Linguistic Features of Ergonims Representing Farming

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Abstract: This article widely covers the linguistic features of ergonyms denoting a farm. Ergonyms are a mirror of the national culture, contain a large amount of information about traditions, customs, mentality and the world perception peculiarities, specific to this or that linguistic community in a given period. The article is devoted to the issue of creating a separate class of ergonyms – service names, which in the structure of the onomastic space of the language act as the names of farming in the Republic of Uzbekistan.

Keywords: ergonim, agriculture, farm, peasant farm, cooperative farm, metaphorical, mollusk.

Introduction. In the view of people of different cultures, there are certain named continua. These spaces are usually called onomastic. They usually include the following types: toponyms – geographical names, anthroponyms – people names, ergonyms – organizations names. Taking into account the definition of Êrmolovich, we understand ergonyms as “the proper names of business associations of people, including the names of companies, institutions, organizations and their divisions, as well as the names of public associations and movements”1 (p. 55).

Literature review. In the modern state of the development of the present-day society, due to the growth of the international relations, the issue of the accurate translation of the organizations names is getting very urgent. The ergonyms translation is a very difficult problem. The term ergonym was first used in 1978 by the Russian linguist N. V. Podolskaya.2 The term is derived from Ancient Greek ergo 'work, trade', and nym 'name, title'. However, ergon can also be translated as 'work' or 'action'. There are different understandings of the term "ergonym". Some Latvian linguists consider it a proper noun, meaning an association of people (such as an organization, a company, or educational institution) created for a specific purpose.3 In Russia, which has a long tradition of studying ergonyms, the term is defined in a similar way, as a proper noun denoting an association of people united by a specific direction and type of activity. Russian linguists define ergonyms as names that indicate the functional sphere of the association formed for the purpose of a certain action. In German linguistics, the term is used to refer not only to the associations or unions of individuals, but also to names of goods and services (e.g., groceries, clothes and cars), names of works of art, publications, broadcast items, children's toys, and the names of retail outlets such as cafés, shops, and hairdressers. In Finland, researchers rarely use the term, and prefer "company name", "name in public space" or "commercial name"4. But for others, the concept of ergonym may be somewhat broader than that of merely a trading name or trademark. In their view, "ergonym" also describes the names of institutions such as...
Discussion and result. There are no complete, systematically updated catalogues with clear and transparent techniques of translating the ergonomic equivalents. For example, famous researcher of Russian onomastics N.V. Podolskaya notes that semantic onymization is a process characterized by the lack of formal changes in the structure of the appellative – it does not belong to word-forming processes, but is defined as semantic word formation. Ergonym is a team of people organized in terms of activity, as well as the famous name of institutions, organizations and enterprises. Farms belong to the series of ergonyms, as a field of agriculture where people work. A farmer (English farmer) is the owner of a small or medium-sized agricultural enterprise engaged in the cultivation of crops, livestock, and poultry products on his own or long-term leased land. A farm is a farm engaged in the cultivation of agricultural products on private or long-term leased land. The socio-economic content and mode of operation of the farm are different in different countries, the level and characteristics of the development of agricultural production relations, as well as the conditions of labor and land use, industrialization and specialization of agricultural production determined by level, capital size and factors. Farms appeared in the United States, Canada, Australia, and New Zealand as a result of colonial policies and the establishment of colonies on vacant and indigenous lands. The first farm in Uzbekistan was established in the form of a farm in accordance with the Law of the Republic of Uzbekistan "On Farming" adopted on July 3, 1992, initially as part of large agricultural enterprises domestic farms and a farm as an independent legal entity operated. Initially, instead of the farm indicator, the indicator of the peasant farm and the cooperative farm was used. Based on independent research, we collected more than 1000 names of farms in Namangan region. For example, "Oydi", "Yulduz", "Gardener", "Marvarid", "Fairywash", "Humo", "Khotira Bogi", "Kuyonqokgildi", "Eagle's Claw", "Independence", "Patience", "Sayhun", "Yellow water soap", "Nine house border", "Nihal", "Faizli zamin balig, "Kosonsoy chandler", "Saffron", "Bahoristan blue", "Kosonsoy summer show", "Ikromjon white golden fiber", "Green house plus", "Mega fruits agro", "Namangan great big fish", "Three trees", "Sharq gold frutis", "Dostlik", "Bakht", "Yangi Asr", "Khislal", "Namangan Agro Fruit Export", "Kanoat", "Green Garden Agro Export", "Generous Silver Fiber", "High Confidence Ithikhlori", "Aziz Land Bounty", "Miracle of Fertile Land", "Garden of Purity", "Orchid", "Honourable", "Iqbal", "Perfect step towards a great goal", "Rizq", "Holis", "Modem fish lake", "Gulshan grade grapes", "Chortoq clear morning", "Barokat", "Best-fishing", "Blue sky", "Like original gardens. Despite this fact, there are ergonyms, which have undergone small changes and have been used for a long time. There are also those that had not been used for several centuries, but recently had resumed their existence. Many of these ergonyms have passed into the category of obsolete vocabulary due to the disappearance of organizations. Ergonyms that have been used for a long time, give an idea about the history, culture, industrial production, life of the peoples of Uzbekistan, therefore each of the language layers of names should be studied separately and in detail. An ergonym may have functions beside being a proper name. It might also be: 1.Informative (the name acts as an extremely informative unit in the speech of each communicant). 2.Advertising (the name is intended to attract interest, to encourage the response of a potential client).3.Aesthetic (the name usually evokes a positive association, “sounds beautiful”)4.Memorial (the names often reflect the names of the founders, the names of popular music groups, films, etc.)5.Denoting property protection such as a trademark.

Farms are mainly named based on the following motives:

1. Farms named based on the motivation of belonging to a specific person.
Such farms are named after a person, that is, the owner of the farm or his relatives: grandfather, father, wife, children, grandchildren: "Yulduz", "Ikramjon aq oltin tolasi", "Ayubkhan, Anaskhan, A'zamkhan", "Hashimkhan father", "Mubina, Musluma, Mukhliisa", etc. For example, the farm "Mubina, Musluma, Mukhliisa" was named after the daughters of the head of this farm. The farm "Hashim Khan Ota" was created as a result of the love and affection of the head of the farm for his father.

2. Farms based on location motivation:

3. Farms named according to the direction of specialized agriculture.
For example, "Ikromjon white golden fiber", "Namangan great big fish", "Namangan agro fruit export", "Sahavat silver fiber", "Gulshan type grapes", "Mingbulok asl baraka cherva", "Jiydakapa poultry".

4. Farms formed on the basis of anthroponyms.
For example, "Gulniholbanu", "Azamjon", "Tursunboy Apple Orchard", "Amirkhan Raihan Fruits", "Gulnora Vineyard", "Khamidulla Anorzori", "Nadirbek Fish", "Samandar Gold", "Faizullo Fish", such as "Fruits of Loyalty", "Dildora Grains". Political, social and cultural life of the people is reflected in any language. In particular, if we look at ergonims, we can see how the social and cultural views of people are reflected in them, and the linguistic and cultural importance of our language. In the process of collecting the source, we see that, in addition to the expression of names with Uzbek words and phrases, foreign language elements also dominate. We can observe such names in the naming of farms. For example, "Green house plus", "Mega fruits agro", "Namangan great big fish", "Isparon livestock and green house", "Sharq gold frutis", "Wiwe crowing valley", "Green garden agro export", "Orchideya"", such as "Modern fish lake", “Best fishing”. Instead of the English names given below, put Uzbek, simple, popular names.

Conclusion. In conclusion, we can say, that an ergonym is a proper name or title of an organization, that reflects its function (for example, business associations, learned institutions, industrial companies, agencies, banks, shops, cultural institutions, sports complexes and stadia).
An ergonym is a unit of the linguistic space of a city. An ergonym may be an important marker of sociocultural processes, and is one of the mirrors in which history and everyday life are reflected. To study the ergonyms of a place is to paint its linguistic portrait, describing the typical and individual aspects of its onomastic space, and making a snapshot of its everyday life.

Used literatures:

