LEXICAL-SEMANTIC PROPERTIES OF PRAGMATONYMS

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ABSTRACT
The article talks about the relationship between ergonym and pragmatonyms

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INTRODUCTION

In An ergonym is the name of an enterprise or organization, a company, and a pragmatonym is the name of products produced by these companies. There are many similarities between ergonynms and pragmatonyms. First of all, both ergonyms and pragmatonyms have commercial purposes, that is, the name of a product or the name of an institution or place has the purpose of attracting a potential buyer. Second, both ergonyms and pragmatonyms are widely used in advertisements. A seller can use both ergonym and pragmatonym as a brand name. Thirdly, stylistic tools are widely used in ergonyms and pragmatonyms, and there is a strong desire to make the names sonorous and memorable. Fourthly, both ergonyms and pragmatonyms perform an informative function, that is, information is given to the buyer about the product, product or service and its producer. Fifth, both ergonyms and pragmatonyms have the function of linguistic manipulation. "Linguistic manipulation is the influence of speech on the addressee based on the choice and use of language tools" . Language tools are used in linguistic manipulation in such a way that when the buyer sees a pragmatonym - the name of the product, some knowledge and memories come to his mind, he makes an independent conclusion, and with the help of linguistic means, he encourages the consumer to buy the product.

MATERIALS AND METHODS

Systematic research of brand names. Thematic groups of brand names include:
1.   Names of technology such as:Volvo, Volkswagen, Toyota, Ford, BMW, Audi, KIA, Renault, Peugeot, Skoda, Nissan, Hyundai, Mazda, Mitsubishi, FIAT, Tesla, BYD.
2. Names of household appliances: LG, Bosch, Samsung, Hofmann, Technomir, Ziffler, ARTEL, IMMER, PREMIER, Sony, Toshiba, Hisense.
3. Information technology brand names are information technology company and product names (such as: Microsoft, Apple, Google, Intel, HP, Asus) and social network names (such as: Telegram, Instagram, Facebook, Tik-Tok, WhatsApp, Viber, YouTube) can be divided into groups.
4.Clothing Names: H&M (Sweden), ZARA (Spain), LC Waikiki (Turkey), PUMA (Germany), Reebok (UK), Uniqlo (Japan), Adidas (Germany), Bogner (Germany), Bata (Switzerland), Geox (Italy), such as Diadora (Italy), Packerson (Italy), Sasha Fabiani (China).

5. Dish names such as: Alpenberg, Arshia, Diva La Opala, Haus Roland, Karosa, Kibele, Korkmaz, Kukmara, Life Smile, Luminarc, MGFR, OMS, Pasabahce, Polaris, Queen, Toppfan, Torix, VARI, Vikalina, Welkin, Wellmax, Xiaomi.

6. Names of perfumery products: Cosrx (South Korea), Such as Biore (Japan), Deoproce (Deopros), Dewal (Germany), Holika Holika.

7. Medicine-related brand names (drug names). In most cases, names of drugs are modified, abbreviated, slightly modified, and added forms of the name of the chemical or pharmaceutical element in the composition. For example, drugs such as Azithromycin, Azimak, Azef, Kurazit are antibiotics with the same component. In them, various forms of the word azithromycin, the main element, were chosen for the name.

8. Gastronomic names. The names of food products also serve the function of advertising and providing information about the type, quality, composition of the product to a certain extent. Here are some gastronomic brand names(Table 1):

Type of food product	Names
Names of sweets	Sneakers, Mars, Bounty, Twix, Kit Kat, Nestle
Names of dairy products	Shohimardonsut, Lactel, Prostakvashino, Musaffo, Kamilka
Drink names	Coca Cola, Fanta, Sprite, Ice Tea, Lipton
Tea names	Ahmad tea, Lipton, Impra, Tess
Names of sausage products	Tukhtanizoy ota, Sherin, Rozmetov, Tim, Andalus
Names of flour and flour products	Dani, Melek, Makiz

Table 1: Gastronomic brand names

9. Names of stationery products. Pencils, scrapers, whiteboards, scotch tape, calculators, glue, organizers, paper clips, staplers, erasers, pencils and other products are produced under the brand Deli. Deli is a unique name for each of them.

10. Names related to construction.Modern paint names such as "Afrosiab", "Ikat", "Marokand", "Shosh", "Ark", "Eski Shahar", "Mokhi Khosa", "Registon", "Beqasam".

The third section of the second chapter "Linguistic and extralinguistic factors in the formation of pragmatonyms.As pragmatonyms, trademarks should have such a positive meaning in their name, that with the help of the trademark, it is necessary to encourage the potential buyer to take the necessary action for the producer - to buy his goods. In many cases, there is an effort by the creators of the names of a particular product to emphasize its superior quality, for example: Super, Absolute, Excellent.

RESULTS

In some cases, the name of the product and the name of the manufacturer may be the same. For example, the name Coca Cola is the name of the company - the manufacturer and the product at the same time. But the Coca Cola company produces not only Coca Cola, but also other drinks. According to information, five of the six world-famous drinks are produced by the Coca Cola company: Coca Cola, Diet Coke, Fanta, Schweppes and Sprite .Etymological, linguistic and cultural research of brand names formed on the basis of anthroponyms was also carried out in this season.Anthroponyms play an important role in the formation of brand names. Such brand names can be classified into several groups: formed from individual anthroponyms(like Ford, Mercedes, Tesla), formed from the union of two anthroponyms(Like

Dolce & Gabbana, Hewlett-Packard), based on anthroponym+type of activity(Like Abbot Laboratories, Murad Buildings, Safia Bakery), with anthroponym + adjective device (Akbar Rich),made by abbreviating anthroponyms(Barbie), made from abbreviations of anthroponyms(NRG)brand names.

CONCLUSIONS

In the onomastic system, pragmatonyms form a separate semantic group as well-known names representing the names of goods and products. Researching the linguistic properties of pragmatic names has both theoretical and practical importance for the development of onomastics of our language, and shows the richness, complexity and diversity of the vocabulary of the Uzbek language.

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