



THE STRUCTURAL COMPOSITION AND FORMATION PROPERTIES OF ERGONYMS

(On the example of the ergonomics of Karshi city)

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Annotatsiya. *Maqolada ergonomning tuzilishi va aniq lingvistik materialga nisbatan "ergonim" atamasining qo'llanish xususiyatlari Qarshi shahar materiallari asosida tahlil qilinadi. Shunga muvofiq ergonomni keng va tor ma'noda tushunish zarurligi asoslanadi. Shuningdek, ergonomlar strukturaviy komponentlarining funksiyalari aniqlashtiriladi.*

Kalit so'zlar: *ergonim, ergonomika, funksional, nominativ, onomastik komponent, klassifikator.*

Abstract. *The article analyzes the structure of ergonyms and the specifics of using the term "ergonym" in relation to specific language material based on materials from the city of Karshi. Accordingly, the need to understand the ergonym in a broad and narrow sense is substantiated. The functions of the structural components of ergonyms are also defined.*

Keywords: *ergonym, ergonomics, functional, nominative, onomastic component, classifier.*

INTRODUCTION

In onomastic studies, several terms have been used to designate organizations, enterprises, and institutions, including “*commercial enterprise name*” [10], “*ergourbonym*” [3], “*advertising name*” [5], “*eportonym*” [9], “*firmonym*”, and “*ergourbanonym*” [8]. Among these, the most widely adopted and standardized term is “**ergonym.**”

Podolskaya (2006) defines an ergonym as “*the proper name of an association of people, including associations, organizations, institutions, corporations, enterprises, societies, establishments, or clubs*” [6, 166]. In contemporary usage, ergonyms denote either **topographical entities** (e.g., cafés, shops, factories, pharmacies) or **legal entities** (e.g., societies, associations, cooperatives, foundations) [8, 243]

METHODOLOGICAL BASIS AND METHODS OF RESEARCH

This study adopts a historical-linguistic methodology, which interprets linguistic phenomena within the context of their historical conditions and events. The theoretical framework is based on contemporary onomastic research methods and is guided by dialectical principles that reconcile community and individuality, essence and phenomenon, as well as form and content.

The analysis employs **comparative methods, reconstruction, structural and formative analysis**, and the **comparison of linguistic data** to investigate the formation, structure, and function of onomastic units.

RESULTS AND DISCUSSION

Ergonyms denote the names of organizations, which vary according to ownership type and activity. Generally, ergonyms are official names that are either registered or, when necessary, recorded in legal documents. They are included in address directories and represented in visual information structures, such as signs, serving as identifiers of the corresponding economic or social entities. An analysis of ergonyms in Karshi demonstrates the following structural categories:

Service enterprises: a) Shops – e.g., “Samira”, “Sultan M”, Sarbat Market Davron, Supermarket “X5”, Sitora Jasmin Food;

b) Catering – Restaurants: “Abdukarim Restaurant”, “Uch Dust”, Kuzmunchok Burger; Teahouses: Parada Bobo, Khonsaroy, Makhmud Kamoliddin, Munavvar Osh Markazi; Wedding halls: “Mujiza”, “Hafizaxon”, “Zebuzar”; Cafés: “Leben”, “Sakura Sushi”, “Aroma Bakery Café”, “il Cappucino”;

c) Household services – e.g., “Kozmunchok” sewing shop, “Zolushka” beauty salon, “Istanbul” curtain salon;

d) Non-residential services – Investment Consulting, Monolit Estate;

e) Tourism and hospitality – Sputnik, Smile Hostel, “Sultan” Hotel, “Hotel Nasaf Travel”.

Cultural and recreational institutions – Kashkadarya Regional Puppet Theater, Kashkadarya Regional Musical Drama Theater named after M.Toshmuhamedov, Cinema.uz, “Sohil Buyi” and “Geolog” health resorts

Health and sports institutions – Magic White (teeth whitening), “Nevromed” Neurological Medical Center, “Nasafmed”, Republican Cardiology Center, Regional Dental Clinic, “Boom” fitness club, “Kachmen” gym.

Educational institutions – Karshi State University, Karshi Institute of Engineering and Economics, University of Information Technologies and Management, University of Economics and Pedagogy (NGO), Karshi Specialized Boarding School of Olympic Reserves, Children’s Music and Art School No. 1.

State organizations – Kashkadarya Regional Economic Court, Regional Cadastral Department, Regional Department of the State Customs Committee, Regional Road Safety Department, Karshi City State Tax Inspectorate.

Examination of Karshi’s ergonomic materials reveals that signs employ both Cyrillic and Latin alphabets, reflecting nominators’ intent to attract customers. The variety and layout of information on signs influence the city’s visual appearance, while the text may combine the proper name with descriptive or functional elements, e.g., “Verona Interior Design” or “Quick Loans for Any Purpose.” Thus, not every

sign inscription qualifies as an ergonym, highlighting the importance of studying their structural composition.

Linguistically, ergonyms comprise three components:

1. **Organizational/legal form** – e.g., company, private enterprise, LLC, NGO, FBO, SUE, JSC, JV, law firm, farm.
2. **Activity type** – e.g., pharmacy, real estate agency, bank, shop, restaurant, beauty salon.
3. **Proper name** – the unique onomastic element, e.g., “Kuzmunchok”, “Marjon”, “Khilol Tex”, “Yulduz”.

M. Saparniyozova emphasizes that ergonyms should be regarded as integrated units, including the type of organization, legal status, and proper name. For instance, in “**Furniture House ‘Huvaydo’**”, “Huvaydo” is the onomastic component, “furniture house” functions as a classifier, and “company” indicates legal status [7, 16]. Contrasting views exist regarding ergonym composition. A. M. Emelyanova suggests reducing ergonyms to the proper name alone, emphasizing only the nominative aspect for enterprises of various functional profiles [2, 5]. V. A. Kryzhanovskaya proposes an intermediate approach: the proper name and activity descriptor are mandatory, while slogans or additional elements remain optional [4, 34]. Many scholars maintain that the organizational/legal designation is not part of the ergonym [4, 30]. Functionality is often integral to compound ergonyms, such as “Sanoatqurilishbank” or “Karshi 1-nuzli Sut Zavodi.” Ellipsis can produce shortened forms like “Corjon,” “Marka,” or “Korzinka.” However, certain descriptors—e.g., “museum,” “school,” “hospital”—cannot be omitted as they constitute nominative elements. Organizations increasingly adopt creative naming strategies to differentiate themselves, giving rise to ergonyms such as “Antikafe,” “Artkafe,” or “Beauty Club,” reflecting social, cultural, and commercial positioning. The visual presentation of nominative and functional components in signage underscores their equal importance in conveying identity.

A distinction is therefore drawn between **broad- and narrow-sense ergonyms**:

Broad sense: combines a functional/additional component with a nominative (e.g., National Bank of Uzbekistan, Karshi City Hospital), emphasizing organizational type.

Narrow sense: the nominative alone, often formed through functional ellipsis (e.g., “National Bank,” “Miracle”), with the functional element integrated or implied.

Conclusion

Ergonyms consist of nominative and functional components forming a coherent naming unit. Narrow-sense ergonyms denote the main name, including inherent functionality, while broad-sense ergonyms combine the nominative with a functional descriptor, often in compound or ellipted forms. Recognizing this distinction is

essential for analyzing ergonym formation, usage, and communicative function in contemporary linguistics.

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