

THE LINGUO-CULTURAL ASPECTS OF ONOMASTIC LEXEME

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Abstract: *onomastic lexeme has been and remains a constant object of attention of researchers. The semiotic essence of the proper name, the peculiarities of the semantic content of the onomastic vocabulary was analyzed in the works of John Mill, A. Gardiner, and others. As we know, the diachronic approach has long been a priority in the study of onomastic vocabulary. The functionality of onomastics and onomastic lexicography theory are set and solved the problems of onomastic word-formation and morphology is getting increased very fast and actively studied artificial onomastic nomination as a rhetorical invention. At the same time, "traditional works of onomastic sciences was an indication of the unresolved status of a large number of problems of their own names" [1].*

Keywords: *onomastic, pragmatic, culturally marked, lexical groups, concept, component.*

UDC 81-22

Onomastic material has a huge cultural potential. In the aspects of linguoculturological and pragmatic information, however, onomastics studied quite insufficiently. As E. L. Berezovich rightly noted [2], it is not enough to declare the fact of cultural and historical value of a proper name, but it is necessary to develop a methodology for extracting cultural and historical information from the onomasticon, as well as a methodology for describing and interpreting this information. We regard our work as one of the steps in the implementation of this large-scale task.

Along with the ability to transmit meaningful information to the recipient, onyms have the ability to make the same information closed to "uninitiated" or foreign cultural receivers, since proper names are always specific realities related to the background vocabulary [3].

1. Onomastic realities of specific sign system, dynamically realized in various lingual and formal subsystems. The main parameter of this subsystem is a large dependence on socio-cultural circumstances. Onomastics is correlated with the system of culturally marked values and ideas that are assimilated in the process of familiarizing with the corresponding linguistic culture.

2. The boundaries between culturally specific and internationally known names are now becoming more mobile and reversible due to the expansion and deepening of the processes of intercultural communication.

3. Analysis of name as linguo-social artifact allows you to reflect onyms as myths integrating and expressing in it the denotation, and concept.

4. As linguistic signs, inseparable from the corresponding linguistic culture and communication processes, the onyms acquire pragmatic significance - the ability to convey different types of emotional and intellectual evaluations.

New units from the sphere of artificial onomastics under the influence of extralinguistic conditions, including the influence of such categories as "fashion" and "prestige", quickly pass the stage of agnonyms and turn into pragmas.

5. Speaking at the same time about the function of identification and symbolization, onomastic reality contributes to language economy.

➤ Material culture is manifested by certain lexical groups, among which ergonyms and markings occupy an important place. Ergonyms and markings can be referred to artificial onomastic vocabulary.

➤ Ergonyms and markings play an important role in the complex process of cognition of changes in all spheres of life of modern society.

➤ The ergonyms and markings reflect the dynamic changes in material culture, everyday life of social relations.

➤ The fall of the "iron curtain", the strengthening of intercultural contacts at all levels led to a mass influx of markings into the common language, which lost the signs of agnonyms in the receiving language and acquired stable pragmatic characteristics.

➤ Ergonomy and marking names, like place names and anthroponyms represent linguocultures as the usual components (sign - value) add the cultural-conceptual component.

It is the latter circumstance that determines the tactic of transferring the content of marking names in the process of intercultural communication in general and the language of the translated text in particular. The modern philology, as a complex discipline that studies national culture, seeks to answer the question of the mechanisms underlying the coding of cultural and pragmatic information in the language. The study of

onomastics from the standpoint of linguistic and cultural analysis brings together the issues of cognitive and functional linguistics, sociolinguistics, linguopragmatic, expressive style.

With the help of proper names, the general gnoseological and particular cumulative functions of the language are realized, because in the onyms information about the reality comprehended by man and it is reflected, recorded and stored. Onomastics is primarily a socio-historical education that emerged and functions in specific conditions as an essential element of communication. The structure of the onym distinguishes between basic and secondary semantic zones. For a toponym, the basic idea is about the surrounding landscape, for an anthroponym - about a person, for ergonyms and markings-the idea of a material object having the character of an artifact. Over secondary (but no less important) meaningful information related to the social structure of society, cultural or ideological processes are built on the basis of basic meanings. The proper name in the sphere of language and culture is perceived against the background of certain associations based on some features of the designated object, and these associations differ in volume and content. At the present stage of language development, when its speakers have a huge stock of language tools, of particular interest are the following questions, related not so much to how to reflect a particular mental content, but how to reflect it in the best way, that is, to solve communication problems with the maximum effect on the addressee of speech.

The use of onomastics, first of all – precedent names, pragmatically significant place names and anthroponyms - is among the means that contribute to the strengthening of the figurativeness and expressiveness of the statement and the text as a whole.

References

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