

**ERGONOMIES NEIGHBOR ONOMASTIC UNITS WITH ATTITUDE****Rustamov Akbar**

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**Abstract:** This article discusses the onomastic units of the three ergonyms in Bukhara. with mutual similar and different aspects illuminated .

**Keywords:** Bukhara ergonyms, nominative-differentiating function, informational function, advertising-promotional function, commemorative function, aesthetic function

**Abstract:** This article provides information about the specific functional aspects of the ergonyms of the city of Bukhara, in particular, their nominative-differentiating, informative, advertising-promotional, commemorative, and aesthetic functions.

**Keywords:** Bukhara ergonyms , nominative-differentiating function, informative function, advertBukhara ergonyms, nominative-differentiating function, informational function, advertising-promotional function, commemorative function, aesthetic function  
ising-promotional function, commemorative function, aesthetic function.

**Annotation:** V state daetsya information about functional features of ergonimov , vstrechayushchikhsya na territoryi gorod Bukhari, v chastnosti, ob ix nominative-differentiating, informative, advertising-propagandistic, commemorative and aesthetic functions.

**Key words:** Bulgarian ergonomics , nominative-differentiating function, informative function, advertising-propagandist function, commemorative function, aesthetic function.

With the development of the way of life of the people, the properties of the linguistic units used by them also change. It is natural that during the change of the language, changes occur in the properties of the units present in it. There are specific reasons for the introduction of onomastic units, which are considered a rich and unique material of any language, into practice. Onomastic units have been studied by many scientists in different periods, but units that have the property of covering the economic, political, cultural and other aspects of any period require a detailed study. The importance of ergonyms in the life of the present era is incomparable, and therefore it is worth noting the high role, place, position, and influence of ergonyms on the lifestyle of the people for the onomastics of this period.

The development process taking place all over the world, including in our country, affects objects known on the basis of various factors. The active process forces us to approach phenomena in the lexical layer from different aspects and to look at them creatively. The emergence of such influences on the Uzbek language can be associated, first of all, with the introduction of units belonging to other languages based on various relationships. Other units

studied at the language level can be studied from the point of view of a specific layer, but in such a situation, the introduction of ergonyms cannot be assessed in terms of a specific language level. The emergence of ergonyms can manifest itself in the form of a mixture of traditional or language levels. Although we consider them as onomastic units, it is a mistake to assess the formal structure of ergonyms at the same level. For example, if the ergonomical unit named after the joint-stock company “Bukhara Oil Refinery” is a lexical unit as a general noun unit, then the additions and syntactic relations in its composition require analysis both morphologically and syntactically. The ability of the word-formers used in its composition to express the properties of a single noun unit as a whole can be analyzed in connection with word formation. In particular, the weakening of the syntactic connection between compound words makes it possible to consider it as a lexical unit.

The use of ergonyms in the city of Bukhara, the process of their existence, differs to some extent from other regions. Bukhara has made a unique contribution to world civilization over its several thousand-year history, and therefore the number and type of visitors to this sacred place has increased over the years. Bukhara ergonyms are not stable compared to other onomastic units; since they encompass all aspects of human society, their form, state of expression, and role in interlinguistic relations are also diverse.

It is impossible to create a clear pattern in the naming of ergonyms, because there is no clear pattern of human needs. A strong foundation, a powerful historical and spiritual process play an important role in ensuring the adaptability of the people to new terminological units, since the people of Bukhara have been able to perceive, assimilate and adapt several languages for their own consumption during their thousand-year history. At the same time, in Bukhara, in addition to Uzbek, Tajik, Russian, English and other languages are also actively used in the old part of the city. The formation of ergonyms in several languages is considered a result of changes in the social standard of living of the people. The positive side of naming serves to increase the natural knowledge and interest of the people in languages. Active relationship based on other to languages related of words meaning to understand help gives.

Institution, organization, enterprise, association and other names, first of all known one targeted meanings system express to take in terms of semi-finished product unity Other semasiological from units main different standing aspect his/her targeted done is increasing. It is known one progressive historical far the period own from the beginning forgiven space there is, in it onomastic units existence status, permanent without style consumerism point from the point of view grading status is observed.

of ergonyms as an onomastic unit, it is necessary to make some comparison with other onomastic units that are close to it:

-anthroponyms (names given to people) and ergonyms: anthroponyms name a specific person, regardless of the purpose of their naming, national-cultural, religious values prevail, while in ergonyms this is only part of its naming, the purpose of its formation as a name is much broader. The use of anthroponyms in the formation of ergonyms is also found, first of all, in the form of naming a specific institution, shop or other object after the founder or his children, parents. This reflects the traditions of family respect, loyalty and priority that are consistent with the customs of the Uzbek people: Rustambek's kitchen, Maftuna restaurant, Mironshoh hotel, etc.;

-paronyms (names of vehicles) and ergonyms: vehicles can be called by the names of animals, birds, people, places, and other things, but in most cases they are not used as names. It does not serve any other purpose, it is in the gender position, while ergonyms, as the name of a

company that manufactures vehicles, express the type, but the paronym can also be used as an ergonym for an organization that sells vehicles : Cobalt auto parts store, BYD auto showroom ;

-hydronyms (names of water bodies) and ergonyms: hydronyms represent the names of moving and stationary water bodies, most hydronyms are immutable, they can be called differently by different peoples, only artificially created water bodies are given new names and a renewal is observed in the general composition of the hydronym, ergonyms are a product of development, they are always changing, the naming of some ergonyms with hydronyms occurs on the basis of metonymic transfer, for example: "Shohrud" JSC, "Jayhun" farm, "Zarafshon" LLC, "Anhor" teahouse.

-phytonyms (names of plants, flowers, trees and their fruits), zoonyms (animal names) and ergonyms and ergonyms: phytonyms and zoonyms express a specific meaning of the name, they also have their own internal divisions. At the same time, phytonyms and zoonyms can be used as ergonyms from the point of view of the trade in this product or animal or the head of the institution's liking for this plant (animal) : Flower Shop, Viola Flower Shop, Pomegranate Cafe, Purple Preschool Educational Organization , Canary Bird Shop ; Mustang Gas Station;

-georhonyms (names given to various holidays and events) and ergonyms: the names of holidays and events related to natural phenomena (Navruz, Mehrjon), religious (Ramadan and Kurban holidays, Hajj worship, Bibi Seshanbe) and everyday life (wedding, cradle wedding, sallabandon, etc.) are given by the people, while the dates of official holidays and events are determined and celebrated on the basis of a separate document (Independence Day, Teachers and Mentors Day, Silk and Spice Festival). Georhonyms mainly take the form of ergonyms in cases where services that bring a festive mood to the population or the sale of goods used in a particular holiday or event are indicated: "Navruz" cafe, "New Year's Gifts" shop, "Hajj and Umrah Clothes" shop;

-theonyms (religious names) and ergonyms: "Kawsar" drinking water, Khadicha Islamic women's clothing store, "Halol Halisa" food chain;

mythonym (names of mythological characters and objects) : Afrosiyob Hotel, Hefest Home Appliances Store;

-faleronyms (names of orders, medals, various awards) and ergonyms: Azim Shafirkon Star Farm;

-artonyms (names of art and works of art) and ergonyms: "Bukhorcha" dance ensemble, "Thousand and One Nights" ceremonial house, "Golden Fish" kitchen, etc.

The related onomastic units presented in the above analyses served as the basis for the formation of ergonyms.

At the same time, in the process of studying the relationship of ergonyms with onomastic units such as toponyms, pragmatonyms, and oikodonyms, it is possible to observe not only the acquisition of names, but also the presentation of names.

**Toponyms (place names) and ergonyms** : the main unit of urban onomastics are toponyms. Toponyms serve as an important factor in the formation of territorial integrity, national unity, and unified psychological relations. As the spatial scope of a person expands, the psycholinguistic essence of large toponyms, aimed at uniting human society, also expands, or vice versa. How can this be explained? For example, for a person who has not left his village, there is a spirit of closeness and generalization only towards those in this area; with the expansion of space, a person begins to feel a need for closeness at the district, regional, and republican levels. "Every of a place name own has a history . They people of life various sides in itself reflection Names often have the same meaning . in the area lived people life , living

conditions with related without happened will be ”<sup>1</sup>. Toponyms personal society if combined , anthroponyms alone person the concept The formation of toponyms is historical - traditional, that is, most ergonyms are the product of historical development, new names may also arise based on a certain political situation and territorial divisions, but ergonyms are distinguished by their mobility and adaptability to the era, and official and unofficial ergonyms can be formed on the basis of toponyms . Ergonomies first of all targeted onomastic is a unit . Ergonomis onomastic unity as needs , interests , interests system express to receive in terms of to toponyms relatively narrow, to anthroponyms relatively wider task Research during from toponyms ergonyms harvest to do very many evidence For example , the name " Bukhara " working release enterprises , trade places , hospitals , kitchens restaurant such as ergonyms encounter possible ; other district , city , village to the names relatively so to the conclusion The bride .

This with together , ergonomies toponym as application less For example , the former "Xalqobod" collective farm in the Romitan district of the Bukhara region took over the arable land located in about ten settlements such as Tarnaut, Nazarabad, Attoron, and provided employment for most of the population living in this area. However , among the people, "Xalqobod" has become an unofficial toponym with a larger status than the settlement, and is usually used as a generalization of the current Tarnaut, Attoron, and Mirishkor neighborhoods. When interviewed with villagers, most of them answered "I am from Xalqobod," although they knew the name of their settlement.

Or Bukhara city "Islam" The section of Karimov Street from the Bukhara Cinema to the Nihol Cafe is unofficially called the "Bahor Cafe" by residents. This is because a cafe called "Bahor" once operated here, but it closed down due to the competition from today's catering services.

**Pragmatonyms (product names) and ergonyms** : Product names have the same concept of gender, and the institution that produces them is considered an ergonymic unit in the position of a species.

The products themselves can also be used as ergonyms: "Skrepka" stationery store, "Bookhara" bookstore;

At the same time, it is possible to observe cases where ergonyms that have become successful in the market later become georthonyms, that is, product names. After all, people often give new concepts names in a way that suits them. These names can become standard over time and move into literary language. Sometimes, however, they are used in a certain circle and become unpopular. For example, the Akfa group company produces many household appliances, such as door and window frames, heating boilers, and radiators. The frames of the Akfa enterprise, especially those made from new and unusual raw materials, were a novelty for consumers at the time. As a result, frames made of metal and plastic, regardless of the manufacturing enterprise, began to be called "Akfa".

We call a special container that keeps hot or cold things at their desired temperature for a long time a Thermos. However, this type of container was invented in 1892 by the Scottish physicist and chemist James Dewar. In 1904, a German company began producing it under the Thermos trademark. Over time, the trademark became the name of the container itself.

founded the company Cousteau and **Aqua Lung International** in 1943. This company specializes in the production of breathing apparatus. Aqua Lung is derived from the Latin words

<sup>1</sup>Do'simov.3, Egamov H. Brief explanatory dictionary of place names/ - Tashkent : Teacher . – B.4 .

aqua - water and English lung - lungs . But today, Aqua Lung has become the name of breathing equipment, regardless of the company that produces it.

the ergonym- pragmatonym form include Tefal, Ariston, Dictophone, Vaseline, Cologne, Aspirin , and Keda (a type of sports shoe) .

Oikodonym (names of buildings and structures) and ergonyms : oikodonym and ergonym are very harmonious concepts. After all, each institution or organization has its own building, and naturally that building is called by the name of the institution that owns it. In particular, when we say "Mittivoy", we mean not only a store selling children's clothes, but also a building opposite Bukhara City School No. 4, owned by this store.

At the same time, although the name "Korzinka" is ergonomically understandable to everyone as a retail chain, in order for this word to be understandable as a homonym, it is necessary to add ordinal numbers or the name of the area in which the building is located.

Over time, due to various economic, political or other influences, the ergonomic may lose its significance and only the ergonym may remain. For example, the names Nogai Caravanserai or Abdulazizkhan Madrasah, one of which was the name of a service and the other of an educational institution, were included in the ergonomic series, but today we use these names only as the name of the building - the ergonym.

Just as a certain name is transformed from an ergonym to an oikodonym, a situation is also observed in which an oikodonym becomes an ergonym. In most cases, the transfer of oikodonym to an ergonym is mainly carried out in order to designate a famous building as a landmark and create convenience for customers. For example, the Ark Hotel, the Darvozai Samarkand Hotel, the Chor Bakr Restaurant, the Mohi Khossa Sanatorium, the Sarrofon Hotel, and the office of the Minor travel company are located next to historical buildings of the same name.

Sometimes the chain of mutual evolution of the ergonym and the oikodonym can be carried out in several stages. For example, a madrasah operates in a building built by Kulbabo Ko'kaldosh. Then this newly built hotel and its building are named after a historical building located near the object. The hotel expanded its scope and franchised the right to use this name to an entrepreneur in another region. As a result, the following onomastic chain is formed under oneonymy in different places:

anthroponym (Kukaldosh) – ergonym (Kukaldosh madrasa) – aykodonym (Kukaldosh madrasa building) – ergonym (Kukaldosh hotel) – aykodonym (Kukaldosh hotel building) – ergonym (Kukaldosh hotel network structure).

It is clear that the anthroponym or ergonym of Ko'kaldosh at the beginning of this line has nothing to do with the ergonym of Ko'kaldosh at the end.

In conclusion , it can be said that any onomastic unit is formed on the basis of a chain relationship. Such a chain to some extent negates and at the same time complements each other. Any onomastic unit makes concepts possible, that is, since the name of any object, person, place, organization, body of water, etc. does not exist, its status in social existence is also relative. The viability of these names ensures the viability of concepts.

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