



SOME CONSIDERATIONS ON FIRMONYMS

Jaxangir Siddikov Nasurullayevich
Andijan State University

ABSTRACT

The article deals with onomastics and onomastic volume, one of the oldest and richest layers of the Uzbek lexical layer. There are comments on the sections of onomastics. In Uzbek onomastics, the processes that take place today are critically evaluated.

KEYWORDS: *onomastics, onomastic scale, astonyms, catoikonyms, agoronyms, godonyms, dromonyms, phyrmonyms, firm names, state language*

INTRODUCTION

Today, as in all spheres, the process of radical reforms is underway in the field of linguistics. The wind of renewal that entered Uzbek linguistics in the early 1990s completely changed its views. In particular, the systematic approach to the language allows to reveal some of its peculiarities. According to Ferdinand de Saussure, one of the founders of systems-structural theory, language is a treasure accumulated through the verbal actions of people belonging to a particular social community. It is a system of signs. At the same time, the language has a certain structure. The systematic nature of the language makes it possible to conduct comprehensive research on its components and their interactions. The system has the relation of wholeness, parts and parts to the whole, the relation of the whole to the parts. It all comes down to studying these relationships. [1;39]

MAIN PART

The language is divided into innumerable parts, and each part goes into a larger part. One of them is onomastics.

The processes taking place in the Uzbek language today cannot be equated with the previous ones. The linguistic landscape of our language is very delicate, multifaceted and multifaceted. , their popular term refers to the appearance of a complex and at the same time very complex language, consisting of a mixture of foreign language elements [3;23-30]. It is natural that the study of such a multifaceted process gives us new information about the synchronous state of the Uzbek language [4;]. However, this area is not specifically studied in Uzbek. All of these names are related to the

onomastics as a branch of linguistics. The Explanatory Dictionary of the Uzbek Language defines the word onomastics in the following way: **ONOMASTICS** [Greek. onomastike - the art of naming] 1 The branch of linguistics that studies various famous names, the history of their origin and change. 2. A set of all the proper horses available in a particular language [5; 129-130].

It can be seen that the lexicon of onomastics in the Uzbek language is carefully explained. This issue has been extensively studied in English, Russian, Ukrainian, Belarusian and other languages, and under the term onomastic scale, it combines astonium, agoronym, chrononym, godonim, oikodonim, eklesionim, ergonomonim, firmnonyms, emporenonyms, and trapezonyms.

E. Begmatov and Ya. Avlokulovs, while conducting a special research on Uzbek onomastics. have shown 47 micro fields of onomastics in Uzbek [6;55-60]. Subsequent studies have confirmed the presence of more than 100 micro fields. We want to focus our attention on some of them.

The astonym is one of the largest forms of urban names, meaning the Greek name ἄστὺ ὄνομα. Astonyms are still being studied under the name of toponyms. However, in recent years, the systematic approach to language has opened up the possibility of revealing to the fullest extent the relationship between language units. In this sense, it is useful to study the names of cities (astonyms) separately. For example, Andijan oblast, Asaka, Poytug, Shahrikhon, Khonobod, Kuyganyor, Kunji, Butakora, Jalabek; In Namangan region, Pungon, Pop, Chodak, Gurumsaroy, Naryn, Mingbulak, Uychi; In Fergana region, Baghdad, Kuva, Sukh, Kokand, Margilan, Rishtan, Poloson; In Bukhara region there are such



astyonyms as Romitan, Kagan, Gazli, Vobkent, Korovulbozor, Shofirkan, as well as cities such as Kulijabbor, Beshtuva, Sosonchuk, Kirtai, Ghonchi Chandir, Talisafed, Jaihunabad. It is clear that the study of each of these names, not only historically, socio-economically, but also linguistically, gives us a lot of new information about the undiscovered aspects of the history. For example, Ghonchi Chandir is an astyonym. The derivation model of the name is clear: Gon + chi Chandir. In the Uzbek dictionary, the word ghan is interpreted as "leaves and rubbish left by worms on a silkworm feeder" [7;320]. The word ghan also means to gather. Chandir 1 A solid piece of meat. 2 It means katma, pisik, tar [8;406]. It is understood that this agionym appeared as an ethnonym of mature, resinous people and became an astyonym by the method of metonymy..

A large part of the current changes in the names are observed in the names of enterprises, organizations, institutions, firms and shops. It is clear that the name is a sacred thing. Things and events in the world differ by their names. Among them are the names of trade organizations - firms. It is well known that the development of languages plays an important role in the radical changes that take place in social life. In particular, as a result of the changes that took place in Uzbekistan in the early 1990s, thousands of new names and terms have entered our language, and this process is continuing to this until nowadays. A significant part of them are firms, ie firms, concerns, companies, joint stock companies, incorporated enterprises, trusts, holdings, economic associations. union), leasing enterprises, and so on. Let's consider the name of the holding company. It is described in the Uzbek Explanatory Dictionary as follows:

HOLDING [engl. holding) 1 Acquiring and owning shares in other firms in order to control and manage them.

2. Holding company. A parent company is a company whose main activity is to control and manage the activities of other enterprises through the acquisition of shares [9;406].

Examples include Uzbekozikovkatholding, Uzvinosanoatholding, Uzpakhtasano-atholding, and Uzmevasavzavotuzumsanoatholding, which include hundreds of company names. For example, Uzbekozikovkatholding, MASK, Namangan Sharbati, Agromir Burhara, East Agro-International, Marvel Juice Co., Turon agro fresh, Afrosiyobmeva, Vulkan plus, "Ildiz Parkent agro", "Big natural production", "Green World", "Rash-milk", "Elite canning", "SulSherJahon", "Musaffo iqlim trans servis", "Master delicacies", "Khorezm Holod", "El-erk nur", "Rossi SA", "Makas kandolat", "Pakhtachi Rodnik yog", "Uychi pokiza", "Mehnat oil", "Mehnat Pivo", "Mehnat malt", "ChP" Bakht

"and others. Consist mostly of combined names. Linguistic study of these companies will provide with sufficient information about the political, economic, spiritual, educational, cultural life of our country, the current living standards and worldview of our people.

It should be noted that the foreign method of naming the majority of companies is a ready-made template. The main focus is not on the language of terms, but on the reputation of the trade organization, trade relations, advertising of goods. As a result, English, Russian, and Uzbek mixed names, contrary to the rules of the Uzbek language, far from the colloquial language and artificial in form names, come into being that do not meet the rules and laws of the Uzbek language.

First of all, firms such as AFROSIYOB-MEVA, SULSHERJAHON, EL-ERK NUR, ILDIZ PARKENT AGRO, and UYCHI POKIZA are made up of Uzbek words but they are far from the nation and people. There is an artificial, one-sided approach to their creation.

Secondly, "AGROMIR BURHARA", "VULKAN PLUS", "ELIT KONSERVA", "MASTER DELIKATESOV", "KHOREZM HOLOD", "PAXTACHI RODNIK YOG", "MEHNAT PIVO" and so on. Such names are far from being Uzbek. Subjective spirit dominates in these names, too.

Thirdly, the use of English names such as "EAST AGRO-INTERNATIONAL", "MARVEL JUICE CO", "BIG NATURAL PRODUCTION", "GREEN WORLD" in relation to enterprises in our country does not meet the requirements of the state language. These names have no significance for the Uzbek language.

Fourth, "TURON AGRO FRESH", "MAKAS KANDOLAT", "MEHNAT OIL", "MEHNAT MALT", "RASH-MILK", "ROSSI S.A.", "MUSAFFO IQLIM TRANS SERVIS" and others. The use of Uzbek-English word structure in this way is also against the rules of the Uzbek language.

Such approaches to naming a company lead to the impoverishment of the mother tongue and misunderstanding of its vocabulary. And this is not permissible at all. However, these are just company names. Behind them are the products, trademarks, processes, personal names of these companies. If they are treated in the same way, what will be the future of our language ?!

In addition to firmonyms, there are pragmatonyms (brand names), alkononyms (names of alcoholic products), mechanonyms (names of technical products), perfumes (names of perfumery products), chokonyms (names of chocolate products).



CONCLUSION

In general, Uzbek onomastics is one of the richest and most productive layers of our language. One of them is the names given to companies and shops. Studying them provides ample opportunities not only for language, but also for us to have valuable information about the history of the Uzbek people, the worldview of our compatriots, their political, economic, cultural and everyday life. In particular, today, at a time when the world's languages are in danger of extinction, it is important to return to onomastic names, to name new organizations, firms, shops, etc., based on historical experience and past. Because the best names never fade from the pages of history. They move from time to time, from language to language, as the immortal hymn of human intellect and thought.

REFERENCES

1. *Ferdinante de Sanssure. A course of general linguistics// Works on general linguistics. – Moscow: “Progress“, 1977.*
2. *Begmatov E., Uluqov N. An explanatory dictionary of Uzbek onomastic terms. – Namangan, 2006.*
3. *Moradi A. The state and insolved problems of the study of urban objects in the limelight of urbanolinguistics / Russian philology. Scientific news of Kharkov PI. after G.S.Skovorodi. 2015. № 2.*
4. *Kozlov R.I. Ergourbonyms as a new group of urban onomastics (electronic resources): candidacy dissertation in philology: specialty 10.02.01/ R.I.Kozlov. – Yekaterinburg, 2000.*
5. *Explanatory Dictionary of the Uzbek language, 5 volumes, 3rd volume. – Tashkent: „Uzbekistan national encyclopedia state scientific publishing house“, 2007.*
6. *Begmatov E, Avlokulov Ya. Macro volume and structure of the Uzbek onomastics // Uzbek language and literature, 2007. № 5. Pagesv33-39; Begmatov E, Avlokulov Yu. Micro volume of Uzbek onomastics // Uzbek language and literature, 2008. № 1.*
7. *Explanatory Dictionary of the Uzbek language, 5 volumes, 5th volume. – Tashkent: UzNE state scientific publishing house, 2008.*
8. *Explanatory Dictionary of the Uzbek language, 5 volumes, 4th volume. – Tashkent, 2008.*
9. *Explanatory Dictionary of the Uzbek language, 5 volumes, 5th volume. – Tashkent, 2008.*