



## ERGONOMICS AS A BRANCH OF ONOMASTICS

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### ABSTRACT

This article is devoted to the linguistic research and classification of ergonims in the Uzbek language. The article talks about the term ergonim and the scientific name ergonomics based on it, the classification of onomastic units, the place, description and classification of the micro-scale of ergonims, the analysis of research conducted in the field in world linguistics.

### KEYWORDS

Ergonim, ergonimika, ergonimikon, onomastics, onim, onymia, neiming, neim.

### INTRODUCTION

In world linguistics, the study of onomastic system units in each language is one of the urgent problems. Onomastic units are the basis for determining the existing model of the world in the form of ethnos.

Names specific to certain languages are one of the most urgent problems of modern linguistics. Onims are not only carriers of nominative meaning, but also contain a lot of information

about the language, geography and nature, history and customs of the area.

Linguistic ergonomics, its practical branch, researches on naming are emerging in world linguistics. Research of ergonims and related units based on new linguistic paradigms is on the agenda.

Ergonim is the name of enterprises or organizations operating in various spheres of



society's life (political, economic, social, spiritual). Examples of these are creative associations, international organizations, educational institutions, sports societies, firms, corporations, trade and production facilities. Research on ergonims began to appear in world linguistics from the second half of the 20th century. However, the question of which nouns should be included in ergonomics is still a topic of scientific debate, in this regard, the solution of this problem is considered one of the current problems in linguistics.

#### THE MAIN FINDINGS AND RESULTS

Today, as in all fields of science, in-depth scientific researches are being carried out in Uzbek linguistics. A number of works are being done to study the onomastic system units, which are an integral part of our national spirituality, and the linguistic aspects of the units belonging to this system at the level of contemporary requirements. In particular, a number of works have been carried out in recent years on the issue of creating national names for trade, production facilities and products in Uzbek [1]. Nevertheless, there are also problems that need to be implemented in this area. In particular, in our linguistics, the place of ergonyms in the structure of the onomastic system has not yet been determined, the issue of determining the ergonomics units of the Uzbek language and their methods of formation, their specific characteristics, has not been specially studied in a monographic plan. "Because naming social objects is not just a personal or private matter. This is a unique criterion that clearly shows the

level of patriotism and spirituality of all of us [2]. The decree of the head of our republic Sh.M. Mirziyoev dated October 21, 2019 "On measures to fundamentally increase the prestige and position of the Uzbek language as a state language" [3] requires in-depth study of our national language using modern research methods. In this regard, the research of ergonyms in the Uzbek language in structural-semantic, linguistic-cultural and pragmatic aspects is an urgent problem.

In 1978, N.V. Podolskaya introduced the term ergonim into linguistics and explained its meaning in the "Dictionary of Russian Onomastic Terms"; Since the 90s of the 20th century, ergonyms have been studied as a separate branch of onomastics (Superanskaya, 1985; Prokurovskaya 1996; Zemskova, 1996; Astaf'eva, 1996; Golomidova 1998; Romanova, 1998, etc.; structural-semantic approach to the study of ergonyms presented in the works of T.N. Alieva, F.F. Alistanova, I. V. Kryukova, T. P. Romanova, Z. T. Tanaeva [4]. The lexicological classification of ergonims is given in the works of F.F. Alistanova, A.M. Emelyanova, N.V. Nosenko [5] M. Ya. Kryuchkova studied ergonims from the aspect of spelling [6]. M. G. Kurbanova, N. V. Nosenko, E. A. Trifonova, N.V. Shimkevich studied the semantics and pragmatics of ergonims [7]. There are inconsistencies in the interpretation and application of the terms "ergonim", "ergonimy", "ergonimika", "ergonimicon" in the cited works that need to be clarified.

There are not enough studies on this problem in Uzbek linguistics. In the studies of D. Lutfullaeva, M. Saparniyazova, D. Khudoyberganova, O.



Shukurov, the attitude was expressed [8]. In these works, certain conclusions are given about naming and naming technologies, neim and ergonim issues.

In most of the existing works on Uzbek nomenclature, only anthroponyms, toponyms, and ethnonyms are analyzed. However, some types of nouns in the Uzbek language, including ergonims belonging to them, have not been the object of research until now. There are no thoughts about ergonomics in works that list more than 40 components of the onomastic system. By objectively evaluating the work carried out in this regard, it can be concluded that today ergonomics require studying in a monographic aspect.

Ergonim is the name of enterprises or organizations operating in various spheres of society's life (political, economic, social, spiritual). Examples of these are creative associations, international organizations, educational institutions, sports societies, firms, corporations, trade and production facilities.

The term “Ergonim” has been widespread in linguistics since the 80s of the last century. The term appeared under the influence of the processes of urbanization, globalization, and changes in the urban environment that occurred in the 20th century. Ergonisms have become an important indicator of social and cultural processes, a specific measure of the everyday life of megacities and a unit of the city's onomasticon. With their help, you can create a modern language map of any area, assess its uniqueness and potential commercial attractiveness.

The term “Ergonim’ was first mentioned in “Russian Onomastic Terminological Dictionary” by N.V. Podolskaya. Ergonim is a branch of onims, from the Greek *eryove* - work, work; derived from the word activity, task; as the name of commercial associations, it is used in relation to the famous names of various associations, organizations, institutions, corporations, enterprises, societies. Examples of author ergonomics include the United Nations (UN), International Astronomical Union (IAU), Academy of Sciences (AS), Moscow State University (MSU), Small Theater, Pravda combine, Spartak sports association, Moguchaya kuchka music brings circles [9].

M. Kurbanova, who conducted a monographic study on the semantic and pragmatic features of ergonisms in Russian linguistics, cites *oykomodonym*, *emporonym*, advertising names, *firmonyms* as similar names of ergonims and lists the following characteristics:

- 1) ergonim are names given to commercial and non-commercial organizations;
- 2) ergonim are proper names of commercial objects that are legally connected to this or that object or not,;
- 3) ergonim can name specific institutions (theater, hotel, shop, cafe, various associations, clubs, parties, etc [10].

Ergonims are considered an independent microsystem functioning in the Uzbek language. An ergonim, like any linguistic term, is a unit of a semiological system that represents concepts in language that reflect a certain scientific worldview. Its semantic structure is realized based



on the totality of potential signs characterizing the ergonim.

M. Zakharova-Sarovskaya, speaking about the term ergonim and the system to which it belongs, emphasizes that there are differences in the use of the terms ‘ergonomics’, “ergonimia”, “ergonimikon” in research. To clarify this, the famous Russian linguist A.K. Matveev uses the method of explaining such terms of onomastics and onomatology. A.K. Matveev mentioned that the term onomatology is used for the science of proper nouns, and onomastics is used for the total number of proper nouns in a certain language, and from this point of view, the term ergonomics is the science that studies ergonomisms, and the term ergonomics is used for the total number of specific names studied in various aspects in scientific and research work emphasizes that the logic of application is correct, and under the term ergonimicon, it is necessary to understand ergonims, that is, a system of units naming concrete objects [11].

Ergonymics are also related to naming, which is a branch of applied linguistics. Although the term “naming” is used in relation to naming, it differs from the Uzbek word “name” according to the scope of meaning and the object of use. In the Uzbek language, a noun is a word used in relation to any thing in existence - object, event, sign, action, quantity, etc. Naming is characterized by the fact that it is a terminological unit covering only the names of production and trade facilities, products, and their brands. This term entered modern linguistics in this sense, and today it is actively used in relation to the type of activity that

studies the linguistic aspects of naming production and trade objects [12].”.

In the narrow sense, naming is a collection of practical methodologies or a series of technologies for naming methods with a clear, practical, commercial purpose.

If fundamental linguistic onomastics describes, studies, classifies, and systematizes onomaterial (the sum of onomatopoeias is called onymia), naming can be called practical, even experimental onomastics. Onomastics feeds naming, and naming feeds onomastics.

In naming, onymia (set of names) is the main lexical base, very active and mobile material. Naming's task is not only to create effective names, but also to monitor existing models according to the level of success, to study the leading trends in various segments of business names, etc. In general, such monitoring is also necessary to prevent recurrence. Considering the development of economic sectors in our country at the moment, it is not easy to find new names that do not repeat each other. One of the problems in the field of naming is the repetition and precedent of names. In order to be complete and appropriate, naming must work together with the fields of linguistic expertise and law.

Onim (noun) is the basic unit of onomastics. Accordingly, a name is a name that has entered into branding practice, has become a brand, or is about to become a brand. Name-branding is a name known to everyone, which has become a mass brand and competes with other brands.

Neim is used in naming, and ergonim is used in onomastics. Based on the terms neim and ergonim



in linguistics, it is possible to put a conditional equality sign between the sciences of neim and ergonomics [13]”.

It seems that ergonyms are the names of urban scale units in a certain area, that is, trade, production facilities, products, enterprises and organizations. At this point, it should be noted that ergonomics is considered as an ergonomic unit of scale, characteristic not only of the city, but also of villages, settlements, and neighborhoods as a result of urbanization, which shows the unique characteristics of the area.

Ergonyms are also related to toponyms in the onomastic system, because the name of trade, production facilities, enterprises and organizations can also be called by the name of the area where it is located. For example, “Kushbegi” restaurant is located in Kushbegi district of Tashkent city; Ergonomics such as “Chorsu’ hotel, “Rohat” car showroom, “Cho’pon ota’ teahouse, and “Beshyogoch” market are examples of this. Russian linguist R.I. Kozlov states that the names of local enterprises related to a certain area are not only ergo-, but also topological objects, in other words, they are closely related to the area where the enterprise is located, apart from the commercial connection, and it is correct to call such nouns ergourbonyms. In his opinion, such local enterprise names belong more to the toponymic system than to the ergonym [14]. In our opinion, this opinion is somewhat controversial. One onomastic unit can carry a message belonging to another system, and this creates a homonymous relationship between onomastic units. In the above examples,

toponyms and ergonyms are onomastic homonyms. It will be possible to determine what kind of moment is being thought about depending on the context. The famous linguist B. Orinboev notes the following about it: It is known that each onymic lexeme gives a certain meaning, that is, a lexeme can convey information about a place or a person. This message performs a special onomastic task and has stylistic and aesthetic significance. In other words, one onomastic lexeme can convey a certain message not only in one area, but also in several areas. Names with the same form and different meaning create homonymy in onomastics: Gulistan (city), Gulistan (anthroponym), Zarafshan (city), Zarafshan (anthroponym). Applicative homonymy formed when related nouns are converted to onymic lexemes: Yashasin (anthroponym), yashasin (verb form), Botir (anthroponym), botir (adjective), Kumush (anthroponym), silver (noun) [15].

In some sources, in particular, in the works of A. Beley, V. Korshunova, T. Nikolaeva, Ya. Rybak, the term firmonym (firma + onim) is also used. O. Beley notes that the term firmonym is registered as the name of commercial, production associations, the term ergonym cannot satisfy the need for a field term that reflects the differences between the names of different types of associations of people and their structural-hierarchical aspects [16].

Researcher I.V. Kryukova defines ergonyms as advertising names and believes that any ergonyms are advertising in nature [17].

“In general, ergonyms constitute the fastest growing lexical layer in the onomastic system, the



appearance and disappearance of these names from the city map is closely related to socio-political and socio-cultural changes”[18].

In our research, we found it appropriate to define the names of organizations belonging to different fields that are used in ergonomics of the city of Tashkent as ergonomics:

A) famous names of associations of people (organizations in the scientific, educational, production spheres) according to their labor activity;

B) famous names of commercial organizations (agencies, banks, stores, firms);

C) names given to cultural objects (cinema, club, theater, park, avenue, etc.);

D) names of sports organizations (sports complexes, fields, associations).

Ergonyms, as a unit of language and speech, have a number of characteristics typical of nouns:

- serves to clearly name an object, sign, action and distinguish one of the same type of objects;

- usually there may be no connection between ergonim and the concept it represents;

- ergonim, like other singular nouns, can belong to different word classes: noun, adjective, number, verb, pronoun), but these units are nouns as nouns.

#### Conclusion

Based on the above signs, if we refer to the ergonomics of the Uzbek language, as a whole macrosystem, it forms a set of types and forms of ergonomics belonging to the onomasticon of a certain region. Like the scale of other onomastic units, there are small microsystems that make up

the ergonomic system in the language: firmonyms; such as gastronomic names, restaurant names, pragmatonyms (product, brand names) [19].

Thus, ergonyms as a unit belonging to the fields of naming and onomastics have their own linguistic features, and this issue requires separate monographic studies.

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