



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

Durdona Sidikovna Khudoyberganova*

*Doctor of Philology, Professor,
Head of the Department,

Institute of Uzbek Language, Literature and Folklore of the Academy of Sciences of the
Republic of UZBEKISTAN

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.*

INTRODUCTION

In the near future, a number of important documents on the development of the Uzbek language, which is the state language in the Republic of Uzbekistan, have been published. One of such documents is the resolution of the Cabinet of Ministers of the Republic of Uzbekistan “On measures to improve the naming of trade, production and service facilities” No. 144, published on March 16 this year. It emphasizes that the purpose of this decision is “Ensuring the implementation of the Decree of the President of the Republic of Uzbekistan dated October 20, 2020 No PD-6084 “On measures to further develop the Uzbek language and improve language policy in the country”, as well as to improve the naming of trade, production and services” [10].

It should be noted that this is an important document adopted at the same time and aimed at ensuring the purity of the Uzbek language, as well as improving the national brands of the Uzbek language. As a result of large-scale efforts in the economic sphere of the country,

many production facilities, companies and firms engaged in entrepreneurial activities have been established. As a result, a large number of names related to trade, production and service facilities have emerged. Among them are names that comply with the laws of the Uzbek language, as well as some names that do not comply with the norms of literary language. Overcoming such situations, improving national names is a complex process that requires the cooperation of not only linguists, but also several areas.

An analysis of existing names shows that entrepreneurs need to collaborate with linguists in creating a name. In turn, linguists should pay special attention to the formation of the theory of naming technology in the Uzbek language, the creation of various manuals and dictionaries in this regard. It should be noted that Uzbek linguists have done some work on this issue [See 4, 5, 6, 7, 8].

In the framework of the scientific project “Naming in the Uzbek language: creating a legal framework” (project leader - Ph.D. M. Saparniyazova) on the basis of a state grant at the Tashkent State University of Uzbek Language and Literature named after Alisher Navoi a scientific pamphlet is being prepared, a reserve of recommended names for objects is being formed online. One of the tasks of this project plan is to compile an “Explanatory-Recommended Dictionary of the names of organizations, enterprises and institutions”, which was compiled and prepared for publication by the author of this article in 2020-2021.

THE MAIN FINDINGS AND RESULTS

This article aims to provide information about the principles of this new dictionary. After all, it is a dictionary of the intermediate type, that is, both linguistics and marketing, and differs from existing dictionaries with some new principles. Theoretical views existing in general linguistics in the compilation of the dictionary, considerations on the compilation of the Naming dictionary [1, 2, 3, 8, 9 and others] were studied.

There are two purposes for the creation of the Naming Dictionary, entitled “Explanatory-Recommended Dictionary of Names of Organizations, Enterprises and Institutions”: 1. To create a linguistic picture of the names of trade, production and service objects currently available in Uzbek. This dictionary gives an overview of the linguistic features of the names of business entities in the country - their structure, methods of formation, which language they belong to, whether they comply with the norms of the Uzbek literary language, the degree of verbal influence on the addressee.

2. Lexicographical description of the names of trade, production and service facilities, enterprises, medical and educational institutions, along with the achievements in the technology of naming the Uzbek language, to identify existing shortcomings, make specific recommendations to eliminate shortcomings and thus improve the principles of naming to contribute. For this purpose, about 400 titles were selected for the dictionary and their dictionary articles were formed.

It was considered expedient that the dictionary articles should consist of the following parts: I. **Interpretive unit**, i.e. the name of the objects of entrepreneurial activity. These are mainly private enterprises and companies, training centers, medical centers, private schools, kindergartens, restaurants, cafes, weddings, banquet halls, teahouses, restaurants, catering establishments, supermarkets, shops, beauty salons, hotels, hostels (hostels).) were explained.

It should be noted that the purpose and function of this dictionary in relation to practice required a departure from certain principles of lexicography. It is well known that in dictionaries, units of a language are usually interpreted if it is not a translation dictionary. In this dictionary, however, it was necessary to deviate from these principles based on the real situation. The collected materials show that in addition to the Uzbek names, there are many

names in foreign languages in the existing names of business entities, and in some areas they even dominate in terms of quantity. As noted above, the dictionary also aims to create a linguistic picture of the names of objects of trade, production and services that currently exist. For this reason, along with Uzbek names, names in foreign languages were included in the dictionary. For example: Eleganza, Art Samarkand, Old Bukhara. Such names are conditionally placed in the dictionary in the order of the Uzbek alphabet.

Another purpose of the dictionary, as noted, is to show the advantages and disadvantages of the names of objects of trade, production and services through lexicographic description. For this purpose, in contrast to other dictionaries, it includes as a dictionary forms that do not comply with the norms of the Uzbek literary language, such as Bilimdon kid's school, Bahodir baraka best, Namunali taomlar, Shukur sport pointing out their shortcomings and giving specific recommendations for improving the names.

If the interpretation is in full compliance with the principles of naming technology (compliance with the norms of the Uzbek literary language, the national mentality of the Uzbek people, accuracy, brevity, attractiveness, association with the object), it is distinguished in the dictionary article by a *successful title* shown.

II. Explanatory section. This section provides information on: a) the type of object and the name of its location. For example: "Name of **ALFRAGANUS** Training Center (Karshi)";

b) the method used in selecting or creating the name. The goal of improving national names requires the identification of linguistic and extra-linguistic factors in their formation. For this reason, the dictionary also mentions the methods of formation of object names. The names of business entities are created in two ways, i.e. by selecting a specific unit that exists in the language reserve (for example: **Bahor, Uzbekistan, Baraka**) or by creating a new name based on these units (for example, **Baxtli oila, Milliy taomlar, Doktor D**). The following methods were found to be active:

1. Onomastic method: **Tashkent, Andijan, Hasan and Husan, Jayhun.**

2. Description method: Archazor, Boston, Dombokcha.

3. The method of based on the associative meanings of the word: **Pokiza, Zakovot, Kozmunchak, Baraka, Diydor.**

4. How to use foreign words: **Eleganza, Assorti, Allegro.**

5. The method of naming the product depending on the activity of the object: **Go'sht, Bukhara kebabs, besh panja.**

6. Method of naming with ethno-cultural words: **Tandir, Tanovar, Atlas.**

7. Name method with exotic words: **Mango, Bonjur.**

8. The method of naming famous brands: **Chanel, Adidas, Coca-Cola.**

9. Naming method with precedent units: such as **Alfraganus, Raj Kapoor, Cleopatra, and Eureka.**

The dictionary provided information on how each descriptive name was formed. For example: "**DOLCE & GABBANA** Perfume Store (Tashkent). The method of naming the object after well-known brands was used. The store was chosen as the brand name of the company, founded in 1985 by Italian models Domenico Dolce and Stefano Gabbana. ... "

The dictionary, of course, did not mention the principles of making names that did not conform to the norms of the Uzbek literary language, pointing out their aspects that did not conform to the norms of the literary language;

d) The extent to which the object name affects the addressee, the factors on which the name-giver chooses (or creates) the object name, the degree of popularity of the chosen name (brand) in the world market. For example: “**CHIROY** Aesthetic Surgery Center. ... The beautiful and young face, which is formed on the basis of the word nominal beauty, has taken into account the influence of the associations of the handsome stature on the addressee. The name also refers to the name's purposeful goal of "giving customers the beauty they desire". In the name of beauty, the mission of the center is clearly, concisely and effectively expressed in accordance with the principles of naming.”;

e) Opinions that the name of the object does not correspond to the norms of modern Uzbek literary language. This section was included only in the dictionary article of names that were considered non-standard, and it was placed after the triangular symbol (▼). For example: “... ▼ Giving the name of **go'sht** to a restaurant can cause unpleasant feelings in the addressee, because the word meat gives the addressee an idea of raw meat, not meat dishes. That's why it's a good idea to reshape the restaurant's name”.

III. Names suggested by the dictionary compiler. Such names were included as a reference name in some foreign language names, as well as in dictionary articles on names that are considered abnormal from the point of view of literary language, and were placed after the horizontal triangular symbol (►). For example: “... ► **Qadrdonlar. Ko'k choy. Otaxonlar.**” These recommendations are included in a dictionary article compiled for the name of the **teahouse Farrukh** in Khiva.

Recommendations for the nationalization or reshaping of some names are also included in this section. For example: “**Eureka** Private Kindergarten Name (Tashkent). ... ► It has become a tradition to say the word *eureka*, usually when a scientific problem has been solved. It is therefore appropriate to name scientific centers or educational centers with this word”.

In general, this section contains recommendations and suggestions of the compiler of the dictionary on the improvement of names.

In order to get a complete picture of the dictionary, we have given below the dictionary articles compiled under the names **ALFRAGANUS**, **VERSACHE**, **RAJ KAPUR**, and **PANDA**.

“Name of **ALFRAGANUS** Training Center (Karshi). The method of naming an object by a popular name is used. The Latin name of our compatriot, great mathematician, astronomer and geographer Ahmad al-Farghani (ca. 797-869) was chosen as the name. The name **Alfraganus** indicates that our countrymen are known all over the world as highly thinkers and that the students of the training center should be educated in a way worthy of the names of such ancestors”.

“**VERSACE** Clothing Store Name (Andijan). The method of naming the object by popular names is used. The name was chosen by Italian fashion designer and designer, founder of the fashion house **VERSACE** Gianni Versache (1946-1997). Gianni Versache has been producing cosmetics, accessories, perfumes and clothing for the fashion house, making costumes for movies. The name was intended to attract the attention of addressees through the name of a famous fashion designer. The name was intended to attract the attention of addressees through this popular brand name. The **Versace** name was chosen correctly in terms of naming technology and object advertising”.

“**RAJ KAPUR** Restaurant name (Tashkent). *Successful title*. Precedent names were used. Naming the restaurant after the world-famous Indian director, film actor and producer Raj Kapoor (1924-1988) serves to attract the attention of customers. Because Raj Kapoor is very popular in Uzbekistan and he is a favorite Uzbek movie actor”.

“PANDA Private Kindergarten Name (Fergana). *Successful title*. The naming method is based on the associative meanings of the words. It is known that there are two types of pandas - big panda and small panda. The giant panda resembles a bear with a white body, black ears, eyes, limbs and nose. It looks like a teddy bear with sunglasses. That’s why kids love pandas, cartoons about him. The name was taken into account when choosing the name, in particular, the positive effect of the word panda on children”.

At the end of the dictionary, a list of sample national names was included as an appendix.

CONCLUSION

The publication of the “Explanatory-Recommended Dictionary of Names of Organizations, Enterprises and Institutions” serves to theoretically enrich the emerging direction of naming technology in Uzbek linguistics, and the description of names in the dictionary will improve the Uzbek national names.

REFERENCES:

1. Elistratov V.S., Pimenov P.A. (2014) Naming is the art of naming: a study guide. 2nd ed., Erased. – Moscow: Publishing house “Omega-L”.
2. Kazanskaya L.P. (2012) Linguistic problems of naming. *Linguistica Bidgostiana*. – Bydgoszcz.
3. Kozhanova V.Yu. (2007) Linguistic foundations of brand names (on the example of English and Russian): Avtoref. diss. Candidate of Philological Sciences. – Krasnodar.
4. Lutfullaeva D., Saparniyazova M. (2019) Linguistic bases of name formation in Uzbek language. Sources of knowledge. – Urgench. - №11. – pp. 54-57. (Лутфуллаева Д., Сапарниязова М. Ўзбек тилида ном яратишнинг лингвистик асослари. // Илм сарчашмалари. – Урганч, 2019. – №11. – Б.54-57.)
5. Lutfullaeva D., Saparniyazova M. Naming technology: the creation of names in language. Proceedings of the international scientific-practical conference “Development of the Uzbek language and issues of international cooperation”. – Tashkent. October 29, 2019. – pp. 36-38. (Лутфуллаева Д., Сапарниязова М. Нейминг технологияси: тилда неймларнинг яратилиши // «O‘zbek tili taraqqiyoti va xalqaro hamkorlik masalalari» mavzusidagi xalqaro ilmiy-amaliy anjuman materiallari. – Toshkent. 2019-yil 29-oktabr. – Б.36-38.)
6. Lutfullaeva D., Saparniyazova M. (2020) Naming technology: functions of information content, communicative efficiency and speech impact of names. *Bulletin of Science and Education*. - Russia. – Moscow. (Impact factor - 3.873). – pp. 46-51. (Лутфуллаева Д., Сапарниязова М. Нейминговая технология: функции информативности, коммуникативной результативности и речевого воздействия неймов. // Вестник науки и образования. – Россия. – М., 2020. (Impact factor – 3.873). – С.46-51.)
7. Lutfullaeva D. Theoretical Problems of Naming Linguistics. The “teacher-student” system in education is a guarantee of quality and efficiency. Materials of the Republican scientific-practical online conference. – Navoi. NavSPI, 2020. – pp. 281-283. (Лутфуллаева Д. Нейминг лингвистикасининг назарий масалалари. // Таълимда «Устоз – шогирд» тизими – сифат ва самарадорлик кафолати. Республика илмий-амалий онлайн конференцияси материаллари. – Навоий, НавДПИ, 2020. – Б. 281-283.)
8. Lutfullayeva D., Saparniyazova M. Naming: The Technology of Creating a Name in the Language // *Test Engineering and Management*. 2019. United States: Mattingley Publishing Co., Inc. – P. 4184.

9. Sasina S.A., Bricheva M.M. Linguistic aspects of naming (based on English-speaking brands) // “Bulletin of ASU”, vol. 2 (197). 2017.(СасинаС.А., БричеваМ.М. Лингвистические аспекты нейминга (на материале англоязычных брендов) // “Вестник АГУ”, вып. 2 (197). 2017.)
10. Resolution of the Cabinet of Ministers of the Republic of Uzbekistan No. 144 “On measures to improve the naming of objects of trade, production and services”. - Tashkent, March 16, 2021.