



## Anthropocentric Study Of Pragmatonyms

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<b>Article History</b>	<b>Abstract:</b>
Received: Revised: Accepted:	<p><i>The article talks about how anthropocentric study of pragmatonyms play an important role in the formation of brand names. Help anthroponyms emerge. The system of proper nouns has a sizable collection of anthroponyms that represent nouns. In world linguistics, several new directions of anthropocentric paradigm such as sociolinguistic, linguocultural, pragmatic, psycholinguistic, neurolinguistic have emerged. Currently, the study of pragmatonyms among all units of the onomastic scale based on a new paradigm is on the agenda. Therefore, analyzing the linguistic, cultural and socio-linguistic features of pragmatonyms provides important information about the national-cultural identity of the people, the national way of seeing the world, religious-mythological views, traditions, values, and social-political life. it acquires a special scientific and theoretical importance in learning and illuminating the gradual improvement of the language.</i></p>
<b>CC License</b> CC-BY-NC-SA 4.0	<b>Keywords:</b> Pragmatonyms, brand name, alliteration, rhyme, syllable repetition, anthropocentric study.

### Introduction.

In recent years, the study of onomastic units, including pragmatonyms, in relation to individual characteristics of the human factor that created it, sociolinguistic environment, and extralinguistic factors such as folk culture and mentality, has become one of the most important issues in world linguistics. The anthropocentric paradigm that arose on the basis of these views fundamentally changed some of the conclusions formed within the framework of the immanent approach, and according to it, the person who owns the language (speech) was put in the main place. From this point of view, explanatory and etymological dictionaries of pragmatonyms created within the anthropocentric paradigm in world linguistics are of great practical importance for the development of the field..

### Materials and methods.

In world linguistics, pragmatonyms have been studied scientifically in the works of a number of scientists. The study of pragmatonyms as separate units of onomastics began in the 70s and 80s of the 20th century, and today pragmatonyms are among the most widely studied onomastic units in world and especially Russian linguistics.

Pragmatonyms as a separate group of proper nouns AVSuperanskaya<sup>1</sup>, O. Yakovleva<sup>2</sup>, N. Shvedova<sup>3</sup>, N. Stadulskaya K. Antonova, I. Isanguzina<sup>4</sup>, N. Osipova, A. Banko, N. Bobireva . But despite this, the formation of pragmatonyms and their sociolinguistic and linguocultural characteristics have not been specially studied in the scientific research conducted in Uzbek linguistics. This requires a monographic study of this research topic. Within the framework of Uzbek onomastics, pragmatonyms have not been specially collected and monographically researched. Researching all pragmatonyms that are currently in practice on the basis of the achievements of modern linguistics is one of the urgent tasks. Because "pay attention to our mother tongue, which is the symbol of our national identity, the basis of our spirituality will be further strengthened". In this sense, research, classification and description of lexical-semantic, nominative-motivational, etymological, derivational, structural, sociolinguistic and linguocultural characteristics of pragmatonyms, and on this basis, enriching Uzbek onomastics with scientific-theoretical views and practical interpretations of pragmatonyms is in front of the field. is one of the important tasks ..

## Results.

Based on the scientific results of the system-structural and anthropocentric study of pragmatonyms: functions of pragmatonyms, brand elements, conclusions and recommendations regarding the influence of the foreign language (English) in the lexical layer of the names of products and services currently in use American Council on International Education branch in Uzbekistan was used in the implementation of the international project ESN 400678 "English Speaking Nation: Coaches Program" carried out in 2020-2023 (Record No. 22-245 dated June 10, 2022 of the branch of the American Councils on International Education in Uzbekistan reference). As a result, the information about the meaning of brand names and their creation models served to improve the dictionaries created within the project. From the conclusions on the common name of the product, i.e. pragmatonyms, the relation of ergonim and pragmatonym, the reflection of pragmatonyms in advertising texts, the linguistic features of idioms used as slogans in famous brand names, the author's 5111400 is recommended for students of English language and literature Used in the teaching manual "Teaching intercultural communication" (according to the order of the Ministry of Higher and Secondary Special Education No. 332 of September 9, 2022, No. 302-0490-digital pass). As a result, opinions on the use of idioms as slogans in brand names served to enrich the textbook materials with scientific evidence.

Conclusions and recommendations on the basis of social, political, linguistic aspects of naming pragmatonyms, such as anthroponym, toponym, cosmonym, mythonym and appellative lexicon, based on the historical, economic, cultural, ideological conditions of the time.

## Discussions.

Etymological, linguistic and cultural research of brand names formed on the basis of anthroponyms is also carried out in this season. Anthroponyms also play an important role in the formation of brand names. Most of the world famous brand names are based on anthroponyms. The main part of such brand names are names of cars, names of technical and technological tools, names of clothes and perfumes. They can be classified into several groups: formed from individual anthroponyms (like Ford, Mercedes, Tesla), formed from the union of two anthroponyms (Like Dolce & Gabbana, Hewlett-Packard), based on anthroponym+type of activity (Like Abbot Laboratories, Murad Buildings, Safia Bakery), with anthroponym + adjective device (Akbar Rich), made by abbreviating anthroponyms (Barbie), made from abbreviations of anthroponyms (NRG) brand names.

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To brand names formed on the basis of toponyms Uzbekistan Airways JSC, Uzbekistan Hotel, Asia Hotel, Asaka Bank, G'ijduvon Premium, Oktepa Lavash, Nokia, Adobe, Fuji, such as KFC; to brand names formed on the basis of cosmonyms Mars, Galaxy; to brand names formed on the basis of animal, bird and fowl names cougar, Red Bull, Firefox, Black Bear Coffee, Dove, Twitter, etc.; Apple, Blackberry, Mango are the brand names based on fruit names such as; brand names derived from the names of the elements in the product, such as Persil, KFC; Pepsi to brand names associated with the name of the disease that the product affects; to brand names formed on the basis of words representing quantity 7 Up; to brand names consisting of abbreviations BMW, MAN, ZIL, GM; brand names formed on the basis of mythological names Nike, Pandora; to brand names formed on the basis of theonyms Lada, *Kawsar water*, *Zamzam water*, *Yasin cement* like are given as an example.

### Conclusions.

So, in addition to the tasks of being catchy and attracting consumers, brand names also fulfill the task of expressing national identity - the linguistic and cultural task.

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