



ANALYSIS OF ERGONOMIC UNITS AT THE ONOMASTIC LEVEL

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Article history:	Abstract:
<p>Received: 1st September 2022 Accepted: 1st October 2022 Published: 4th November 2022</p>	<p>In this article, the study of ergonyms in world linguistics from the lexic-semantic, linguistic, terminological and pragmatic point of view, and the results obtained from the scientific and research work carried out in this regard have served to enrich the science of linguistics with new scientific and theoretical conclusions, and the linguistic significance of ergonyms characteristics are analyzed.</p>
<p>Keywords: Linguistics, onomastics, ergonom, urbanonom, identification, economic name, semasiology, periphery, firmino</p>	

The works carried out now serve for the national, stylistic and methodological development of the lexicon of the Uzbek language. As our honorable president admitted: "...as the sages of the East said:" The greatest wealth is intelligence and knowledge, the greatest inheritance is good education, the greatest poverty is ignorance!" Therefore, for all of us, acquiring modern knowledge, becoming truly enlightened and possessing high spirituality should become a continuous vital need¹. Undoubtedly, these thoughts are also related to the scientific research carried out in Uzbek linguistics. In this sense, as one of the most important components of any city, the onomastic space, the array of ergonyms represents the originality, and the changes that have occurred or are occurring in the social sphere reflect the vocabulary layer and the basis of the modern language system. Questions regarding the changes in the form of ergonym, its linguistic status and graphic features remain open to this day. Today, Uzbek linguistics does not have a clear terminological dictionary of ergonyms, there are only fragmentary descriptions of ergonym components, unformed terminological systems. Despite the fact that linguistic theories are sufficiently developed, there is still no complete and systematic description of the use of linguistic elements in the ergonomics of different cities in Uzbek linguistics.

The study of ergonyms is conducted within the boundaries of lexical semantics (semasiology and onomasiology), word formation, linguistic semiotics, cognitive linguistics, cultural linguistics, and pragmalinguistics. The relevance of the studied topic is that in today's modern communicative process, the names of city objects can be repeated at a high level and come to life in the minds of people through the medium of language, and participate in the formation of their vision of the world. From this point of view, it is important to study the cognitive capabilities of this system of ergonomics, the specific features of the semantic and structural features of its components. The description of urban ergonomics, which often reflect the social direction of the category (Cheap pharmacy, Malika women's clothing store), gender and age factors (Begoyim beauty salon, Chudo deti children's product market) also have socio-linguistic significance.

A comprehensive study of ergonyms is especially important for a modern linguist-semasiologist: these "common nouns" of objects and events allow to expand the understanding of the richness of the verbal sign in the border zone, its uniqueness.

Linguistic study and research of ergonomic units, which is a branch of onomastics, includes identification and analysis of derivative and functional possibilities of modern ergonomics. This goal is achieved by solving the following tasks:

- 1) Analysis of structural relations in the corpus of given names.
- 2) To determine the specific features of the ergonomic designation.
- 3) To determine the lexical-semantic and derivational features of ergonyms.
- 4) Observing the development dynamics of the ergonomic system in Uzbek linguistics.
- 5) Evaluation of the communicative potential of ergonomics.

Tasks of the research:

- summarizing existing approaches to defining the concept of "name" and describing the lexical and semantic relations of ergonyms;

¹ O'zbekiston prezidenti Sh.M. Mirziyoyevning 2020-yil 24-yanvardagi Oliy Majlisga murojaatnomasidan. "Xalq so'zi" gazetasi 2020-yil 25-yanvar soni.

- defining the linguistic status of ergonism in Uzbek onomastics and defining functional specific features and main approaches to classification by defining the concept of "ergonism";
- determining the place of ergonims in the terminological system;
- description of ergonims in terms of semantic structure, as well as analysis of semantic naming rules and peculiarities;
- monitoring the dynamics of the modern ergonomic system development.

At the beginning of the 20th century, the word became the subject of study as a unit representing a name. About this A.V. Superanskaya says: "Onomastics or onymia, as a combination of different types of names, is related to all aspects of human life and activity. Where individuation or identification is required, a person naturally chooses a proper noun to distinguish the object"².

Nowadays, the onomastic level of the language expresses a clear system. Its center, according to tradition, is anthroponyms and toponyms, because at the end of the 20th century, the attention of researchers was attached to the units considered typical of the periphery of onomastics, including ergonims. Ergonyms are names of organizations that belong to the noun group and sometimes reflect their tasks in the name. (Business associations, educational institutions, industrial enterprises, banks, shops, cultural centers, sports complexes and stadiums).

Ergonim are units of urban language space. Ergonomics can be a mirror reflecting history and everyday life, and an important marker (record) of socio-cultural processes. In linguistics, the term "Ergonim" was first used in 1978 by N.V. Podolskaya's "Russian Onomastic Terminology" dictionary. This term comes from the ancient Greek words "ergo" - work, trade and "nym" - name. The word ergon can also be translated as "work" or "movement". In world linguistics, especially in Russian linguistics, ergonyms attract the attention of onomologists as a type of urbanonyms, and in Azerbaijani linguistics as a type of ktematonyms. This situation was reflected in the researches of linguists such as M. L. Shetinin, B. Z. Bukchina and G. A. Zolotova, A. V. Superanskaya, V. D. Bondaletov in the 60s of the 20th century. In it, linguists dealt with the general principles of naming complex objects. Until then, researchers used the term "urbanonym".

Ergonomics-onomastics is a branch of ergonomics that studies ergonisms. Ergonimy is a dictionary or list of ergonims of a certain period. Ergonomics is a set of ergonomics. There are several variants of the term "Ergonim". D. A. Yalovets-Konovalova called it "the name of a commercial enterprise", V. A. Korshunov and T. K. Nikolayeva called it "firmimo". Yalovets-Konovalova D. A. says that ergonims are "signs of community associations"³, Zemskova S. V. defined ergonomics as "a set of names of industrial and economic objects of the region"⁴.

The development of ergonomic problems in Russian linguistics began in the middle of the 20th century. B. Z. Bukchina, G. A. Zolotova, S. A. Koporsky, M. N. Morozova and L. V. Shetin drew attention to this issue for the first time.

In the conditions of the market economy, since the name of the organization is the main way to attract customers, in turn, its competitiveness and longevity should be ensured. That is why the study of ergonomics has become an urgent task for those conducting research in various fields of science, especially for linguists. The naming method of ergonomics depends on many factors. The order of naming in ergonomics has changed several times over the years, as the main reason for this is the change in extralinguistic factors (changes in worldview, changes in evaluation criteria in society, language features that determine the character of naming).

Separation of ergonisms from several other types of onomnastic units, researches devoted to the peripheral department of onomastics on the problems of their description, categorical features and main differences date back to the 90s of the 20th century, and this was done by A. V. Bespalova, S. V. Zemskova, N. V. Associated with the names of nomologists such as Nosenko, E. S. Otin and others⁵. Modern research deals with the terminological description of ergonims, as well as issues of their use, problems of naming complex objects of other linguistic and non-linguistic elements (F.F.Alistanova, M.G.Kurbanova, E.S.Butakova, A.M.Emelyanova, M.V.Kitaygorodskaya, I.V.Kryukova, M.Ya.Kryuchkova, N.N. Rozanova, Man Shu and others)⁶.

In modern linguistics, ergonyms are considered as a type of onomnastics. Linguistic materials related to ergonisms in Russian linguistics are studied from various aspects, including logical, semasiological, sociolinguistic, semiotic, lexicographic, etc. According to the terminology of the "Dictionary of Russian Onomastics" (N.V. Podolskaya), the word or phrase named by him is considered to be used to highlight an object, to individualize and identify it among other objects. Onomatopoeia distinguishes between proper nouns and various types of improper

² Суперанская, А. В. Общая теория имени собственного. – М.,1973.

³ Яловец – Коновалова Д. А Названия коммерческих предприятий: ономаσιологическая классификация и функционирование в современном русском языке: Автореф. дис. ... канд. филол. наук. - Челябинск,1997.

⁴ Земскова С.В. Лексико-семантический и словообразовательный анализ эргонимов г.Тольятти Самарской области Российской Федерации: Автореф. дис. ... канд. филол. наук. – Самара, 1996.

⁵ Курбанова, М.Г. диссертация Эргонимы современного русского языка: Семантика и прагматика. Астрахань -2014.

⁶ а) Алистанова, Ф.Ф. диссертация Эргонимы современного русского языка как микросистема. Махачкала-2011.

б) Курбанова, М.Г диссертация Эргонимы современного русского языка: Семантика и прагматика. Астрахань- 2014.

в) Бутакова, Е.С. Эргонимы иноязычного происхождения в коммуникативном пространстве города. Томск-2013.

г) Мань Шу диссертация Восприятие и понимание имени собственного в межкультурной коммуникации (на материале прагмонимов и эргонимов китайского и русского языков) Пермь – 2021.

nouns by considering the specific aspects of nouns. According to the researcher, the concept of basic features for general vocabulary words is related to whether or not they are directly related to a class of objects. To clarify the categorical features of the names, we turn to V.D. Bondaletov. According to his ideas, onomastic units are language units, which should be considered as a single object of linguistics, names belong to the nominative units of the language, not communicative, and in the vast majority of the world's languages, definite nouns are included in the class of nouns. The uniqueness of ergonomics is felt not only at the level of language (considered beyond their specific use), but also at the level of speech (in specific contexts and situations).

Studying the ergonomics of a place means drawing its linguistic portrait, describing the typical and individual aspects of the onomastic level, and drawing its picture in everyday life. There are different interpretations of the term ergonim, and some Latvian linguists consider it to be a noun denoting the name of an organization, company, educational institution consisting of a group of people organized for a specific purpose.

In Russian linguistics, which has an ancient history in the study of ergonomisms, ergonomisms are defined as a noun representing a group of people united in a specific direction and movement. Russian linguists call ergonims the names of a group of applied fields united for a specific goal⁷.

In German linguistics, this term is used to express not only an association, but also a union of certain individuals. It also refers to the names of products and services (products, clothes, cars), works of art, shows, children's toys, and outlets (cafe, shop, hair salon)⁸.

In Finland, this term is rarely used. Instead, they prefer the terms "company name" and "business name"⁹. But for others, the concept of ergonomics can be more than just a brand name or a store name. According to them, "ergonim" also represents the names of schools, theaters, synagogues, and bureaucratic organizations¹⁰.

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