



## INFORMATIVE AND ATTRACTION FUNCTIONS OF ERGONOMICS

Muyassar Saparniyazova

Candidate of Philology, Docent, Tashkent State University of Uzbek

Language and Literature Named After Alisher Navoi

saparniyazovamuyassar@navoiy-uni.uz

### Abstract

It is known that ergonomics, like other units in the onomastic system, mainly perform an informative and communicative function. In addition to these tasks, the ergonomics category includes advertising, that is, the task of attraction. The article talks about these functions in ergonomics and the features of their expression.

**Keywords:** ergonomim, ergonomimika, ergonomimikon, onomastics, onim, onymia, neiming, neim.

It is known that ergonomics differ from any other onomastic units by their specific characteristics. Ergonomics are distinguished primarily by the fact that they perform several tasks at the same time. For example, "a good name determines the future success of the company, because the name is a unique intangible asset that brings additional wealth to the organization." (1)

In addition to naming, ergonomics also perform the following tasks. Their main ones are: 1) nominative-distinctive; 2) informativeness; 3) advertising and promotion; 4) remembrance; 5) aesthetic; 6) the function of protecting personal property. (2)

The distinguishing function of ergonomics indicates that the named object is different or different from the objects in this space or similar in terms of their activity. For example, there are several bookstores in one row. The main way of distinguishing them from each other and introducing them to the buyer is to call them by name. The consumer remembers the difference between bookstores based on these ergonomics. Ergonomics' task of information transmission is revealed by informing the addressee about the activity of the object. For example, the name of the stores "BOOK WORLD", "KITOBIM-OFTOBIM" can evoke the information "This is a store that sells books" in the listener. Also, the lexical units "world", "city", "universe" used in such ergonomics provide information about the scope of the object's activity. That is, through the name of the "BOOK WORLD" store, you can understand the additional information "You can find a variety of books in this store." This information is not available in the name of "KITOBIM-OFTOBIM" store. Because this simile evokes associations related to





childhood in a person, therefore, this shop represents hidden information about the object that sells children's books. The symbolic name "NUR" does not evoke the information that the store is intended to sell books. It is understood that the store is a bookstore only if there is an explanation "Nur - book store" after this ergonim.

For successful communication, the addressee needs to send a message to the addressee using a specific symbol. It is desirable that the words used as nouns usually consist of words with a clear meaning. Only then will the relationship between the product and the consumer be stable. According to I.A. Tortunova, the external expression of ergonim can be successful only if it is combined with its informativeness. (3)

Ergonomics should convey specific information about a product or service to the addressee, and from this point of view, some sources consider ergonomics as independent texts. Russian linguist M.V. Kitaygorodskaya calls such ergonims a separate speech genre. (4)

Usually, ergonims activate the associative-figurative memory of the receiver: first, an emotional reaction appears, then an emotional-evaluative attitude is awakened, and finally, an action, that is, a desire or unwillingness to refer to this object is manifested. After all, one of the conditions for the effectiveness of ergonims is the uniqueness of the name-giver's idea and its perception by the addressee with different individual psychological and motivational characteristics.

It is also important to match the information or knowledge of the addressee about the object through ergonim and what the namer meant or intended. "QALDIRG'OCH" ergonom is placed in a music school, and it can be understood that the opinion of the addressee and the nominator match. In this case, the ergonom "QALDIRG'OCH" gives a person the impression that the sound of birds in the spring season is pleasing to the heart like pleasant music. Similarly, the name of the children's choir ensemble "BULBULCHA" is an example of the agreement of the addressee and the nominator. Advertising is considered a component of marketing and affects the formation of demand and consumer taste. Advertising is carried out for the purposes of creating an enterprise image (long-term effect), increasing current sales (short-term effect), helping customers decide what to buy and why they need to buy it, and other purposes. The main task of advertising is to interest the customer, not to lose customers and to expand them. Advertising performs several tasks: 1) the task of informing consumers of goods and services, providing information - advertisements provide information about the quality and reliability of goods and services, their areas of application, manufacturers, and purchase methods; 2) persuasive advertising - serves to increase the inclination of consumers and buyers to existing goods; 3) reminder advertising -





plays an important role in expanding the existing, but somewhat forgotten demand, attitude to the goods known to the buyers themselves. (5)

Ergonisms, like other units in the onomastic system, mainly perform an informative and communicative function, that is, they provide information about the type of activity of the object they name and aim to implement effective communicative communication with the consumer through the name. Effective communication is closely related to advertising. Advertising is one of the most active links in all areas of name creation. Since the main goal of ergonomics is to attract the attention of consumers, advertising and appropriate language tools are of great importance. Especially intensive word creation processes are of interest to linguists in the field of advertising nomination. Depending on the sources, we use the term *ergoreklanom* to refer to the name of any type of commercial enterprise that performs advertising functions. The term "*Ergoreklamonim*" belongs to the conceptual field of "*ergonomy*" along with other terms such as "*kommersonim*", "*emporonim*", "*oykomodonim*", "*ergourbonim*". (6)

R.I. Kozlov emphasizes the distinction of ergonyms as a part of the toponymic microsystem of the city and calls it the term *ergourbonim*: "*Ergourbonim* primarily serves the function of advertising and attraction. Its task is not to encode information, but rather to make it open, to give consumers an idea about the object and its specifications. In this way, the communicative (attraction - aimed at attracting potential buyers and qualitative - providing clarifying information about the location of the commercial object) functions of the *ergourbonim* nomination will be realized. (7) It seems that the author distinguishes the function of advertising as an attraction function of *ergonim*. This function of *ergonims* was also noted in the works of Ye.S.Butakova, V.D.Bondaletov, I.E.Ratnikova, Hoang Txi Ben. (8) The attractive function of *ergonisms*, their communicative function, is based on their communicative-pragmatic tasks, and, in turn, the main goal is to attract a wide audience of buyers. Nominators, as well as owners of trade, production, commercial objects try to attract more consumers through the successful names of their objects. Usually, these names are intended to evoke positive emotions and associations in consumers and arouse interest in the object of nomination. In this case, the onomastic component of the *ergonim* plays the main role in the formation of the advertising nomination: "OMAD SARI" (LLC), "YETTINCHI OSMON" (children's clothing store), "HALOL" (sausages and meat products), "ARZON APTEKA". Together with the name of the object, these *ergonims* perform the function of advertising by attracting customers, pointing to the quality of the product, and emphasizing the low prices. The names of cafes "*YAPONAMAMA*" (Japanese food) and "*У БАБУШКИ*" (Russian food)





located in our capital also evoke warm memories and positive feelings about the food prepared by mothers and grandmothers, thus the name also performs an advertising function. In most cases, nominators try to attract consumers and advertise by naming the object in a foreign language. When creating ergonisms such as "GOLD BUSINESS GARANT", "PLATINUM TRUCK LOGISTICS", "MASTER CONSALT", "IDEAL CAKE", it is intended to make the name sound, supposedly, to promote that it is "not our own, but foreign". Such titles may attract attention, but in most cases they are not informative.

Words such as Dunyo, olam, uy are among the actively used words in ergoadvertising terms and refer to the size of the object, the number of types and types of services or products provided: "BOLALAR DUNYOSI", "KITOBLAR OLAMI", "МИР ОБОЕВ", "МЕБЕЛЛАР УЙИ", "KITOBLAR UYI", "ДОМ ТЕКСТИЛЯ" etc.

There are several ways to create ergoadvertisements. We will talk about them below.

1. The semantic structure of an ergo-advertisement is based on a connotative sema of a national-cultural nature: "SHOHSAROY" residential complex, "XON CHOPON" refers to high luxury in the nomination of restaurant names, "ALPOMISH AVLODLARI" non-state preschool educational institution name aims to attract attention by advertising the high level of educational quality;
2. In the combination of words in the Ergoreklamonim, it is aimed to arouse interest in the consumer through logical inconsistency: "ROZOVAYA PANTERA", "YASHIL BULUTCHA" non-state preschool educational institution.
3. The composition of the ergo-advertisement consists of unusual words formed as a result of the formation of a word formed from non-unitary parts: "KINOMANIYA", "КАНЦТОВАРИЦЬ".
4. An ergoadvertisement takes the form of word formation based on anthroponymization and toponymization: "SMETANA SMETANOVNA", "ЕКОБОЗОР", "ANJIROBOD", "САМ САМЫЧ".
5. Expression of an unusual name and additional meaning formed by deliberately breaking the spelling rule: "SupermarKIT", "СТОМАТОЛОГия".
6. "Ergoadvertisements in the form of a sentence based on allusion." Names of this type consist of independent sentences (texts) in the form of reference to a precedent: cafe "XUSH KELIBSIZ!", "AVTOMOBILDAN SAQLANING" car service, pharmacy "SALOMAT BO'LING".

It seems that the multi-layered and multi-faceted lexical semantics of ergonims allows for a multi-faceted description of the nominal object, the formation of its advertising image, and the pragmatic effect of the name. In ergoadvertisements, although they do not provide direct information about products and services, the lack of







informativeness is gained by an unusual original name and a unique expression of the content. In them, the artistry of nominations is reflected in the creolized text structure and creates additional associations.

Ergonyms perform an informative and communicative task by providing information about the type of activity of the object they are naming and effective communication with the consumer through the name. Their advertising function (attractive function) is manifested in attracting the attention of people (consumers) to this object by means of ergonomics. Advertising ergonomisms allow to describe the object in different ways, form its advertising image, and create a pragmatic effect.

Ergonomics is also considered a property related to copyright, which is protected by the Advertising Law. The issue of the role of ergonyms in modern advertising language is one of the current problems of applied linguistics and requires monographic research.

### References:

1. Теоретические аспекты нейминга // <https://mylektsii.ru/6-11117.html>
2. Григорьева Н.И. Эргоним как источник культурно-эстетической информации (на материале названий российских рок-групп) // Лингвокультурология. 2007. – № 1. – С. 58-63.
3. Тортунова И.А. Эргоним как результат речетворчества // Научный диалог. 2012. – № 3. – С. 124-137.
4. <sup>1</sup> Китайгородская М. В., Розанова Н. Н. Речевые одежды Москвы // Русская речь. 1994. – № 2. – С.45-53.
5. <https://uz.wikipedia.org/wiki/Reklama>
6. [http://ejournal.khstu.ru/media/2010/TGU\\_02\\_07.pdf](http://ejournal.khstu.ru/media/2010/TGU_02_07.pdf)
7. Козлов Р.И. Эргоурбонимы как новый разряд городской ономастики. Автореф.дисс.канд.филол.наук. -Новосибирск, 2007. – С. 5-6.
8. Бутакова Е.С. Эргонимы иноязычного происхождения в коммуникативном пространстве города. Автореф.дисс.канд.филол.наук. -Томск, 2013; Бондалетов В.Д. Русская ономастика. / Изд.2. дополненное. -М,2012. , Ратникова И.Э., Хоанг Тхи Бен. Эргонимы в ономастическом пространстве языка (на материале названий предприятий Минска и Ханоя. //Вестник БДУ. Сер.4 2016. №1. С.56-61.
9. Saparniyazova M., Sabirova M. The Role of Communicative Strategy and Tactics in Name Creation // International Journal of Social Science And Human Research. – USA, 2022. – № 5. – P.1086-1088. (Impact Factor: 5.87).





10. Лутфуллаева Д.Э., Сапарниязова М. Нейминговая технология: функции информативности, коммуникативной результативности и речевого воздействия неймов. //Вестник науки и образования. Российский импакт-фактор: 3,58. Москва, 2020. –стр. 54-60. <http://scientificjournal.ru/a/114-fil/1517-nejmingovaya-tekhnologiya-fun.html>

