

## NOMINATION PROCESSES AND ERGONYM RESEARCH

***Xudaybergenova Umida Komildjanovna***

*Lecturer, Department of World Languages*

*Urgench RANCH University*

*of Technology Uzbekistan*

*E-mail: umida.x0035@mail.ru*

***Matniyozova Gulizebo Adilbekovna***

*First-Year Student, English Language*

*Teaching Program, Faculty of Philology,*

*Urgench RANCH University*

*of Technology, Uzbekistan*

*E-mail: matniyazovaguli720@gmail.com*

**Abstract.** This article examines the linguistic characteristics of the Russian-speaking population and the sociocultural foundations of the nomination process through the prism of linguocultural studies, one of the most relevant fields of contemporary linguistics. The research provides a comprehensive analysis not only of the principles underlying the formation of onomastic units but also of their relationship with human cognition and national mentality. Furthermore, the communicative and pragmatic potential of ergonyms, as well as their role in modern advertising and marketing systems, are substantiated from a scientific perspective.

**Keywords:** linguocultural studies, nomination theory, onomastics, ergonym, cultural code, linguistic worldview, social experience, speech of the Russian-speaking population.

In the contemporary era of globalization and rapidly developing intercultural communication, the issue of the dialectical relationship between language and culture remains one of the fundamental problems of linguistics. In particular, linguocultural studies has become a key discipline for investigating the reflection of national culture, mentality, and social values through linguistic units. The speech of the Russian-speaking population and the linguistic units they employ also embody specific historical-cultural layers and linguocultural characteristics. These features are especially evident in the system of naming (nomination) and in contemporary ergonyms. According to researchers, the names of enterprises and organizations perform not only an identificatory function but also serve to satisfy the aesthetic needs of society and exert a communicative influence on consumers.

The contemporary linguistic paradigm views a word not merely as a means of information exchange but also as a unique “cultural code” that preserves the spiritual

and moral heritage accumulated by a nation over centuries. Consequently, studying language independently of the culture and national values of its speakers does not allow for a comprehensive understanding of the semantic scope and connotative meanings of linguistic units. Indeed, language serves as a mirror of national consciousness, reflecting a particular way of perceiving and interpreting the world. In support of this theoretical perspective, it is appropriate to refer to the following statement by scholars in the field: “Linguoculturology is a new branch of linguistic research that emerged at the intersection of cultural studies and linguistics” [Usmanova, 2022: 17].

The emergence of linguoculturology as an interdisciplinary field necessitates new interpretations and methodological approaches to the analysis of linguistic units. This, in turn, creates opportunities for a deeper understanding of the national values and the linguistic picture of the world embedded in every linguistic element.

In linguistics, the process of naming, or nomination, has developed into an independent field of study concerned with the complex relationship between human cognition and the linguistic system. Nomination theory explains not only the act of assigning names to objects but also the process through which individuals categorize reality by means of those names. As scholars note, “The theory of nomination is primarily concerned with determining how conceptual forms of thought relate to one another, as well as how names assigned to various fragments of objective reality are created, established, and distributed” [Zelenina, 2010: 59].

These theoretical considerations demonstrate that the process of nomination is not merely a matter of attaching labels to objects and phenomena; rather, it is the result of a complex cognitive process taking place in the human mind. Through nomination, individuals systematize objective reality and assign names to the world in accordance with their cultural values and perceptions. Therefore, every chosen name embodies the worldview and socio-cultural experience of a particular community, reflecting its unique way of understanding and interpreting reality.

From this perspective, ergonyms (the names of enterprises and organizations) function not only as linguistic units but also as cultural documents of a particular historical period and social environment, as well as intellectual products shaped by human social experience and filtered through a specific cultural framework.

The process of naming, particularly within the system of ergonyms (commercial enterprises, brands, and institutional names), is governed not only by linguistic principles but also by sociocultural and psycholinguistic factors. In contemporary Russian-speaking communities, the communicative and advertising functions of ergonyms have become increasingly prominent. In order to attract consumers' attention, nominators make use of the full range of expressive resources available within the language. As noted in previous studies, “The name of an enterprise is one of the key factors in attracting customers, as it enables the enterprise to stand out among

similar entities; therefore, the nominator demonstrates a personal and creative approach in the naming process” [Zelenina, 2010: 259].

Furthermore, the range of methods employed in the scientific study of onomastic units continues to expand. Modern onomastics actively utilizes not only descriptive, historical-comparative, areal, semiotic, and statistical methods but also linguopsychological approaches in the analysis of onomastic material [Yuldashev, 2011: 29]. This combination of methodologies contributes to identifying the place of names within the linguistic system and understanding their dynamics in social life.

### Conclusion

In conclusion, the linguocultural profile of the Russian-speaking population is clearly reflected in their approaches to the nomination process, particularly in the system of ergonyms and other onomastic units. Naming is not merely a technical procedure; rather, it represents the outcome of a complex interaction between language, cognition, and culture. The findings of this study indicate that ergonyms in contemporary society possess not only an informative function but also carry a significant socio-psychological and pragmatic load. From the perspective of linguocultural studies, the investigation of such units makes it possible to uncover the cultural codes embedded in language and to gain a deeper understanding of the distinctive features of national communication. Consequently, this approach contributes to the enrichment of the sociocultural dimensions of linguistic research.

### References

1. Usmanova, Sh. (2022). *Linguoculturology: Textbook*. Tashkent: Bookmany Print. 286 p.
2. Yuldashev, B. (2011). *Issues of Uzbek Onomastics: A Methodological Guide for an Elective Course*. Samarkand: Samarkand State University Publishing House. 112 p.
3. Zelenina, T. I. (2011). Ergonyms in the Onomastic Space of Language. In *Issues of Linguistics, Pedagogy and Methods of Teaching Foreign Languages*. Izhevsk: Udmurt State University, pp. 54–66.
4. Zelenina, T. I., & Polyantseva, D. G. (2010). Internationalization of Russian Vocabulary: Ergonymy (Based on the Names of Commercial Service Establishments in the City of Izhevsk). In *The Russian City in Historical Retrospect: Proceedings of the All-Russian Scientific Conference*. Izhevsk, pp. 257–266.