

"LINGUISTIC-CULTURAL AND COMMUNICATIVE-PRAGMATIC CHARACTERISTICS OF PRAGMATONYMS"

S. M. Akhmadaliyeva,
Teacher, QSPI, Qoqon

In recent years, the study of onomastic units, including pragmatonyms, in relation to individual characteristics of the human factor that created it, sociolinguistic environment, and extralinguistic factors such as folk culture and mentality, has become one of the most important issues in world linguistics. The anthropocentric paradigm that arose on the basis of these views fundamentally changed some of the conclusions formed within the framework of the immanent approach, and according to it, the person who owns the language (speech) was put in the main place. From this point of view, explanatory and etymological dictionaries of pragmatonyms created within the anthropocentric paradigm in world linguistics are of great practical importance for the development of the field.

Imitative words based on onomatopoeia can be used as brand names. Names such as "Mu-mu", "Kis-kis", KikiRiki are based on onomatopoeia, and several stylistic tasks are envisaged from the use of such names: a) to achieve sonority and melodiousness through imitative words; b) attracting the attention of buyers through onomatopoeia, taking into account that the products are intended more for children; c) affect the emotions of customers and thereby encourage them to buy the product.

Alliteration is also considered one of the phonetic stylistic tools. Brand names such as Coca-Cola, Kit-Kat, Tip-Top are based on alliteration, in which melodiousness is achieved through the repetition of consonant sounds, ensuring that the product name is sonorous. The more resonant the name of the product or brand, the easier it is to remember the name of the product.

Rhyme is also considered a phonetic stylistic device and can be widely used in brand names or slogans. For example, the motto of the world-famous Gillette brand, "Gillette - the best a man can get", has a resonance and melody due to the fact that it is based on a rock.

The second section of the third chapter "It is called precedent and connotativeness in pragmatonyms. V. A. Maslova said that personal names associated with texts or events well known to representatives of a certain nationality can be precedent names.¹. In the name and packaging of children's products, well-known and well-

¹ Маслова В.А. Лингвокультурология. –М.: Academia, 2001. – С.53.



known precedent names and phrases used in children's fairy tales are used. The name of the candy "Терем-теремок" is based on the fairy tale "Теремок", the name of the candy "Петушок золотой гребешок" is based on the fairy tale of the same name, and the name of the candy "Белочка" is based on the fairy tale "Белочка". The use of precedent names in the naming of products is intended to have a positive effect by attracting the buyer, reviving certain memories in human memory.

The third section of the third chapter is called "Advertising texts and pragmatonyms". Advertising is a set of information about products or services that provides interaction between a seller (service provider) and a buyer (consumer), influences the thinking of a potential buyer. Although the advertisement itself is short, it is considered a complex type of text. Because advertisements aim to form an image of a product (service), provide information, interest the customer, attract, encourage them to buy (use) through short words or actions of a few seconds or a single text.

In advertising texts, linguistic (verbal) and non-linguistic (non-verbal) tools are combined and have an effect as a whole, and the creation of this type of text requires not only linguistic knowledge from the creator, but also extralinguistic and psychological factors. requires to be. A pragmatonym, that is, a brand name, forms the first image of a product. The public is informed about pragmatonyms through advertising. Even if the product slogan and the manufacturer's name are not reflected in the advertising text, the product name must be present, without which the advertising text cannot be imagined. So, a pragmatonym is the most basic element of advertising, and advertising is an important means of creating pragmatonyms.

Based on the presentation of pragmatonyms in advertising with the help of visual effects, the visual appearance of the pragmatonym is preserved in the mind of the consumer, which helps to easily remember the name of the product. At the same time, on the basis of a unique, creative approach, interest in the product name and, in turn, in the product increases. In addition, the consumer gets a positive impression and is motivated to buy the product. The product name, color, packaging itself also acts as an advertisement. In the product whose photo is presented below, the pragmatonym "Semechka" is given with the help of visual effects in the style of "7echka" based on a special approach(Photo 1):

