

IN ERGONOMICS TRANSONYMIZATION EVENT

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*The effectiveness of spiritual and educational work
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Naming is an extremely complex phenomenon, reflecting linguistic and extralinguistic factors and their influence on language. It is also a process that constantly monitors a person's knowledge of the world around them ⁵.

In naming society social and spiritual life reflection it is oral of the sign psychological fact as encouraging and appraiser to factors has will be . Naming language system opportunities reflection to represent with together , its also defines its boundaries .

Under study of the area to oneself typical features industry and economic objects in the names reflection Ergonomics directly designated city , its geographical realities , internal toponymic system , history , monuments with related to be necessary . Regional features into account taken names every one city for to oneself is a unique material , which almost repeatedly it won't be possible because his/her geographical landscape absolutely is unique . Exactly they of the city other all population from points separated " the image" that stands organization For example : " *Labi* " " *Pool* " restaurant , " *Ark* " hotel , " *Sitorai* " Fish Khossa " sanatorium . In this certain the object to him/her geographical in terms of ignition famous name with name through directly the address to explain hint is done . Or Ibn Sina neighborhood citizens meeting , Mahmud Tarabi recreation garden , Mir Kulal construction enterprise , Shamsiddin Beloved Mosque , Efendi Bukhara transport enterprise , " *Siyovush trans omad* " LLC such as in ergonyms this famous historical or legendary of individuals that one area to the history relevance in mind is being held .

Some ergonomic in the names and geographical proportionality unobservable possible , but then activity type , displayed of service to the advantage hint will be done .

For example , Vobkent " *Rosti* " in the district " *rusty* " logistics of the enterprise name The motto of the great Amir Temur " Strength is in justice " Persian in the language translation is , this through enterprise to their customers his/her own in activity to justice , honesty tendency to teach movement " *Gulshani* " garden I am a " non-governmental" education organization name through and to customers your children easily to us Leave it

⁵Superanskaya A.V. Obshchaya theory imeni sobstvennogo. -M., 1973. C: 236

to them . We will legendary Garden Era such as amenities creating give they want to say , we will they will be .

Ergonomics this in a way in naming transonymization from the event used. Transonymization event known one onomastic units ergonomic as is used . Various kind notable and name to the feature has not been lexemes name as migration trend appearance This event will done increase for known conditions action does .

Transonymization simple and indicative to transonymation is divided .

Simple transonymization metonymic to transfer based on : *responsibility of "FARRUX SABINA" limited society , Parvina restaurant , Gulijahan food shop , Niginabonu beauty salon* . Basically , ergonim-anthroponyms owners , their relatives , children or famous of individuals names : actors , singers , movies heroes , athletes , writers , historical figures individuals (*Inspiration Farmanov farmer Farm , Sheikh Glory Hotel , Sadriddin Salim Steam LLC (publishing house) , Sarvinoz women clothes store , "ELIF FASHION BREND" family enterprise (" Kashkirlar "place " series) , "Ali bobo trans" LLC (taxi service) , Carlone men clothes shop , Esmeralda beauty salon , Gulliver (night) club*)

Indicative transonymization is both metonymic and metaphorical to transfer This method relies on known in meaning classic in literature " talmeh " used artistically to the art For example , *Cleopatra beauty salon* 's ergonomics so to say looks like : You Egypt queen such as very beautiful "*Niagara Water*" or " *Zam - zam* " drink water delivering giver companies name and of water quality , purity shows , because from Niagara Falls flowed water his/her own purity , Zamzam spring and holiness with famous

Transonymization as a result harvest was ergonyms as follows classification possible :

1) anthroponyms ergonomic as naming . In this following factors nominative of duty to the surface arrival for basis to be service does :

a) founder or enterprise of the owners names with is called , in which metonymic migration action does , such names one and one how many anthroponymic names based on sh a clantization possible : *Sabina, Go'zal, Monika beauty salons, Maftuna, Gulbahor, Parvina cafes, Kamol Jamol hair salon, Nasriddin Navruz hotel, Mirkhan grocery store , " Mayram-Mukhkaram " responsibility limited society (given every two anthroponym is also a spelling in terms of mistake written , folk to pronunciation adapted in the form written , actually Maryam-Muharram), " Sanjarbek Azizjon's " responsibility" limited Society , " Khurshidbek" Otabek " private " enterprise , " Bekzod" luck Nuri's " responsibility" limited Society , " Murat" Shokhimardonov " private" enterprise (actually Murad Shohimardonov) , " Khurshidbek Otabek " private " enterprise , " Bakhtiyor" Sultan " private" enterprise , " Saltanat" Maksud " family" enterprise , " Pinafayz" Faiz " private " enterprise , private " Nargiza IK" Enterprise " Komil " responsibility limited Society , " Companion" private enterprise , " Akhmat" Batyr " private " enterprise (*

actually Ahmad Batir), " Maftuna" Welcome to " family" enterprise , " Akobir" Honey Faiz " private " Enterprise , " Mo'min Muhammad Majid " responsibility limited Society , " Dilobar" Dilnoza's " responsibility" limited society , " Murad" Makhsud (Maqsud) Nadir Fayz 's responsibility limited Society , " Boboyev" Durbek's " responsibility" limited Society , " Jamshid" Ulugbek Shahrukh's " responsibility" limited society , " Islam Yunus ' responsibility limited Society , " Mirzo" Polat (Po'lot) Ulug'bek 's responsibility limited Society , " Husniddin" Daler " family" enterprise , " Ulugbek" Hope Fayz Baraka, Rukhsara Rukhshana Abbas good luck , " Akmal Victory Fayz " , " Sharp Bahadir Bunyodkor , Kagan Rasulov Ro'ziqul MMTP" , " Zulhumor Haydarova , Akramova In Dilsho Bahodirovna (Bahodirovna) , " Otabek Mehriban (Mehriban)" , " Mirzobek" Khushnud , responsibility of Said Alakbar – Trade limited society , " Fayzullo bright " family" enterprise , " Marziya" Abod " , " Sayfullo Abdukarim " responsibility" limited Society , " Gaffar" Faiz Confectionery " family" enterprise , " Karakulchi" Sword Market " subsidiary" enterprise , " Saidov" The responsibility of the fisherman " Tahir " limited Society , " Sadullo (Sa'dullo) Meli" Farogat " family" enterprise , " Tashpo'lot" Shahzoda (Shahzoda) Kunduz " responsibility " limited Society , " Will" Flower Shirin's " responsibility" limited Society , " Nurali" Nurbek Faiz " private " Enterprise " Behruz-Farmon " responsibility limited society , " Timur Baraka Trade " responsibility limited Society , " Dealer" Rasulov Governor Rustvelievich " , " Sarvarbek Amira The responsibility of the " Shah " (King) limited Society , " Toybonu" Zarnigor " family" enterprise , „ Shakhboz (Shakhboz) Shahina (Shahina) responsibility limited society and others .

Such ergonyms research to do in the process names of the founders his/her own , his/her children's name , ancestors name and historical of individuals names with shaped is observed . Some in ergonyms Two or three names are given. They are the names of the first and last names. historical expression in the style of given , two or three person's name as not being considered necessary . *Bakhtiyor Sultan* same at the time Bakhtiyor Sultanov to express service The common name and surname in the form of There are also ergonyms , for example , *Doniyorova Sawira Ruslanovna* responsibility limited society .

b) Anthroponomic ergonyms are historical and mythological heroes, historical figures, and historical figures that are actively used in the present day. personalities , famous It is observed that the names of creators and inventors are expressed. In this case, the service or product provided is often included alongside the name of the person. An anthroponym can be combined with a toponym to form ergonyms:

- from the names of historical and famous personalities: "*Tarabiy*", "*Beruniy*" private homeowners' association, *Ibn Sino* pharmacy, *Amir Temur* sports club, *Ali* private enterprise, *Narshahi* enterprise, *Mirkulol* construction company, *Samosiy* farm, *Rangrez*

(Sheikh Jalol) hotel, Mahmud Tarabiy construction enterprise, Imamqozikhon farm, Cleopatra beauty salon, Ramzes restaurant , Umar Khayyom hotel, Mir Alisher private enterprise, Fuzuliy LLC, Sadriddin Salim Bukhariy LLC, Anvar Obidjon family enterprise, Ilhom Farmonov farm;

- from mythoanthroponyms: "Siyovush trans omad" LLC, "Afrosiyob qurilish trans" enterprise, "Zevs" car repair shop, Simurg construction company, Alpomish farm, Femida law office, Qaqnus store, Venera beauty salon ;

- named after literary and cinematic heroes: Shirin Beauty Salon, Dilorom Kitchen, Zebuzar Shopping Mall, Gulliver Night Club, Ali Bobo Trans Family Business, Carleon Men's Clothing Store, Pinocchio Toy Store ;

- on behalf of famous brands, cosmetics creators: Chanel perfume store, Roberto Cavalli men's clothing store ;

In ergonyms formed on the basis of anthroponyms, metonymic and metaphorical transfers play the main role. It is observed that ergonyms formed on the basis of anthroponyms are named after the founder or people related to him, historical figures, mythological heroes, and characters from famous works of art.

2) ergonyms formed on the basis of toponyms:

a) Examples of ergonyms formed on the basis of macrotoponyms are continents, countries, and large cities: Asia International University, European Hotel, Tashkent Restaurant, Private Enterprise of Uzbekistan, Bukhara Bahor Tarovati Limited Liability Company, Bihishti Bukhara Limited Liability Company, California Form Limited Liability Company , etc. There are also place names that have not retained their historical geographical position, which can also be used as ergonyms. For example, Varakhsha Hotel, Sogdiana Restaurant, Khurasan Hotel , etc.

b) the formation of ergonyms based on microtoponyms is observed, an example of which is the district, village and other small territorial units. For example, Kogon Kho'jayijahon Plus Limited Liability Company, Kogon Ko'ktash Limited Liability Company, Qorovulbozor Korki Limited Liability Company, Varakhsha Jilosi Limited Liability Company , Peshko' Imkon Limited Liability Company, Jondor - MMK Limited Liability Company, Shofirkon Gavhari Limited Liability Company, Kogon Sapfir Private Enterprise and others .

In ergonyms formed on the basis of toponyms, it is possible to observe the use of national-local and foreign names. There are certain semantic differences between ergonyms formed on the basis of national names and names of institutions, organizations, and enterprises based on foreign names. From a national-cultural point of view, there are places in Uzbekistan that are famous all over the world, and there are also many place names that are unknown to the world community. In terms of scientific research, there

are certain groups that are aware of the places that exist in our country, and there are toponyms that are known to most of the entire human world. It is possible that they will also form ergonyms based on these names. Formed on the basis of the names of little-known villages and auls;

-ergonyms related to village names: *Ganchkash kichkintoylari NTT, Kazan fish farm, "Bogiturkon shirin non" LLC, "Gajdumak fayz baraka" LLC, "Shergiron" farm, "Jo'ymo'min oqshomi" kitchen, "Bogchagozi" kitchen (Gijduvan district), "Korgon" wedding restaurant (Rometan district), etc.*

- from the hydronym (the proper name of a water body): *Ocean Restaurant, Zarafshon Hotel, "To'dako'l Sohili" Horticultural Farm, "Jayhun" Furniture Store, Sardoba Restaurant, Shohrud Factory, Labi Hovuz Restaurant, "Bolahovuz" Kitchen, Issyk Suv Sanatorium, Niagara Water Private Enterprise, "Zam-Zam" Water Delivery Service ;*

There are certain tendencies in the formation of ergonyms related to toponyms, and this tendency is consciously implemented.

It can be somewhat difficult to determine the exact boundaries of the formation of certain ergonyms. In particular, we should pay attention to ergonyms formed on the basis of necronyms. For example, it can be observed that a number of historical semiotic changes have occurred in the naming of a number of names such as *Bahauddin, Qizbibi, Rometaniy*. Bahauddin is an anthroponym as the name of a specific person, who in his time founded an institution that taught certain religious knowledge, we do not know what the name of that organization was, but over time this place became a necronym as a place of worship, a place of pilgrimage. Around this place of pilgrimage, educational institutions and recreation areas were established based on this name and began to be called by this name. From this situation it becomes clear that onomastic units can, for one reason or another, serve as another onomastic unit.

3) ergonyms (astroergonyms) formed from the names of planets: *Zuhra beauty salon, Mercury, Mars stores, Kosmos household service institution, Oltin Sayyet Plus Limited Liability Company, Atorud newspaper, Sitora family enterprise, Saturn star family enterprise, Somon yu'li firm, Orion Sirius star store, Orion home appliance store , etc .;*

4) Ergonyms formed on the basis of pragmatonyms can also be called brandonyms. In this case, the names of famous manufacturing enterprises, products and service institutions that have a unique position in the world are used in relation to a specific organization. This situation includes the following aspects:

a) a certain well-known enterprise, organization imports products that are clearly oriented elsewhere, and the ergonomic unit is also determined on this basis: *Chevrolet, KIA, Cherry, Adidas, Sony, Panasonic, BWD, General Motors, Lacoste and others ;*

b) It is not focused on a specific product, other products are also sold, but a brand is chosen as the name: *Coca-Cola Market*, *Pepsi Market*, *Nestle* , etc.

Thus, the structural-semantic analysis of the ergonyms proposed above allows us to say that semantic derivation is an effective method of forming modern names, which includes simple anonymization (without the participation of lexical-semantic transformations), onymization with the participation of lexical-semantic transformations (metaphoric, metonymic and metaphor-metonymic) and transonymization (simple and allusive). An important distinguishing feature of ergonyms formed using metaphor and metonymy is that both metaphor and metonymy are based on a pragmatic function. That is, such ergonyms, unlike simple onymization, carry information about the activity of the object, while remaining interesting for perception.

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