

# On The Structural Composition of Ergonyms

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**Abstract:** This article analyzes the structure of ergonyms and the specific application of the term "ergonym" concerning particular linguistic materials, using examples from the city of Karshi. The study substantiates the necessity of understanding ergonyms in both broad and narrow senses. Additionally, the article clarifies the functions of the structural components of ergonyms.

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

**Introduction:** Various terms are employed in scholarly literature to designate organizations, enterprises, and institutions engaged in specific professional activities, such as "commercial enterprise name" [10], "ergourbonym" [3], "advertising name" [5], "eportonym" [9], "firmonym," and "ergourbanonym" [8]. Among these, the most commonly used generalized terminological marker is the lexeme "ergonym." According to N.V. Podolskaya's Dictionary of Russian Onomastic Terminology, an ergonym refers to "the proper name of an association of people, including unions, organizations, institutions, corporations, enterprises, societies, circles, etc." [6, 166]. The denotative scope of modern ergonyms includes both topographic objects (cafes, shops, factories, pharmacies, etc.) and legal entities (societies, associations, cooperatives, funds, etc.) [8, 243].

Ergonims represent the names of organizations that differ based on their ownership structure and type of activity. The universality of ergonims lies in their ability to be officially registered or documented in legal records when necessary. Ergonims are included in address directories and are reflected in specific informational structures (symbols) as representatives of relevant economic associations. For instance, when examining the ergonymic materials of Karshi city, one can observe that they possess the following structural characteristics:

1. Service Enterprises: A) Shops: "Samira," "Sulton M," "Sarbat Market Davron," "Supermarket X5," and "Sitara Jasmin." b) Restaurants and Cafes: Examples include "Abdukirim Restaurant," "Uch do'st"

Restaurant, "Ko'zmunchiq Burger," and "Aroma Bakery Café." c) Household Service Enterprises: Examples include "Ko'zmunchiq Sewing Workshop," "Zolushka Beauty Salon," and "Istanbul Curtain Salon." d) Tourism and Hospitality Services: Examples include "Sultan Hotel," "Smile Hostel," and "Sputnik Travel Agency."

2. Cultural and Recreational Institutions: a) the Qashqadaryo Puppet Theater, the M. Toshmuhamedov Musical Drama Theater, and "Cinema.uz."

3. Healthcare and Sports Facilities: Magic White (teeth whitening), "Nevromed" Neurology Medical Center, "Nevromed Neurology Center," "Nasafmed Medical Center," Republican Cardiology Center, Republican Emergency Medicine Scientific Center, Regional Stomatology Clinic, "Boom" Fitness Club, "Kachmen" Gym, and others.

4. Educational Institutions: Karshi State University, Karshi Engineering-Economics Institute, and private educational organizations such as "Iqtisodiyot va Pedagogika Universiteti." Qarshi Specialized Olympic Reserve Boarding School, Children's Music and Art School No. 1, and others.

5. Government Institutions: Qashqadaryo Regional Economic Court, the Regional Cadastre Office, and the State Customs Committee, The Kashkadarya Regional Traffic Safety Department, the Karshi City State Tax Inspection, and others.

The graphic representation of ergonyms in Karshi uses both Cyrillic and Latin alphabets, reflecting nominators' preferences to attract potential clients' attention.

The variety in information structures and the visual presentation of data on signs influence the visual identity of modern cities.. Furthermore, the text of a particular organization's sign or informational structure can directly reflect the name of the institution itself. For instance, names like Avtomir, History Museum, Meat, and Bread often appear alongside additional words. Examples include Verona Interior Design, Furniture Studio, Mig Credit, and Quick Loans for Any Purpose. In other words, not every inscription displayed on the sign of an institution or organization can be considered an ergonym.

In this regard, studying the structural composition of ergonyms remains a pressing issue. Research conducted in the field of ergonyms suggests that, based on their structure, they are generally composed of three main components:

1. Words indicating the organizational-legal form of an institution, such as company, private enterprise (PE), limited liability company (LLC), non-state educational institution (NEI), family business (FB), private homeowners' association (PHA), state unitary enterprise (SUE), unitary enterprise (UE), joint-stock company (JSC), joint venture, law firm (LF), farm enterprise (FE), and others.
2. Words denoting the institution's type of activity, such as pharmacy, real estate agency, bank, shop, restaurant, beauty salon, and so on.
3. The actual onomastic component—names of organizations, such as "Ko'zmunchoq", "Marjon", "Khilol Tex", "Yulduz", and others.

As emphasized by M. Saparniyozova, ergonyms are not merely units consisting of the naming—onomastic—component, but should be considered as a whole, alongside aspects such as the type of organization and legal status. The components of ergonyms consist of the part that indicates the type of organization + the name. This reveals that the structure of ergonyms is made up of the activity type of the organization or enterprise, its organizational-legal status, i.e., the onomastic classifier, and a specific onomastic component (name) that distinguishes it from other similar associations. For example: in the ergonym "Huvaydo Furniture House," Huvaydo is the specific onomastic component (name); Furniture House is the onomastic classifier; and Company indicates its status and legal standing [7,16].

A.M. Emelyanova presents a contrasting viewpoint, suggesting that an ergonym should be reduced to a single component, namely the direct name of the organization or institution. She argues: "Ergonyms are understood only as the respective names of enterprises with different functional profiles: business associations

of people (scientific, educational, production institutions), commercial enterprises (agencies, banks, stores, companies), cultural objects (cinemas, clubs, entertainment institutions, theaters, parks), and sports facilities (complexes, stadiums)" [2, 5].

V.A. Kryjanovskaya occupies a middle ground regarding the structure of ergonyms. She considers the mandatory components of ergonyms to be the actual names or nominatives of the organizations and additional words that indicate the nature of the organization's activity. Optional components include slogans, signatures, and other additional information that may interest potential visitors [4, 34]. According to many linguists, "the mandatory part of the company name, indicating its organizational-legal form, is not considered part of the ergonym" [4, 30]. From this perspective, in the case of the name "Yulduzcha" Children's Music and Choir School in Qarshi city, "Yulduzcha" is an ergonym, while "Yulduzcha" itself is a proper noun, a nominative.

However, V.A. Kryjanovskaya often uses the term "ergonym" exclusively in reference to the nominative. According to her, until recently, the ergonym itself was used without additional components or with components of the same type (e.g., парикмахерская - hairdressing salon, столовая - dining room, аптека - pharmacy), and sometimes these were used as the name itself (e.g., Bufet, Kafe, Magazin, etc.) [4, 33]. She also mentions the creation of new types of ergonyms such as "ZoLoTo Myag-koff," "Адам & Ева" [4, 77], and the use of foreign letters, for example, Эгоист, Сказка, among others [4, 145].

In the study of the formation and methods of origin of ergonyms, this term is generally used only in relation to the direct names of organizations [1]. It is important to note that when referring to the name of a particular organization in speech, it is not always correct to use the nominative form, i.e., the organization's proper name without additional components. This component can serve a functional role in the structure of the ergonym. First of all, we refer to cases where the separation of the additional component leads to a distortion of the form and content of the name in the form of a compound word or phrase. For example, it is difficult to use ergonyms like "Sanoatqurilishbank," "Qarshi 1st Dairy Plant," or "Qarshi Confectionery Factory" without additional components or functionality. For example, the nominations "Sanoatqurulish" or "Sanoatqurilish" (bank) are not practically used. To designate an ergonym, it is possible not only to apply the functional inversion methods mentioned above and present it as an established construction, but also to use its ellipsis in both oral and written speech, resulting in ergonyms like "Marjon,"

"Marka," and "Korzinka." Many additional components (such as museum, school, university, college, clinic, hospital, etc.) cannot be removed from the names of the corresponding institutions, as they express the nominative element (e.g., Qarshi Engineering-Economics Institute, Qarshi Music School, Regional Dental Polyclinic, etc.).

It should also be noted that modern organizations, especially commercial ones, may take a creative approach when selecting their names and presenting the activities of their enterprises in order to stand out from similar entities. For example, ordinary cafes may distinguish themselves by calling themselves "anticafe," "autocafe," "artcafe," or "kotocafe." Similarly, expressions like "beauty club," "beauty workshop," and "beauty center" are used in addition to traditional beauty salons. By using bright and attractive names, the owners of organizations—nominators—demonstrate their social and cultural advantages to society, such as their level of education, interests, moral qualities, taste, and others.

With the emergence of new types of organizations and service institutions, unfamiliar or newly introduced additional components may no longer be of less significance when it comes to naming. The primary goal of these components is often to indicate the type of activity, even without explicitly stating it. The equal importance of ergonym components can also be justified by their uniform representation in the information structure. They appear uniform in terms of size, shape, font, color, and other characteristics. In this regard, we believe that there is a need to differentiate ergonyms in both narrow and broad meanings.

In a broad sense, ergonyms are characterized by the structure "functional or additional component + nominative" (e.g., "National Bank of Uzbekistan," "Qarshi City Hospital"). This structural ergonym is preferred when referring to organizations with a name atypical for the type of activity. Narrow-sense ergonyms are derived from broad-sense ergonyms through functional ellipsis, resulting in terms such as "National Bank," "Hot Bread," "Miracle."

In the narrow sense, an ergonym is nominative, traditionally containing a functional word as an inseparable part (e.g., "Qarshi Tea House," "Financial Security School," "State Pharmacy") or resembling a functional word in form (e.g., "Buffet," "Cafeteria").

Thus, it is appropriate to distinguish between nominative and functional components as mandatory parts of an ergonym and to discuss the use of ergonyms in both broad and narrow senses. In the narrow sense, an ergonym is the core name of an organization, which includes the functionality considered an ellipsis

component in speech. In the broad sense, an ergonym includes both the functional ellipsis component and the nominative.

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