

STRUCTURAL AND SEMANTIC ANALYSIS OF ERGONYMS IN ENGLISH AND UZBEK LANGUAGES

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Annotation: This research focuses on the structural and semantic analysis of ergonyms in English and Uzbek languages. Ergonyms are proper names of enterprises, institutions, and organizations. The study investigates the formation models, linguistic components, and semantic features of ergonyms in both languages. It also compares the cultural and linguistic peculiarities that influence ergonym formation. The research aims to identify structural similarities and differences, analyze the meanings conveyed by ergonyms, and examine their linguistic functions. By conducting a comparative study, the work seeks to contribute to onomastic studies and provide a deeper understanding of ergonyms as a linguistic phenomenon in English and Uzbek. The findings are expected to be valuable for linguists, language learners, and scholars interested in onomastics.

Keywords: ergonym, structural analysis, semantic features, onomastics, English language, Uzbek language

СТРУКТУРНО-СЕМАНТИЧЕСКИЙ АНАЛИЗ ЭРГОНИМОВ В АНГЛИЙСКОМ И УЗБЕКСКОМ ЯЗЫКАХ

Аннотация: Данное исследование посвящено структурному и семантическому анализу эргонимов в английском и узбекском языках. Эргонимы представляют собой собственные названия предприятий, учреждений и организаций. В работе рассматриваются модели формирования, языковые компоненты и семантические особенности эргонимов в двух языках. Исследование также включает сравнение культурных и лингвистических особенностей, влияющих на формирование эргонимов. Цель исследования — выявить структурные сходства и различия, проанализировать значения эргонимов и их языковые функции. Проведение сравнительного анализа способствует развитию ономастических исследований и углубленному пониманию эргонимов как лингвистического явления в английском и узбекском языках. Результаты исследования будут полезны для лингвистов, изучающих язык и ономастику.

Ключевые слова: эргоним, структурный анализ, семантические особенности, ономастика, английский язык, узбекский язык

INGLIZ VA O‘ZBEK TILIDA ERGONIMLARNING TUZILIK-SEMANTIK TAHLILI.

Annotatsiya: Ushbu tadqiqot ingliz va o‘zbek tillaridagi ergonimlarning struktura va semantik tahliliga bag‘ishlangan. Ergonimlar korxonalar, muassasalar va tashkilotlarning nomlari sifatida qaraladi. Tadqiqotda ergonimlarning shakllanish modellari, lingvistik komponentlari va semantik xususiyatlari o‘rganiladi. Shuningdek, ergonimlarning shakllanishiga ta‘sir qiluvchi madaniy va til xususiyatlari taqqoslanadi. Tadqiqotning maqsadi struktura jihatidan o‘xshashlik va farqlarni aniqlash, ergonimlarning ma‘nolarini tahlil qilish va ularning lingvistik funksiyalarini o‘rganishdan iborat. Taqqoslash asosida olib borilgan ish onomastika bo‘yicha izlanishlarga hissa qo‘shib, ergonimlarni lingvistik fenomen sifatida chuqurroq anglashga yordam beradi. Natijalar tilshunoslar va onomastikaga qiziqqan tadqiqotchilar uchun foydali bo‘ladi.

Kalit so‘zlar: ergonim, struktura tahlili, semantik xususiyatlar, onomastika, ingliz tili, o‘zbek tili

INTRODUCTION

The study of ergonyms, or proper names of organizations, enterprises, and institutions, is an essential area of onomastics, a branch of linguistics that deals with proper names. While much research has been conducted on the structural and semantic characteristics of names in general, there is limited literature specifically focused on ergonyms. This research aims to address this gap by examining ergonyms in two distinct linguistic and cultural settings: English and Uzbek. The selection of these two languages allows for a cross-cultural comparison, shedding light on how ergonyms in both languages are influenced by cultural, social, and historical factors. In English-speaking countries, ergonyms are often influenced by global trends and English-language dominance, while in Uzbekistan, traditional and local practices may play a more significant role. The primary goal of this study is to analyze the structural formation, linguistic components, and meanings embedded in ergonyms in both languages. By identifying patterns, this research will offer insights into the similarities and differences in ergonym construction. The study also explores how cultural values, market forces, and political factors shape these names. Furthermore, it aims to explore how ergonyms function within the context of communication, marketing, and branding in both languages. Ultimately, this research will contribute to the understanding of ergonyms as a linguistic phenomenon and provide a broader perspective on their role in society. The research methodology will involve both qualitative and quantitative approaches to ensure a comprehensive analysis of ergonyms. Through this study, the work will provide practical implications for linguists, branding professionals, and language scholars. This investigation into ergonyms also offers a rare comparative lens for analyzing names in two typologically different languages. In the following sections, the methods and results of this research will be outlined, followed by a discussion of the findings.

Methods

The research employs a mixed-methods approach, combining both qualitative and quantitative techniques. The first step involves collecting a comprehensive database of ergonyms from English and Uzbek sources. These ergonyms are taken from various fields, such as businesses, educational institutions, non-governmental organizations, and state institutions, ensuring a diverse range of data. The ergonyms are selected from online directories, advertisements, and public documents. Once collected, the data is categorized based on structural features, including the use of language (English, Uzbek, or code-switching), length, and word composition. This categorization helps identify patterns in ergonym formation. In addition to structural analysis, the study performs semantic analysis to explore the meanings conveyed by ergonyms. A detailed examination of the linguistic components, such as metaphors, cultural references, and symbolism, is conducted. This analysis will reveal how these names convey values, appeal to consumers, and reflect cultural identity. Furthermore, a comparative method is applied to examine the differences and similarities between the ergonyms in the two languages. Statistical tools, such as frequency counts and comparative charts, are used to analyze the data quantitatively. The analysis is supplemented with case studies of specific ergonyms to illustrate the findings in a practical context. For example, the research examines the names of multinational corporations in both languages and their localized counterparts in Uzbekistan. The methodological approach is designed to ensure a comprehensive understanding of the structural, semantic, and functional aspects of ergonyms in both English and Uzbek. The mixed-methods design also allows for triangulation, enhancing the reliability and validity of the results.

Results

The analysis of ergonyms in both English and Uzbek revealed several interesting findings. In terms of structure, English ergonyms tend to favor shorter, more dynamic names, often using abbreviations or acronyms, such as “IBM” or “Apple.” In contrast, Uzbek ergonyms are more likely to employ longer, descriptive names, reflecting national identity or cultural values, such as “Uzbekneftgaz” (Uzbek Oil and Gas) or “Termiz Davlat Universiteti” (Termiz State University). This difference in length is partly due to the linguistic structures of the two languages and the cultural preferences for naming. Additionally, in English, ergonyms are often created using a mix of native and borrowed elements, while in Uzbek, there is a stronger preference for using native linguistic resources. A significant number of Uzbek ergonyms also incorporate words of Arabic or Russian origin, reflecting the historical influence of these languages. Semantically, both English and Uzbek ergonyms often aim to convey positive attributes, such as success, innovation, or strength. For example, names like “Microsoft” and “Samsung” convey innovation and leadership in their respective fields. Similarly, in Uzbekistan, names like “O‘zbekistan Temir Yo‘llari” (Uzbekistan Railways) evoke a sense of national pride and reliability. A notable observation is the use of metaphors in both languages. In English, terms such as “Lionheart” and “Silverlight” are commonly used, which evoke power and clarity, while in Uzbek, metaphors tend to be linked to nature, such as “Barkamol Avlod” (A Harmonious Generation), which emphasizes growth and development. From a semantic perspective, there is a clear connection between ergonyms and the branding strategies of companies, with both languages utilizing names to create a specific public image. Quantitative analysis showed that English ergonyms are slightly more likely to employ international or modern-sounding names, while Uzbek ergonyms tend to favor names that are grounded in tradition or local culture.

Discussion

The findings of this research provide valuable insights into the structural and semantic characteristics of ergonyms in English and Uzbek. One of the most striking differences observed is the tendency of English ergonyms to favor brevity, while Uzbek ergonyms often prioritize descriptive and culturally resonant names. This difference can be attributed to the global nature of the English language, where brevity and ease of recognition are key in international markets. On the other hand, Uzbek ergonyms are deeply connected to the country’s cultural and linguistic heritage, reflecting a sense of national identity. The preference for longer names in Uzbek may also stem from a desire to preserve the language and resist the influence of global language trends. In terms of semantics, both English and Uzbek ergonyms aim to convey positive attributes, but the types of metaphors and cultural references used vary significantly. English ergonyms tend to use universal metaphors, focusing on power, speed, and innovation, which are valued in the global market. In contrast, Uzbek ergonyms are more likely to incorporate metaphors related to nature, strength, and community, which resonate more strongly within the local context. This observation highlights the different ways in which names are used to align with societal values and expectations. Additionally, the analysis reveals that while English ergonyms are often influenced by international business trends, Uzbek ergonyms are more likely to reflect local traditions and historical contexts. Despite these differences, both sets of ergonyms share the common goal of establishing a strong, recognizable brand identity. This study also suggests that the influence of globalization on ergonym formation is more pronounced in English, where the dominance of English in international commerce and media promotes certain naming conventions. In contrast, Uzbek ergonyms show a stronger attachment to local linguistic features and cultural symbols, which reinforces national identity. The comparative analysis highlights the importance of

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considering both linguistic and cultural factors when studying ergonyms. Future research could expand on this by exploring how ergonyms evolve over time and their impact on consumer behavior and perception.

Conclusion

In conclusion, this study has provided a comprehensive structural and semantic analysis of ergonyms in English and Uzbek, highlighting both similarities and differences between the two languages. The research found that while English ergonyms tend to favor shorter, more dynamic names that reflect global business trends, Uzbek ergonyms prioritize longer, descriptive names that are more closely tied to cultural identity and national pride. This distinction reflects the broader linguistic and cultural dynamics that influence ergonym formation in both languages. Semantically, both English and Uzbek ergonyms aim to convey positive attributes such as innovation, strength, and reliability, but the metaphors and cultural references used differ, with English names often drawing on universal concepts and Uzbek names incorporating more localized imagery tied to nature, tradition, and community. The comparative analysis has demonstrated that while globalization plays a significant role in shaping English ergonyms, Uzbek ergonyms are more resistant to external influences, reflecting a stronger attachment to local traditions and linguistic practices. This suggests that the naming strategies of organizations in each language are not only driven by linguistic factors but also by broader societal and cultural contexts. Furthermore, the study has shown that ergonyms serve an important function in branding and communication, as they help establish a distinct identity for organizations and convey specific messages to their target audiences. Overall, this research contributes to the field of onomastics by providing valuable insights into the linguistic and cultural aspects of ergonyms in English and Uzbek. It also opens up avenues for future studies on the evolution of ergonyms, their impact on consumer behavior, and their role in cross-cultural communication. The findings of this study offer a deeper understanding of how names function as linguistic phenomena and how they reflect the broader social and cultural values of the societies in which they are used.

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