

# BRAND NAMES FROM TWO ANTHROPOLOGY

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## Abstract

The article discusses brand names that are formed by combining two anthroponyms.

**Keywords:** Brand name, anthroponym + type of activity, anthroponym + adjective, linguacultural task.

## Introduction

In recent years, as a result of globalization processes, growth in development indicators, and the development of international economic and trade relations, along with the influx of products and services from abroad into Uzbekistan, the names of these products, goods or services are also being adopted into Uzbek speech, into the lexical level of the Uzbek language. At the same time, as a result of the reforms being carried out in our country to develop entrepreneurship and business, new types of products and goods are being produced by Uzbek entrepreneurs. Anthroponyms also play a significant role in the formation of brand names. The majority of world-famous brand names are based on anthroponyms. The main part of such brand names is made up of machine names, names of technical and technological means, names of clothing and perfumes. They can be classified into several groups: brand names derived from single anthroponyms, brand names formed by combining two anthroponyms, brand names with anthroponym + type of activity, anthroponym + adjective, brand names formed by affectionate abbreviations of anthroponyms, brand names formed from abbreviations of anthroponyms. A brand is a name, term, design, symbol, or other feature that distinguishes a seller's product or service from others.

Here are also brand names formed by combining two anthroponyms. A lot of work has been done in Uzbek linguistics on the compound word, the semantic relationship between its components, the relationship of the compound word to the lexeme and the word combination, the difference between a compound word and a word combination, and the features of the formation of a compound word. In these works, the compound word is described based on the material of related words. The material of names and toponyms has not been studied or, in some cases, is described in combination with a related noun. However, there are certain differences in the formation of simple compound words and compound nouns.

The name of the Dolce & Gabbana brand was formed from the combination of the surnames of its founders - designers Domenico Dolce and Stefano Gabbana.

The abbreviation HP, the full name of the company producing computers and electrical equipment, is also formed from the combination of the surnames of the brand founders Bill Hewlett and David Packard.



Johnson & Johnson is a large company that produces medical and pharmaceutical equipment and hygiene products. The brand name is named after its founders, brothers James Wood Johnson, Robert Wood Johnson, and Edward Mead Johnson. The name of Ben and Jerry's ice cream is formed from the names of the brand founders Ben Cohen and Jerry Greenfield, who were childhood friends.

There are also brand names based on anthroponym + type of activity, these names are directly related to the type of activity of the company or the type of product it produces. For example, Abbot Laboratories is a diagnostic laboratory clinic, a company that manufactures medical equipment and pharmaceuticals. The name of the company was formed by adding the word for the type of activity - Laboratories - to the surname of the founder of the brand, doctor Welles Abbot.

The name of one of the popular Uzbek brands - Murad Buildings - is also formed by adding the word "buildings", which is the name of the company founder, to the name of his field of activity - construction products. Buildings means "buildings" in English.

The name of the confectionery company Safia Bakery is also formed by adding the name of the type of activity to the anthroponym. The word Bakery in English means a place where they cook bread.

There are also brand names formed by shortening the anthroponym and the type of activity. The brand name Artel is derived from the abbreviation of the first syllable of the words Artykhodzhaev + telecom, the company produces equipment and technology products.

Brand names with anthroponym + adjective construction are also found. The name of the door brand Akbar Rich in Uzbekistan was formed in this way, formed by adding the English word Rich - rich to the anthroponym Akbar

An example of brand names based on the affectionate abbreviation of anthroponyms is the name of the doll company Barbie. This name is an abbreviation of the name of the company's founder's daughter, Barbara, and is a name created through affection.

There are also anthroponyms created based on the abbreviation of several anthroponyms. For example, one of the famous construction companies in Uzbekistan, NRG, is an abbreviation of the surnames of its founders Murod Nazarov and Odil Rakhimbayev. (Nazarov Rakhimbayev Group).

In many languages of the world, in particular, in English, a first and last name are characteristic for communication. Based on the above analysis, we have witnessed this. Brand names derived from anthroponyms are mainly derived from a surname or a first and last name. However, in some languages, patronymics are more widely used than surnames. Patronymics (patronymics) are more characteristic of the Russian language, and they are also widely found in Russian-language brand names. "Transonymized patronymic names are often found among national brands: "U Palycha", "Ivanych" and others".

The restaurant chain opened by the famous Uzbek chef Bahridin Chustiy operates under the Chustiy brand, which can also be considered a means of expressing national and cultural identity, demonstrating the capabilities of the Uzbek language. The To'xtaniyoz-ota brand name also expresses such national identity. In the Uzbek language, addressing anthroponyms with the addition of words such as father, mother, aunt, uncle, brother, sister, brother, brother,



sister, brother not only indicates the age of the person being addressed, but also expresses respect for that person, and is considered part of the Uzbek standard of communication. From this point of view, the To'xtaniyoz-ota brand name is a linguocultural unit expressing nationality.

Thus, in addition to the tasks of being resonant and attracting consumers, brand names also perform the task of expressing national identity - a linguocultural task. It is necessary to adequately assess the fact that proper nouns are linguistic units that arose in the language due to a certain communicative need, and their functional-communicative significance in speech. In general, the meaning of proper nouns, how to understand and interpret them, awaits further in-depth research. Although a number of scientists have conducted research on this issue, they have not yet come to a conclusion. It is clear that it is inappropriate to impose the same scientific requirements on the meaning of common nouns as on the meaning of proper nouns, nor to interpret the meaning of anthroponyms from the same point of view.

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