



Onomastic Unit of Ergonomics

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Abstract: The article analyzes the place of ergonyms in the onomastic system and their relationship with other onomastic units. The semantic-structural features of ergonyms and their theoretical significance in modern linguistics are considered. As a result of the study, the status of ergonyms as an independent onomastic category is determined.

Keywords: Onomastic unit, ergonym, macroscale, ergonymy, firmonym, ergourbonym, toponym.

Introduction: Onomastic research in modern linguistics is being enriched with new directions and methods. In this regard, the study of ergonyms - corporate names, organization names and brands - is of particular importance. The question of the place of ergonyms in the onomastic system and their uniqueness in relation to other types of names is scientifically relevant. Ergonyms are an integral part of modern society. They serve not only as a means of identification, but also as a reflection of socio-cultural and economic processes. In this regard, a deep study of the properties of ergonyms as onomastic units is of theoretical and practical importance. In world linguistics, in particular, in the onomastics of the Russian language, the structural, lexical-semantic aspects and spelling of ergonyms have been studied by F.F.Alistanova, I.V.Kryukova, Z.T.Tanaeva, F.F.Alistanova, A.M.Emelyanova, N.V.Nosenko, M.Y.Kryuchkova, A.M.Yemlyanova, E.A.Trifonova, N.V.Shimkevich, M.G.Kurbanova, N.V.Nosenko, T.P.Romanov. In Uzbek linguistics, the structural-semantic, linguocultural, pragmatic properties of ergonyms have been studied in a monographic study by M.Saparniyozova. Based on these studies, we found it necessary to clarify the linguistic status of ergonyms.

The term ergonym has been used since the 80s of the 20th century under the influence of urban development and globalization processes. The term was first used by N.V. Podolskaya. The term ergonym is composed of the Greek words *ergon* - labor, activity, creativity and *ónoma* - onoma - a proper noun. Ergonym is a proper noun for a group of people organized in terms of labor activity, including an association, organization, institution, corporation, society and enterprise. In Russian-language terminological dictionaries, such names as the United Nations (UN), the International Astronomical Union (IAU), the Academy of Sciences (FA), Moscow State University (MSU), the Pravda Combine, the Spartak Sports Society, and the Moguchaya Kuchka Music Circle are given as examples.

Representatives of different linguistic schools interpret the term ergonym differently, interpreting it in a narrow and broad sense. In the works of N.Shimkevich, T.Shmeleva, A.Emelyanova, the term is used as the name of the type and direction of the association of people. Instead of ergonym, T.Nikolayeva, V.Korshunova use the term *firmonym*, and Y.Vairakh use the term *ergurbanonym*. Finnish linguists, in particular P.Heblum, note that ergonym is more suitable for representing religious organizations, administrative territories, cultural and educational institutions. It is difficult to agree with these opinions.

The *firmonym* used by T.Nikolayeva, B.Korshunov is a kind of ergonym. For example, such as private companies "Asl taom", "Istiqbol", "Maqsad" (Nam. sh), "Marjon", "Mashriq", "Ohu", "Oydina", "Rizq", "Muhammadma'ruf-yol". The ergonymy proposed by Y. Vayrakh is a type of ergonymy, a collective of people organized by labor activity, an association, organization, institution, corporation, society and enterprise specific to the city. For example, the ergonymy of the city of Namangan: "Istiqlool mehmonkhonsi", "Marvarid" mehmonkhonsi, "Namangan" mehmonkhonsi, "Akhsikent" mehmonkhonsi, "Oydin Plaza" mehmonkhonsi (Nam. sh), Buyuk ipak yuli bank, Hamkor bank, Ipoteka bank, "Xalq bank, "Asaka bank, Milliy bank (Nam. sh) such as "Sardoba market", "Chorsu" market, "Yashil market", "Milliy" market. P. Heblum also uses the term ergonym in a narrow sense, and also notes that the administrative-territorial units he mentions belong to the micro-toponymic scope of *horonyms*, and do not belong to the group of *ergonyms*. M. Kurbanova noted that *ergonyms* can include the names of certain institutions, theaters, hotels, shops, cafes, various associations, circles, parties, etc.

So, ergonym is the name of enterprises or organizations operating in various (political, economic,

social, spiritual) spheres of social life. Examples of these are creative associations, international organizations, educational institutions, sports societies, firms, corporations, trade, production facilities. *Ergonyms* include the special names of corporations, organizations, enterprises, institutions, factories, firms, farms, banks, stores, department stores, gastronomes, shops, markets, supermarkets, pharmacies, sanatoriums (sanatoriums), universities, institutes, academic lyceums, schools, kindergartens, training centers, clubs, associations, and others related to human labor and creative activity. For example, Namangan State University, "Globus" pharmacy, "Me'yor" pharmacy, Ibrat creative school, "Million" market (Namangan city, Navoiy street), "Navbahor" market (Namangan city, Navoiy street), Gulshan sanatorium (Namangan region, Chartok district, Oromgoh MFY 3-house), Kosonsoy sanatorium (Namangan region, Kosonsoy district, Xalklar dostligi street 21-house), "Nihol" sanatorium (Namangan region, Uchkurgan district, Yangiyer MFY, Yog'du street 1-house).

Ergonyms are listed among the 22 macroscales defined by E. Begmatov, Y. Avlaqulov in the onomastics of the Uzbek language. *Ergonyms* are among the macroscales that cannot be divided into continuous scales. If we pay attention to the issue of the relationship of *ergonyms* with other onomastic units, in some studies *ergonyms* are included in the group of *toponyms*. In one sense, *ergonyms* seem to be related to *toponyms*, *urbanonyms*, *comonyms*.

As E. Begmatov noted, there are such names in the language that did not arise as place names in essence, but in addition to their function and meaning, they also denote the concepts of place and place. The main meaning and function of such names is to serve to distinguish and distinguish a specific object from other objects of the same type. At the same time, this name also denotes the concept of the area in which that object is located and has the properties of a place name. This is its additional meaning. So, in terms of referring to a specific place, the names of a number of objects are close to *toponyms*.

As E. Begmatov interprets, the names of objects of this type can be conditionally included in the list of *toponyms*. The scientist includes the following in such names:

- the names of state organizations, institutions, departments;
- the names of industrial, manufacturing enterprises, associations, partnerships, cooperatives, exchanges, firms;
- the names of hotels, trade organizations

(stores, canteens, restaurants, cafes, bars, etc.);

- the names of cultural and household service enterprises, organizations (bathhouses, household service stores, hairdressers, fashion houses, various ateliers, workshops, etc.);

- names of cultural and art institutions (theaters, cinemas, art palaces, exhibition halls, buildings of national economic exhibitions, cultural and art exhibitions, museums, pavilions, complexes, monuments of historical architecture of the past, etc.);

- names of scientific research and design institutes, institutions;

- names of higher and secondary specialized educational institutions, general education schools, lyceums, preschool educational institutions (kindergartens, nurseries, orphanages);

- names of institutions related to health care and physical education and sports (hospitals, sanatoriums, holiday homes, holiday camps, recreation areas, camps, stadiums, sports complexes, Olympic towns, horse racing tracks, etc.);

- names of state and public enterprises, farms, farms, brigades, sections, departments;

- names of mines, mines, places of geological exploration expeditions, hydrometeorological stations, observatories, astronomical stations;

- graves, burial grounds, tombs, cemeteries (cemeteries), some holy places and other deified places, names of places (angionyms), etc. In our opinion, from the point of view of the present day, such names can also include the names of car dealerships, markets, supermarkets, minimarkets, macromarkets, shopping carts, and shoe stores.

The main part of the names of objects included in the names close to toponyms are the proper names of associations, institutions, organizations, corporations, societies, and enterprises in which people carry out their labor activities. So, ergonyms, mainly, perform the function of naming, naming objects where people work, distinguishing them from other such objects, and in addition, they are close to toponyms in terms of expressing the area and address where such objects are located, but are not toponyms.

Ergonyms are a special type of onomastic units and are included in the onomastic macroscales. So, the set of ergonyms constitutes ergonyms, that is, the macroscale of ergonyms. Ergonomic units are constantly changing in content and form as a result of economic, socio-political changes. A consistent and systematic analysis of the ergonomics of a particular country, that is, a region, city, district, allows us to observe and study the social, economic, and cultural

life of that territory and its population.

Modern development trends in ergonyms. The development of digital technologies is creating new trends in the field of ergonyms. New rules and requirements are emerging for the ergonyms of the Internet space. Domain names, social media pages, and digital platforms are giving rise to new types of ergonyms. In this process, the balance between international comprehensibility and local cultural relevance is becoming increasingly important. The need to combine creativity and pragmatic efficiency in the creation of modern ergonyms is emerging.

CONCLUSION

The issue of the onomastic unity of ergonyms is one of the important areas of modern linguistics. Ergonyms, with their own semantic, structural and functional features, constitute an independent branch of the onomastic system. Their interaction with other onomastic categories plays an important role in the development of the language. The study of ergonyms provides valuable information not only for theoretical linguistics, but also for the practical sphere - marketing, branding and corporate communication. In the future, research in the field of ergonyms should be continued, taking into account the influence of digital technologies and globalization processes.

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