



ANALYSIS OF NAMES IN THE PRACTICE OF NAME CREATION

S. M. Akhmadalieva

Teacher, KSPI, Kokand

In the practice of creating books, the informativeness of the neymlar is one of the most important factors. The subjective baho given to the noun orqali ma'lum axborot yoki found its expression. D.Lutfullaeva and M.Saparniazova analyzed the names (names) from the point of view of reflecting the characteristics of informativeness and emotionality: informational names, emotional informative names, figurative non-informative names, abstract names, informative names, and predental names. anthroponymic neems .

Informative, that is, the pragmatonyms used to describe products with singular nouns, include oson and other nouns.

Emotional informative messages express information in the product image in an emotional, figurative form.

Imagery is not informative about the product, that is, it does not give information, but the imagery, rarely the name of the product, performs the function of advertising. For example, when we hear the name of Artel, we do not think of a single product in this brand, and the brand name does not give any information about the living techniques used by the company. But the name rarely, figuratively, attracted the iste'molchi to itself.

Abstract nouns are mainly nouns that do not enter the lexical unit of the language dictionary. For example, ZiZi saqichi was pronounced ishlab in Uzbekistan, but this word was not included in the Uzbek dictionary and for the sake of listening, such names were called abstract names.

The preceding names were chosen in the crop to'g'ris for the purpose of accompanying the biror xotirani yodga solish, iste'molchida ijobie feelings. For example, milk products such as Prostakvashino are not available in the country.

With the arrival of foreign products and services, the names of these products, goods and services are adopted into the Uzbek speech and the lexical text of the Uzbek language. At the same time, in our country, as a result of the efforts to improve the quality of raw materials, business revolutionization, the Uzbek



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measures were made to produce new products and goods. However, in such a situation, each product was required to be named in an original way. In linguistics, such names are called pragmatonyms. Pragmatonyms are also organized in the onomastics of the language, and are included in the group of nouns.

L.R.Yermakova analyzed the functions of pragmatonyms, giving 3 basic functions of pragmatonyms: nominative-distinguishing function (to distinguish the product from other products in the same type), informative function (to give an advertising function (to give the product a product). xaridorni jalb qilish) .

In his research paper, I.Isanguzina considered the following functions of pragmatonyms: difference function, informative – function, “asrovchi” function, kafolat function, psychological function.

Different function – product, goods or service noun boshqa shu turdagi product, goods or service nomidan differ for service qiladi. For example, mobile phones with brand names: SAMSUNG, APPLE, Redmi, Xiaomi and others. The brands mentioned in the name of the ishlab chiqarilgan products are different from the company's brand name.

The informative function is the task of giving the product name to the product name. For example, the MUSAFFO SUT pragmaton describes the difference between milk and milk products.

“Asrovchi” function – function to store the contents of the product threshold. This function orqali ishlab chiqaruvchilar o‘z products status ehtiyot kyladilar raqobatchi kalbaki companies. For example, SNEAKERS is the original product name, SHIKERS is the original product name.

The guarantee function is guaranteed by the “asrovchi” function mentioned above, and the original name of the product is guaranteed to ensure a product with the desired quality. For example, a product with an Adidas name may be original and durable, while a product with an Adibas name may be flawless. It is important to know the origin of branding.

Psychological function - the nature of brands in humans, what kind of imagination, so‘zning conceptual cognitive style and bog‘liq. For example, ZARA brand clothes sotib olayotgan saxs product quality bo‘lishiga ishonadi, chunk, odatda, insonlar



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ongida bu brand worldwide famous, rivojlangan countries poqarolari shu brand products sotib olishadi, degan mavju.

Thus, pragmatonyms performed distinctive, informative, “asrovchi”, cafolat, psychological functions.

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