



The Essence Of The Concept Of Ergonym

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Abstract: This article presents information about the concept of the ergonym, which is a component of onomastics in linguistics, its essence, emergence and development, origin, the ways in which ergonyms are selected, as well as their differences from and relations with other related concepts.

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Introduction: After Uzbekistan gained independence, a period of profound change began in all spheres. This has been reflected especially in the spiritual life of society. Wide opportunities have emerged for researching scientific and literary sources of various kinds. Including them in the scope of scholarly research and presenting the resulting findings to the wider public is one of the priority tasks of today.

One of the most actively developing branches of modern onomastics (onomasiology, the study of names) is ergonymy. Ergonyms are important linguistic objects that reflect the economic and cultural aspects of each region. They embody not only the economic and social life of the area where they are located, but also the national and cultural characteristics of that region.

In today's developing conditions, numerous enterprises, organizations, firms, farming enterprises, and shops are emerging. One of the factors that fully reveals their place in the sphere of industrial production is the issue of naming. This process, that is, assigning names to objects, is not merely a matter of individuality, but is a linguistic and spiritual process. This is because toponymic processes necessarily entail a connection with the culture of each nation and people.

As is known, one of the issues that has not yet been properly studied in Uzbek onomastics is the concept of the ergonym in linguistics. In our view, an ergonym is the name of enterprises, organizations, associations, educational institutions, firms, commercial and

industrial facilities, and places providing household services that operate in various spheres of social life.

The practice of giving names to organizations and institutions has deep roots in the history of humankind. As early as ancient times, craftsmen would place a mark or symbol on their products, and there are recorded cases of assigning specific names to market stalls and workshops. For example, in medieval Eastern cities, shops and caravanserais were often referred to by the name of their owner or by the type of activity carried out there. However, the widespread use of commercial names in the modern sense (brand names) is closely connected with the Industrial Revolution and the development of the market economy. From the second half of the 19th century onwards, in Europe and the United States the practice emerged of promoting products on the market under a distinct name. For instance, in England in 1876 the red triangle of the Bass brewery was registered as the first official trademark, which shows that the use of brand names had also been recognized legally. From this period onwards, in Western societies it became common to invent original names and trademarks for various companies and products, and to employ distinctive names for advertising purposes. By the early 20th century, company and brand names had become an integral part of economic life. For example, in the United States, the names of companies such as Coca-Cola (1892) and Ford Motor (1903) had already become world-famous brands.

According to N. V. Podolskaya, the term ergonym is derived from the Greek word *ergon* meaning “work, activity, labor, task,” and is used in relation to proper names of commercial associations, various unions, organizations, institutions, corporations, enterprises and societies. As examples of such ergonyms, she cites the United Nations Organization (UNO), the International Astronomical Union (IAU), the Academy of Sciences (AS), Moscow State University (MSU), the Maly Theatre, the Pravda publishing complex, the Spartak sports association, and the Mighty Handful music circle. A. M. Yemelyanova includes within the scope of ergonyms only the corresponding names of enterprises with different functional profiles, that is, commercial associations, enterprises, and cultural and sports facilities. Yu. A. Trifonova, on the other hand, considers ergonyms to be proper names belonging to any commercial facility regardless of its legal status, and emphasizes that through them the subject aims to exert an artificially constructed pragmatic influence on the addressee.

In linguistics, ergonyms began to be analyzed as a separate field from the 1990s. In particular, Alistanova, considering ergonyms as one type of proper noun,

stated that they possess the following linguistic features:

1. they serve to name one specific object and distinguish one type of object from others;
2. an ergonym is not necessarily directly related to the concept underlying its base;
3. ergonyms, as a distinct type of onym, share grammatical features with other proper nouns and are formed on the basis of different parts of speech such as adjectives, verbs, adverbs, and participles.

Each name is chosen as an ergonym depending on the type of activity. Accordingly, their formation also varies. Some ergonyms reflect innovations in our daily life and thereby contribute to the enrichment of our vocabulary. On the other hand, these words can be somewhat difficult for ordinary people to understand, which is why they are often perceived as abstract concepts.

In every country and region, the formation of ergonomic names is closely linked to the local cultural and historical conditions. For example, in Central Asia, and particularly in Uzbekistan, the practice of naming enterprises and organizations has followed its own specific historical path. In the early 20th century, during the period of Tsarist Russia, the first industrial enterprises and trading companies in the Turkestan region were given Russian names; later, in the Soviet era, the names of most institutions were shaped in accordance with the Russian language and Soviet ideology (for example, “Red Armed Kolkhoz,” “Communism” factory, etc.). At the same time, informal naming traditions continued to exist among the local population—for instance, markets and shops in old city quarters were given various nicknames in everyday speech.

The development of ergonyms in Uzbekistan rose to a new stage after the country gained independence. In the period following 1991, as the country transitioned to a market economy and as private entrepreneurship and international relations expanded, an unprecedented number of new enterprises and organizations emerged. In particular, numerous farming enterprises, associations, joint ventures with foreign partners, firms and retail shops began to open. It is natural that each new object must have its own name, and therefore from the mid-1990s the number of ergonyms in Uzbekistan began to increase sharply. Whereas in the Soviet period there had been only a limited number of standard names, now every private enterprise started striving to find a distinctive name that would stand out in competition. As a result, a great many new names were added to the lexicon of our language and to its onomastic landscape.

At present, a number of specific features can be observed in the formation of ergonyms in Uzbekistan. Firstly, a large proportion of new names are created on the basis of the possibilities of the national language (for example, "Anor bank" [Pomegranate Bank], "Sahovat maktabi" [School of Generosity], "Yangi Yo'l shirkati" [New Road Company]). In such cases, the rich lexical resources of the Uzbek language are used, and pleasant, meaningful word combinations are chosen as names. Secondly, the influence of foreign languages can also be felt in the names of some business entities—especially the use of English words or international terms has become fashionable (for instance, names such as "Global Tech Ltd.", the "Smart Vision" firm, or "Happy Kids" kindergarten). This phenomenon is explained by the impact of globalization and international brand culture. Thirdly, it is also common in our country to use the names of historical figures and cultural heritage objects as brands: some enterprises adopt the names of great ancestors (for example, "Amir Temur" park, "Zahiriddin Muhammad Bobur" park, and so on). Fourthly, the legal status of ergonyms is also being strengthened—registered firm and brand names are protected by law, which means that in addition to creativity, official registration is also required when choosing a name.

In Uzbek linguistics, the scholarly study of ergonyms has likewise been developing step by step. Initially, in the 1990s, the concept of the ergonym and its examples were mentioned in a few articles, but in the 2000s and thereafter, specialized academic works began to appear. In particular, in recent years various aspects of ergonyms have been investigated in Uzbekistan: a number of studies have been conducted in such areas as the structural-semantic features of ergonyms, their functional-pragmatic role, and their linguocultural analysis. In addition, local research pays special attention to the ways in which ergonyms are formed—showing diverse name-creation methods such as word-formation and compounding (affixation, compound ergonyms, shortenings and abbreviations, names formed with the participation of numbers, names borrowed from foreign languages). For example, it can be observed that ergonyms such as "Choyxonachi" (formed by affixation: choyxona "tea house" + -chi), "L&M" (abbreviation), "548" (numerical name), "Yoshlar banki" [Youth Bank] (compound), and "Happy Home" (from English words) are formed by different methods.

The history of the development of ergonomic names shows that their functions and forms have changed in parallel with the progress of society. In the early periods (for example, before the Industrial

Revolution), the names of organizations and workshops mainly performed an identificational function and were simple naming units. By the industrial era (late 19th – early 20th centuries), ergonyms began to turn into a means of advertising and competition: symbolically meaningful, memorable names emerged in order to attract customers' attention and secure a place on the market. For example, in Russia, names such as "Трехгорное пиво" that appeared at the end of the 19th century, or trade enterprises in Turkestan like "Eliseevlar savdo uyi" [Eliseevs' Trading House], became distinctive brands. The semantic specificity of these names and the fact that they were given on the basis of a particular purpose are connected with the motives of attracting consumers more quickly. Success is directly related to the name, because the chosen name must be easy to remember and correctly pronounce for those around and for the consumer. In addition, the given name should stand out from those of competitors, and when people hear it, a concrete image should arise before their eyes. Whenever any name is chosen as an ergonym, the above-mentioned features must be taken into account, followed, and considered purposefully in the process of selection.

In this article, the term ergonym is used with reference to the names of operating enterprises, organizations, creative unions, educational institutions, sports societies, firms, sports facilities, and products, while the field that studies ergonyms is referred to as ergonomics.

The toponymic and ergonomic branches of onomastics are interconnected. The prominent linguist B. O'rionboyev notes the following in this regard: It is known that every onymic lexeme conveys a certain meaning, that is, a lexeme can transmit information about a place or a person. This information fulfills a specific onomastic function and has stylistic as well as aesthetic significance. In other words, a single onomastic lexeme can carry a particular message not in one, but in several domains. Onomastics recognizes as onymy those units which are identical in form but differ in meaning across domains: Guliston (a city), Guliston (an anthroponym); Botir (a personal name), botir (an adjective, "brave"); Kumush (a personal name), kumush (a noun, "silver"), and so on.

CONCLUSION

In conclusion, ergonyms, through their linguistic structure and meaning, reflect the specific features of a language and its culture. Ergonyms in the Uzbek language play an important role not only in representing economic activity, but also in preserving national values and promoting historical and cultural heritage. Therefore, the analysis of ergonyms is of significant importance from a linguistic point of view.

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