



ISSN: 2249-7315

Vol. 11, Issue 9, September 2021

SJIF –Impact Factor = 8.037 (2021)

DOI: 10.5958/2249-7315.2021.00058.7

FROM THE EXPERIENCE OF COMPILING A DICTIONARY ABOUT NAMING

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ABSTRACT

The author of this article created a dictionary on naming, which was created for the first time in Uzbek linguistics. firstly, to create a linguistic picture of the names of trade, production and service objects currently available in Uzbek, and secondly, to show the achievements in the technology of naming Uzbek language through lexicographic description of the names of trade, production and service objects, enterprises, medical and educational institutions as well as to identify existing shortcomings in it, to make specific recommendations for the elimination of shortcomings, and thus to make a practical contribution to the improvement of the principles of name creation. The article provides information on the structure, purpose and lexicographic principles of the dictionary, as well as some examples from the dictionary.

KEYWORDS: *Naming, Naming Technology, Linguistic Landscape Of Names, Naming Principles, Name Creation, Name Selection, Brand, National Brands, Successful Name, Advertising Effectiveness, Speech Impact, Onomastic Method, Associative Method, Descriptive Method, Ethno-Cultural Method.*

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