

# ONOMASTIC SCOPE AND THE ROLE OF PRAGMATONYMS IN ONOMASTICS

S. M. Akhmadalieva,  
Teacher, KSPI, Kokand

## Abstract

The article discusses that the onomastics and pragmatonyms in it play an important role in the formation of brand names.

**Keywords:** Pragmatonym, brand name, stylistic devices, production, abbreviations of anthroponyms, trademark.

## Introduction

Within the framework of Uzbek onomastics, pragmatonyms have not been especially collected, nor have they been monographically studied. One of the urgent tasks is to study all pragmatonyms currently in use on the basis of modern linguistic achievements. After all, "attention to our native language, which is the symbol of our national identity and the basis of our spirituality, is being further strengthened." In this sense, one of the important tasks facing the field is to study, classify and describe the lexical-semantic, nominative-motivational, etymological, derivational, structural, sociolinguistic and linguocultural characteristics of pragmatonyms, and on this basis to enrich Uzbek onomastics with scientific-theoretical views on pragmatonyms and practical interpretations. The onomastics department of linguistics studies proper nouns in the language, their occurrence, motivational foundations, semantics, and linguistic structure. Onomastics is actually a Greek word and means "the art of naming". Onomastics studies any proper noun that constitutes the units of linguistic onomastics from a linguistic and sociolinguistic perspective.

It is known that the spirituality of any nation cannot be imagined without its language and its own traditions. Names are also one of the factors that indicate the uniqueness of a particular people as a nation. At the same time, they are also the linguistic, historical and cultural wealth of that people. Names are also valuable as a spiritual heritage passed down from ancestors to generations. As they are passed down from one generation to another, they carry with them information about the linguistic principles, culture, spirituality and history of that people. The meanings hidden in the names give us clear information about the long history of the people, their literature, art, culture, customs and natural conditions. Names demonstrate the creative abilities of the people. After all, as the famous linguist N. Mahmudov noted, "In the development of a language, its owner plays an absolutely decisive role. "Language is deprived of the opportunity to take steps towards perfection, completely independent of the will, beliefs and needs, intellectual and spiritual potential, and the demands of thought and imagination of its owner."



A proper noun is a secondary name that serves to distinguish one of the same object or phenomenon, and there are different views on such nouns. Linguistic sources emphasize that a proper noun does not have a naming meaning in isolation from the text and speech situation, but is realized only in context, that the word's being proper or similar is understood with the help of the word surrounding it, and in this respect, a proper noun is similar to a pronoun, M. Mirtojiev, speaking about the lexical meaning of proper nouns, writes: "The idea that proper nouns do not express a concept is correct. The arguments presented for this are also fully justified. It is impossible to ignore it. Nevertheless, one cannot agree with the idea that it "has no meaning" there. For example, it represents either a person, a place, an organization, or one of the following. It has only a private expression. However, the proper noun, with this special expressive meaning, can act as a part of speech: possessive, complement, locative, etc. Since it does not express a concept, it performs a syntactic function, despite the fact that it cannot be explained and translated. Therefore, it can be safely said that it has a lexical meaning. It should also not be forgotten that it has a strong place in the lexicon of speech.

The famous scientist A.A.Reformatsky proposed at one time to distinguish between proper nouns and common nouns as follows: proper nouns primarily have a nominative function, that is, they serve to separately name specific objects, things and events, while common nouns perform a semasiological, that is, expressive function, that is, they name objects, events and events, and also express the concept of them.

One of the leading researchers of Uzbek onomastics, E. Begmatov, distinguishes between proper nouns and common nouns as follows:

1. If the lexical meaning of a common noun is associated with a generalized concept of a certain class (group) of things (objects), then the meaning of a proper noun is associated with a single, individual (one) object.
2. The meaning of a proper noun is encyclopedic and embodies various information about the named object, this information is multifaceted.
3. A proper noun has a general and individual meaning. Its general meaning is its meaning at the linguistic level, in addition to its real use. The individual meaning is the meaning of the proper noun in real use.
4. While the lexical meaning of a common noun is related to the object through the concept of the denotation it represents, the meaning of a proper noun is directly related to the denotation itself.

Proper nouns, by their nature, are extremely stable, rarely changing material of the language, which is transferred to other languages without translation. Due to this property, proper nouns are the most reliable evidence for scientific research in historical, linguistic and speech terms. The onomastic scope is the total volume, set of proper nouns in a particular language. According to A.V.Superanskaya, "The onomastic scope is a set of proper nouns used to name real, hypothetical and imaginary objects in a particular folk language." A.V.Superanskaya, covering the proper nouns that express real and unreal (imaginary) objects around her under the concept of onomastic scope (onomastic complex), cited 19 types of proper nouns that are part of this complex.



The periphery of the field of onomastics is made up of names of mass media (hemeronyms), names of associations of activities (ergonyms), trademarks (pragmatonyms), names of holidays and other events (georonyms), and other fields (In the periphery of onomastics, two groups of proper nouns are distinguished: pragmatonyms - names of objects of pragmatic activity and ideonyms - names of objects of intellectual activity. Ideonyms include georonyms - names of holidays, gemeronyms - names of periodicals, orthonyms - names of works of fine art (painting, graphics), documentonyms - names of various types of documents, etc. Chrematonyms - names of objects, poreonyms - names of means of transport, oikonoms - names of settlements, etc.

The onomastic scope of the Uzbek language is considered an extremely complex and extensive concept. The careful collection of proper noun materials belonging to all macroscales, microscales and subscales of the Uzbek language, the study of their nominative, motivational, functional characteristics is one of the urgent problems of Uzbek onomastics. Such a large-scale study is of great practical importance not only for the field of onomastics, but also for the field of onomastics. The results of such scientific work demonstrate the extraordinary complexity and diversity of the vocabulary of our language, and serve as a rich source of material for a deeper understanding of the history, culture, spirituality, and deep roots of the Uzbek people. classes) with appellative-onymical signs.

Thus, Pragmatonyms occupy a special place in the onomastic sphere and provide valuable information about the life, lifestyle, material and spiritual life of the people. Pragmatonyms are considered one of the components of the onomastic system, expressing the name of the manufactured goods, products or services. In the current conditions of globalization, the increase in product types, the widespread use of product names, and the introduction of product names from foreign languages into the Uzbek language have created a need to study such names from a linguistic point of view.

Mainly representatives of Russian linguistics have studied Pragmatonyms in detail. Some articles and scientific studies by Uzbek linguists present ideas on Pragmatonyms, brand names, and naming, but Pragmatonyms have not been analyzed as an object of monographic research. Pragmatonyms, by performing various functions in the language, perform the tasks of introducing products to the public, advertising, and distinguishing one type of product from others.

Product branding is a process with an ancient history. Brands include not only the name of products, but also other aspects of them that are protected by law.

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