

ERGONYMS-ELEMENTARY FUNCTIONS OF LANGUAGE

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ABSTRACT

In this article of onomastics composition entering ergonomics based on harvest done etymological name and structural to face analysis is done

ANNOTATION

The article analyzes the etymological and structural characteristics of the names of objects based on ergonyms

ABSTRACT

This article analyzes etymological and structural features of names based on ergonyms

Last one how many year inside happened has been social , economic and cultural changes international of cooperation development impulse it happened and separately of languages activity show of circles expansion take came _ New goods flow and them determiner names increased . Modern in cities state funds , medicine institutions , tourism agencies , business organizations , stores and others like new commerce and social institutions and to them suitable coming characters appear it happened Economical and cultural of communications expansion not only new of institutions appear maybe _ _ foreign languages of the lexicon to be assimilated and above institutions in showing of languages mutually near to the effect take came _

Onomastics composition entering ergonomics company, organization , enterprise names means _ Ergonomics associations , institutions organizations , corporations , enterprises , societies , institutions , circles like of people economy associations added to himself special names as language elements of the population to the language has been desires bright reflection makes _ them one how many to groups separate analysis to do possible _ For example , firmonyms - company names , emoryonyms - trade organizations names like _

Product and product names expressive language units are fired names linguists by different is named Science in sources pragmatonym , commodity , pragmatonym terms of products think their names expression for is used .

Last in years globalization processes , progress indicators growth , international economic and trade of connections development as a result From abroad to Uzbekistan product and services come in coming with one in the line , this product , commodity of services names too Uzbek speech , Uzbek language lexicon level acceptance is being done .

With that one in line , in our country entrepreneurship , business development according to done increased reforms as a result from Uzbekistan entrepreneurs by too new kind of product and goods work is released . Of course it is in the circumstances every a company or enterprise from others divorced standing for own in the name owner to be , product too to be named demand will be done . In linguistics such names pragmatonyms that is called Pragmatonyms onomastics branch of linguistics

within studied and learned names of the group composition is entered .

A pragmatonym term Greek πραγμα - subject, thing and ονομα - noun , from noun created ,
—type , brand, trademark meaning

name meaning does not mean

Pragmatonyms too one how much from groups organization find : alkononyms - alcohol products names ; mechanonomy - technical products names ; perfumery - perfumery products names ; Chocolate products _ names ; pharmaconyms - pharmaceutical products names and AD _

Brand names expressive pragmatonyms large group organization will do The brand is the seller's product or service like this from others different standing name, term , design, symbol or other features means _ I. Isanguzina his own in the article of pragmatonyms one how much

functions date pass : distinguishing function, informative - information provider , — asrov || function, guarantee function , psychological Differentiating function - product , commodity or

service name that 's another type product , goods or self service to call the difference for service does _For example , hand phone work manufacturer brand names : SLMSUNG,APPLE, Redmi

, Xiaomi and others _ This is it brands name under work released products tour one different if b dies yes , they are work issuer company brand name according to differs .Informative function

- product name of the product how about information to give task _ For example , the pragmatic name of MUSAFFO SUT of the product from milk prepared represents _— Asrovchi || function

of the product in the market status keep function . Through this function work issuers own products status competitor fake from companies caution they do For example ,

SNEAKERS are an original product name , SHIKERS - fake product name _Warranty function too above note — preservation || function with depends is , where is the original name of the

product through the consumer good quality product with to provide guarantee is given For example , Adidas named the product is original and durable , Adibas the one in the name

unarmed product to be possible _ This is the brand original name to know it is important . Psychological function - people woke up of brands quality what imagination to be done , of the

word conceptual perception to be done with depend _An example for , from the ZARA brand clothes buy received person of the product quality to be believes , because , usually , people woke

up this brand is world along famous , developed countries citizens of this brandproducts buy they will get it imagine exists

CONCLUSION

In other words , pragmatonyms onomastics of linguisticsfield within is studied . He worked released product , goods or service name means _ Pragmatonyms distinctive , informative, asrovchi ||, kafolat , psychologist functionlarney bajaradi .

ADABI YO TLAR

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