

## THE STUDY OF PRAGMATONYMS IN WORLD LINGUISTICS

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### ABSTRACT

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

**Keywords:** Pragmatonyms, group of proper nouns, onomastic system, semantic, functional and national-cultural characteristic, types of products, "naming" feature, characteristics of pragmatonyms.

### INTRODUCTION

In the onomastics of the Uzbek language, the proper nouns of goods and products form a separate semantic group. Pragmatonyms perform a nominative task of distinguishing a specific type of product from other such products and are characterized by the fact that they carry valuable historical, socio-political, sociolinguistic and linguocultural information. Linguistic units representing the names of products and brands – popular names are named differently by linguists.

The first thoughts about pragmatonyms began to appear in Russian linguistics by the end of the 20th century. The concept of pragmatonym was defined for the first time in the dictionary of onomastic terms published by NVPodolskaya<sup>1</sup>. MYNovichikhina analyzes the concepts of trademark, trade mark, brand and proposes the term "trade name"<sup>2</sup>. According to many researchers, a pragmatonym is a legally protected name of a product or service offering that gives individuality to a well-known product mark, such as other popular nouns.

In linguistics, the study of pragmatonyms can be classified into several groups:

1. Study of pragmatonyms as a separate group of proper nouns. O. Yakovleva studied the place of pragmatonyms in the onomastic system according to their semantic, functional and national-cultural characteristics. Some scientists think that pragmatonyms should be added to the appellative lexicon, considering that pragmatonyms do not have individualization characteristics, that is, they can be the general name of several products or several types of products, not just one thing. O. Yakovleva emphasizes that pragmatonyms should be included in the list of proper nouns due to their "naming" feature. Because at the same time pragmatonyms name products or types of products and distinguish them from other products of the same type. The functional characteristics of pragmatonyms include advertising function, attractive (attracting attention), aesthetic (giving pleasure), suggestive (offering), communicative and mythological functions. N. Shvedova researched the functional properties of pragmatonyms based on modern mass media materials. The author highlighted a number of functional features of pragmatonyms, such as informative-stylistic, advertising and

<sup>1</sup> Словарь русской ономастической терминологии / Н. В. Подольская; [отв. ред. А. В. Суперанская]. – М.: Наука, 1978. – 200 с.

<sup>2</sup> Новичихина М. Е. Коммерческая номинация: монография / Марина Евгеньевна Новичихина. – Воронеж: Изд-во ВГУ, 2003. – 192 с.

emotional-stylistic. N. Stadulskaya proposed to change the formula of a successful advertising company from AIDA (attention, interest, desire, action) to AIDMA (attention, interest, desire, motive, action) and thereby shed light on the linguistic manipulation function of pragmatonyms.

2. Research studies in which certain groups of pragmatonyms are studied. K. Antonova studied the ability of pragmatonyms to attract consumers' attention based on the materials of confectionery names (candy names). I. Isanguzina also studied the place of pragmatonyms at the onomastic level in the semantic, linguo-cultural and syntactic aspect using the example of confectionery products<sup>3</sup>. N. Osipova focuses on the names of sweets, the linguistic features of the name of the candy "Mu-mu", the use of precedent names in candy names<sup>4</sup>illuminates. In A. Banko's research, the issue of using pragmatonyms in advertising texts on the example of banking industry pragmatonyms and car names is covered<sup>5</sup>. S. Bogdanova studied names in the field of information technology N. Bobireva's article is devoted to the study of pragmatonyms in the field of sports<sup>6</sup>.

3. Studies in which linguistic features of pragmatonyms have been studied. Phonetic features of modern pragmatonyms were studied by NDOsipova. In his opinion, in recent years, when choosing a name for products, entrepreneurs try not only to model positive emotions and nostalgic memories, but also to attract the attention of consumers with a unique and unexpected name. It is noted that the phonetic tools used for this purpose serve to induce a good mood and smile in the consumer.

4. Studies reflecting the linguocultural and ethnocultural characteristics of pragmatonyms. In the article of V. Omelyanenko, the linguistic-cultural and communicative-pragmatic characteristics of pragmatonyms in Russian advertising texts are studied. L.Yermakova studied the ethnocultural characteristics of non-equivalent pragmatonyms on the example of Russian and French languages. In another study, the author highlighted the linguistic and cultural characteristics of "kasha", "porridge", "bouillie" - porridge pragmatonyms in Russian, English and French languages<sup>7</sup>. But in this research, the term pragmatonym is not a proper noun, but a relative noun. In our opinion, it is not permissible to name similar nouns as pragmatonyms.

5. Pragmatonyms are studied in comparative and comparative terms. A comparative study of pragmatonyms based on precedent names was carried out by Sun Yumin<sup>8</sup>. And L. Arutyunyan studied the formation methods of odorema (names of perfumery products) in English and Russian discourse.

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<sup>3</sup>Исангузина И. Прагматонимы в ономастическом пространстве: семантический, лингвокультурологический и синтаксический аспекты (на примере названий кондитерских изделий). Вестник Башкирского университета. 2008. Т. 13. №4. –С.990-993.

<sup>4</sup>Осипова Н.Д. Кто она, «МУ-МУ» в прагматонимах? Поволжский педагогический вестник. 2019. Т. 7, № 2(23). –С.92-97; Осипова Н.Д. Отонимные прецедентные наименования конфет в лингвосемиотическом аспекте. ученые записки Петрозаводского государственного университета. Т. 43, № 1. –С.60–67.

<sup>5</sup>Банько А.Н. Функционирование прагматонимов сферы «банковская деятельность» в центральных и региональных СМИ. Вестн. Волгogr. гос. ун-та. Сер. 2, Языкозн. 2010. № 2 (12). –с.186-190; Банько А.Н. Языковые способы выражения прагматонимов в рекламных текстах (на примере товаров автопроизводителей). Вестник Челябинского государственного университета. 2010. № 21 (202). Филология. Искусствоведение. Вып. 45. –С.10–15.

<sup>6</sup>Бобырева Н. Термины, номены и прагматонимы в специальном языке спорта (на материале эпонимических единиц). Вестник Пермского университета. Российская и зарубежная филология. 2021. Том 13. Выпуск 3. –С.5-11.

<sup>7</sup>Ермакова Л.А., Седых А.П. языковая картина мира и прагматонимы «каша», «porridge», «Bouillie». Вестник иглу, 2010. –С.29-35.

<sup>8</sup>Сунь Юйминь. Сопоставительный анализ прагматонимов, основанных на прецедентных именах и текстах. Ученые записки Таврического национального университета им. В.И. Вернадского Серия "Филология. Социальные коммуникации". Том 24 (63). 2011 г. №2. Часть 2. –С.89-93.

6. Pragmatonym - researches of globalisms. Some scientists use the term "pragmatonym-globalism" in their work<sup>9</sup>. O. Fomenko explains this concept as follows: a pragmatonym is a brand of goods or a type of service offered that is spread throughout the world on a transnational scale, is firmly established in the linguistic consciousness of representatives of different language cultures, and has an important associative value among linguistic and extralinguistic knowledge. is a descriptive proper name. The researcher notes that as a pragmatonym-globalism, it represents the trademarks of multinational companies, that is, companies with several national production units<sup>10</sup>. He also studied the characteristics of morphological transformation of pragmatonyms - globalisms<sup>11</sup>. O. Vasilyeva also studied the characteristics of pragmatonym-globalisms formed on the basis of zoonyms<sup>12</sup>.

7. Studies investigating the properties of pragmatonyms as brand names and their advertising-related aspects. Pragmatic features of industrial brands were studied by N. Stadulskaya<sup>13</sup>. A. Makarenko analyzed the attention-grabbing characteristics of pragmatonyms in advertising on the basis of English language materials. O. Vrublevskaya studied advertising names from the point of view of emotive linguoecology.

8. Research of pragmatonyms in Uzbek linguistics. Although there is no separate monographic research on pragmatonyms in Uzbek linguistics, a number of researches have given opinions on the definition and use of the term pragmatonym. In the "Annotated Dictionary of Uzbek Onomastics Terms" by E. Begmatov and N. Ulukov, the term pragmatonym is explained as follows: "Pragmatonym (Greek pavnatog - action, onoma - proper noun) - concepts related to work, activity, practice are proper is a noun, which conditionally includes: chrematonym, urbanonym, oikononym, paretonym, dromonym, agroonym. One of the famous horse types. The authors also mention the term trademark: "A trademark is an expression of a trademark expressed in words and equally applicable to specific languages in this series: "Lada", "Zhiguli" car, "Riesling" wine". It can be seen from the given definitions that E. Begmatov and N. Ulukov interpret the product names that we used as pragmatonyms under the term trademark.

G. Odilova's research mentions gluttonous pragmatonyms. The author notes that the linguistic and cultural characteristics of gluttonous pragmatonyms have not been studied. We note that the author used the term pragmatonym not for the name of the product, but for the name of the organization, institution. In M. Madiyeva's article, linguistic and cultural units such as khan, bek, king (king), chapon, nur, anor, tandir, which serve as the main national component in the formation of brand names, are analyzed<sup>14</sup>. A number of articles by D. Lutfullayeva and M. Saparniyazova on the concept of naming have been published.

The expansion of market relations, the increase of trade relations created the need to study the names of goods and products by the end of the 20th century. In world linguistics, pragmatonyms as a separate group of nouns in general and their various groups linguistically,

<sup>9</sup>Яковлева О.Е. Семиотические типы прагматонимов современного русского языка: Автореф. дисс. ... канд. филол. наук. –Новосибирск, 2006. –21 с.

<sup>10</sup>Фоменко О.С. Прагматонимы-глобализмы: Автореф. дис. ... канд. филол. наук. –Волгоград, 2009. –23 с.

<sup>11</sup> Фоменко О. Морфологические трансформации прагматонимов-глобализмов: узусальные способы отпрагматонимного словообразования. Известия ВГПУ. 2014. –С.63-66.

<sup>12</sup> Васильева О.А. Особенности реализации литературного зоонима в качестве прагматонима-глобализма (на материале рекламной кампании торговой марки NafNaf). Вектор науки ТГУ. 2017. № 3 (41). –С.113-118. doi: 10.18323/2073-5073-2017-3-113-118.

<sup>13</sup> Стадильская Н. Прагматический анализ индустриальных брендов. Вестник КГУ им. Н.А. Некрасова № 3, 2010. –С.187-190.

<sup>14</sup> Мадиева М. Миллий брендлар: лингвомаданий таҳлил. "Filologiyaning dolzarb muammolari va uning innovatsion yechimlari" mavzusidagi xalqaro anjuman materiallari. – Farg'ona, 2022. –B.635-639.

linguoculturally, ethnoculturally, as well as the characteristics of pragmatonyms as brand names and aspects related to advertising have been researched, but in Uzbek linguistics, the characteristics of pragmatonyms are monographic not studied in the plan.

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