

CONCLUSIONS

Thus, the thematic and functional classification of digital service names allows for a systematic study of their nominative properties in Uzbek language. This serves as an important theoretical and methodological basis for determining the internal structure of the digital onomastic layer, elucidating the structural and semantic nature of names, and describing their linguocultural and pragmatic properties. In our opinion, the scientific tradition formed in Uzbek linguistics on the study of onomastic units,

research on the typology, semantics, nominative motivation and functional properties of proper nouns create a sufficient theoretical and methodological basis for studying digital service names as an independent object of research. Therefore, it once again confirms that the study of digital service names as a developing nominative microsystem of Uzbek onomastics is one of the urgent tasks of modern Uzbek linguistics.

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