

THE USE OF STYLISTIC DEVICES IN PRAGMATONYMS

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Abstract

The article discusses the fact that stylistic devices play an important role in the formation of brand names.

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

Introduction

In recent years, in world linguistics, the study of the aspects of onomastic level units, in particular, pragmatonyms, related to the human and social factors and their national and cultural characteristics has become one of the pressing issues. In such studies, the commonality of language and the human factor serves to improve the anthropocentric paradigm. Accordingly, the creation of research on pragmatonyms based on the principle of the anthropocentric paradigm in world linguistics, the creation of explanatory and etymological dictionaries are of great importance for the development of the fields of onomastics and lexicography.

Today, new directions in world linguistics, such as linguopragmatics, sociolinguistics, linguocultural studies, and psycholinguistics, serve to develop the anthropocentric paradigm. This creates the need to study pragmatonyms, along with other onomastic units, from the point of view of these new directions. The etymological, structural-semantic, and linguocultural study of pragmatonyms serves as a basis for elucidating the anthropocentric characteristics of such onomastic units.

Since the main function of brand names is to attract the consumer and distinguish the product from other similar products, their sonority and memorability are also considered an important factor.

As pragmatonyms, trademarks should have such a positive meaning in their name that with the help of the trademark they should encourage a potential buyer to take the necessary action for the manufacturer - to buy their product. In many cases, the creators of the names of a particular product strive to emphasize its superior quality: Super, Absolute, Excellent. When creating a trademark, one should not rely solely on putting emotion into the name of the product. It is also necessary to take into account the tastes, habits, and capabilities of the consumer.

According to M.V. Golomidova, names should be understandable, have rational and emotional values close to the intended audience, and be able to open the way to the heart of the buyer. N. Stadulskaya, in her research, emphasizes that the most effective way to attract attention to trademarks - pragmatonyms - is the use of stylistic means, and finds that in most cases, brand



names contain stylistic signs that describe the properties, qualities of the product and the results achieved through their use.

Stylistic signs serve to make brand names resonant, impressive. In this regard, it is necessary to recognize the importance of phonetic stylistic means.

Tovushlar yakka holda olinganda, biror his-tuyg‘u, munosabatni ifodalashi kam kuzatiladi. Lekin ular kontekstda kelganda, tovushlar ma‘lum stilistik vazifa bajaradi. Fonetik stilistik vositalar tilda keng qo‘llaniladigan, uslubiy bo‘yoq beradigan vositalar bo‘lib, manbalarda onomatopeya, alliteratsiya, qofiya, ritm kabilar bunday vositalar tarkibiga kiritiladi .

Onomatopoeia is the use of imitative words in language, which refers to the production of various sounds in imitation of the natural sounds of natural phenomena, people, animals or certain objects. Pragmatonyms-mimemes are names whose (lexical) basis is formed by imitative words. Imitative words based on onomatopoeia can be used as brand names. For example, the names of sweets such as “Mu-mu”, “Kis-kis” are based on onomatopoeia, and the use of such names serves several stylistic purposes: a) achieving sonority and melodiousness through imitative words; b) attracting the attention of buyers through onomatopoeia, given that sweets are intended more for children; c) influencing the emotions of buyers and thereby encouraging them to buy the product.

Another brand name - the name of the chewing gum KikiRiki - is also based on onomatopoeia, and here, too, it is aimed primarily at a children's audience in terms of age.

Researcher O.A. Vasilyeva analyzes the NafNaf brand name and comes to the following conclusion: “the precedent property of the pragmatism, together with the origin of the brand, creates a positive emotional perception of the brand. On the one hand, the NafNaf brand name sends customers to the world of childhood, to the world of fairy tales, which creates positive emotions; on the other hand, the content of advertising texts is based on the principle of femininity of potential customers and the unusualness of the name.

Alliteration is also considered one of the phonetic stylistic devices and involves achieving stylistic coloring through the repetition of consonant sounds. Brand names such as Coca-Cola, Kit-Kat, Tip-Top are based on alliteration, in which melodiousness is achieved through the repetition of consonant sounds, and the product name is provided with a sonorous sound. The more sonorous the name of the product, the easier it is to remember this product name. Given such stylistic tasks, alliteration as a phonetic stylistic device increases the impact of pragmatonyms.

Rhyme is also considered one of the phonetic stylistic devices and can be widely used in brand names or slogans. For example, the slogan of the world-famous Gillette brand “Gillette – the best a man can get” acquired sonority and melodiousness precisely because it is based on rhyme.

Therefore, rhyme, as one of the phonetic stylistic means, ensures that the brand name and slogan are sonorous and melodious, and with the help of rhyme, names and slogans are quickly and easily remembered. All this contributes to the purchase of the product by the buyer.

Repetition of syllables can also participate in the formation of brand names as a phonetic stylistic means. For example, in the name of the Mimister dessert, the first and second syllables are repeated, ensuring the sonorousness of the product name. The name of the ZiZi children's



chewing gum, the name of the ZuZu pizza, and the names of the Dada juice are also based on the repetition of syllables.

F. Ashurova in her article “How to choose a name for a company or product?” emphasizes that there are rules for choosing the right name. They are as follows:

1. Uniqueness of the name, that is, any successful name should be unique and inimitable in its own right, and not have similarities in the market.
2. Attractiveness, that is, the degree of acceptability of the chosen name to the target audience.
3. Ease of pronunciation of the name, that is, the name should not be difficult for the target audience to pronounce.
4. Correct pronunciation: test how the target audience pronounces the name: is the pronunciation as expected (especially if the name has a complex composition or is in a foreign language)?
5. Ease of memorization: is it easy for the target audience to remember the name, can the consumer repeat the name after a few minutes?
6. The degree of brightness of the name, that is, how much does the chosen name stand out among competitors and major market participants?
7. Market similarity: how well does the company or product name fit into the market or product category?
8. Price category relevance: how well does the company or product name fit into the price segment in which it plans to participate?
9. Imagery and analogy: the image and imagination that appear in the eyes of the target audience when they hear the name of the product.

In conclusion, 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 progress towards perfection, completely independent of the will, beliefs and needs of its owner, intellectual and spiritual potential, thinking and imagination. Stylistic means serve to make brand names and slogans resonant, easy to remember, create positive emotions and thereby increase product sales.

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