PRAGMATIC CHARACTER OF NAMES OF PROFESSIONS IN THE ENGLISH AND UZBEK LANGUAGES

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ABSTRACT
In the article professional names are discussed in the context of their pragmatic value. From the linguopragmatic point of view names of professional names perform various communicative functions, including evaluation, negotiation, expressiveness, etc. which show the importance of naming.
 KEY WORDS: *Pragmatics, professional names, elements of communication, professional activity, professional speech, referential function, communicative function, professional field, borrowings.*

Annotatsiya
Ushbu maqolada kasb nomlari pragmatik yondashuv jihatdan muhokama qilinadi. Lingvopragmatik jihatdan kasb nomlari muloqotning unsurlari sifatida qaraladi va kasb nomlarining muhim jihatlari yoritiladi.
 Kalit so'zlar: lingvopragmatika, kasb nomlari, muloqot unsurlari, kasbiy faoliyat, kasbiy nutq, referensial vazifa, kommunikativ vazifa, kasbiy soha, o'zlashtirma so'zlar.

Pragmatics is a science in which scholars deal with the problems of communicative effectiveness, public relations and advertising (in the broadest sense of the word), speech etiquette, theory and practice of translation, etc. Usage-based pragmatic approach studies the use of language taking into account age, gender, social status and professional characteristics of communicating, as well as specific conditions and goals of speech act. For the names of profession the interpretive function, including evaluation, negotiation, expressiveness, etc. are especially important. It is also significant how a specialist is evaluated, in what forms knowledge about him or her is represented in the process of conceptualization during the professional speech.

The pragmatic approach considers professional names as elements of speech communication that is used in discourse since the main difference between a professional language and a commonly used one, according to Cummings L. (2005) and Fillmore Ch. J. (1996), is not only in their linguistic nature, but also in the pragmatic character, which is based on the communicative criteria.

The professional names include various concepts, in addition to the language, the use of other semiotic systems (sign systems) - road signs, models, figures, diagrams, graphics, mathematical signs, letters, etc., which are interpreted through the language in conjunction with the knowledge and experience of specialists of that very profession. The presence of concept field, as Cummings, L (2005) and Fillmore Ch. J. (1996) point out names of professional performativity that is absent in other types of names (for example, *manager, performer, presenter*).

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As for the language functions corresponding to the elements of the Jacobson's speech communication model, the above mentioned scholars believe that the referential function dominates in professional speech and names, but the phatic, metalinguistic and expressive (emotive) may also be present (for example, in official letters and speech). Based on Jacobson's model of speech communication, Cummings L. (2005) and Fillmore Ch. J. (1996) identify the following elements in relation to professional names: 1) a message (a specialized names from a certain professional field associated with a certain place and time, a result of a certain intention: to transmit information, describe, create and develop knowledge, classify, regulate, create and comply with norms, as well as argumentation: *accountant, moderator, manager, guide*), 2) the addressee and addresser (*teacher, future teacher*), 3) field of presentation (field of knowledge), 4) communication channel (written, sound or psychological for communication).

Furthermore, the most important factors of the communicative significance of names of profession are: the integration of the economy into the international space; the functioning of a significant number of joint ventures and foreign companies as well as the related needs of professional communication; the expansion of the number of communicative-intensive professions requiring knowledge of foreign languages.

The borrowed names of professional field in a shortened form contain significant information about the relevant field of professional activity and, being a cognitive-communicative unit of a symbolic nature, set a program of activity and behavior for participants in professional communication. An important communicative characteristic of the names of persons by profession of a borrowed nature is their briefness: *blogger, viner, producer, clip-maker, actor, minister*.

The most stable place in the system of professional names is occupied by international borrowings. International units in the names of persons by profession reflect the most communicatively significant elements of professional and general cultural knowledge. International names of persons by profession record professional knowledge that has a supranational character, belonging to a number of cultures. They become the basis for the implementation of cross-cultural contacts of representatives of certain fields of activity, serve as signs of shared knowledge.

According to Levinson S. (1983) Ormerod R. J. (2006), a professional name is a used in order to achieve a certain communicative goal in a certain professional field. Jacobson identifies the following functions: referential (in the center there is a context), emotive (oq halatli najotkorlar), conative, phatic (contact), and poetic (message) (Jacobson, 1975 (1960): 1261-1264).

Moreover, according to D. Ashurova, emotions and emotiveness are important constituent of communication. It is worthy of note that emotionally charged speech acts owing to sensuality of human psychics are more effective means of impact than devices of logic. This type of impact can be accomplished by almost all types of speech acts. This speech event can be found in stylistic devices. The main stylistic device is euphemism which is ironically presented here to reveal its function of concealing the state of things as they really are. Suffice it to compare the following expressions: *secretary – office manager, charwoman – cleaning lady, undertaker – funeral director, press agent – public relations counsel.* In social communication euphemistic expressions are often used to denote the so-called "non-prestigious professions" or "unfavorable", "unreliable" jobs: *Uncle Bob - wedding photographers, Bean counter- an accountant, sanitation engineer- janitor, etc*.

In conclusion, the ability of a particular language to directly assimilate foreign lexical elements related to professional fields of activity can be qualified as its advantage, not its weakness. Using euphemistic names in the professional field is also regarded as the most vivid example of the pragmatic character of professional names, as on a social and sociolinguistic dimension, issues of professions' implicit and explicit social and cultural identities have to be seen as dependent on pragmatic factors of the language development.

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