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METHODOLOGICAL JOURNAL**<http://mentaljournal-jspu.uz/index.php/mesmj/index>**LINGUISTIC AND SOCIAL CHARACTERISTICS OF ERGONYMS IN THE  
TOPONYMIC SYSTEM****Muborak Salokhiddinova**

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**ABOUT ARTICLE**

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**Abstract:** This article analyzes the concept of "ergonym"—the names of organizations, enterprises, and institutions—within the field of linguistics, focusing on their essence and etymological origins. Furthermore, it presents scientific reflections on the role of this concept within both global and Uzbek linguistics.

**Introduction.** During the period of independence, significant attention has been directed toward the field of naming (onomastics), particularly toponymy, alongside other sectors. Toponymic commissions and a centralized Toponymic Service were established at the district, regional, and republican levels. Specific laws were enacted to regulate the preservation, modification, and scientific-practical analysis of place names [Law of the Republic of Uzbekistan "On the State Language" (T., 1989); Law of the Republic of Uzbekistan "On the Names of Geographical Objects" – T., October 12, 2011].

The term "ergonym" was formally introduced into linguistic terminology by the Russian researcher N.V. Podolskaya. According to available sources, Podolskaya first defined the concept of "ergonym" as a distinct terminological unit in her "Dictionary of Russian Onomastic Terminology" compiled in 1978. Some sources suggest that the term was proposed by N.V.

Podolskaya in 1988 [Podolskaya, N. V. Dictionary of Russian Onomastic Terminology / Ed. A. V. Superanskaya. — Moscow: Nauka, 2nd ed., 1988]. In any case, by the 1980s, the term "ergonym" had established itself as a formal scientific category in Russian onomastics and began to be widely utilized. Consequently, ergonymy (or ergonomics – the science studying ergonyms) emerged as a branch of onomastics. Ergonymy can be defined as a field that studies the names of enterprises and organizations, as well as their origins and structures [Jiang, Rujia. (2024). The Concept of "Ergonym" in Chinese and Russian Languages. Russian Journal of Multilingualism and Education].

The practice of naming organizations and institutions has deep historical roots. Even in ancient times, craftsmen placed marks or symbols on their products, and specific names were given to trading stalls and workshops. For instance, in medieval Eastern cities, shops and caravanserais were often referred to by the name of their owner or the type of activity performed. However, the widespread adoption of commercial names (brand names) in the modern sense is closely linked to the Industrial Revolution and the development of the market economy. From the second half of the 19th century, the practice of promoting products under a specific name emerged in Europe and the USA. For example, the registration of the Bass Brewery's red triangle in England in 1876 as the first official trademark demonstrates the legal recognition of brand names. Since then, the invention of original names and trademarks for various companies and products for advertising purposes has expanded in Western societies. By the early 20th century, corporate and brand names had become an integral part of economic life, with names like Coca-Cola (1892) and Ford Motor (1903) becoming globally recognized brands.

Although the market economy was limited within the territory of the former Soviet Union, institutions and enterprises did not operate without names. During the Soviet era, plants, factories, kolkhozes, sovkhozes, and scientific institutions typically bore names with formal and ideological content. Many large factories were named after famous individuals (e.g., "Tashkent Aviation Plant named after V.P. Chkalov") or given simple descriptive names reflecting the type of production (e.g., "Tashkent Tractor Plant").

Due to the lack of development in advertising and branding concepts during the Soviet period, similar commercial names were rare. However, names for service-oriented locations such as shops, restaurants, and cinemas existed in urban environments and are considered unique ergonymic units (e.g., "Bolshoi Theatre," "Pobeda Cinema") [Siddikov, J. Principles of Formation and Types of Ergonyms // Oriental Renaissance: Innovative, educational, natural and social sciences, 2022]. During that period, such names were often standardized; state stores

were identified by numbers or standard terms (e.g., "Store No. 1"), and catering outlets usually had names combined with words like "fast food" or "canteen." Thus, while the number of ergonyms did not increase drastically and the term "ergonym" was not yet formally used, these names began to attract linguistic interest.

The formation of ergonymic names in every country and region is inextricably linked to its cultural-historical conditions. For instance, the practice of naming enterprises and organizations in Central Asia, particularly in Uzbekistan, has followed a unique historical path. In the early 20th century, during the Tsarist Russian period, the first industrial enterprises and trading companies in Turkestan were given Russian names. Subsequently, during the Soviet era, most institutional names were shaped in accordance with the Russian language and ideology (e.g., "Qizil Qurolli Kolxoz," "Communism" factory, etc.). Simultaneously, informal naming traditions persisted among the local population—for example, various nicknames were given to markets and shops in old cities in the vernacular language.

In Uzbek onomastics, the term "ergonym"—referring to the names of organizations, institutions, and various enterprises—entered scientific discourse primarily after independence, revealing that the terminological system of this field is not yet fully systematized. It is established that ergonyms are unique identifiers for institutions and organizations, studied as a component of onomastics [Siddiqov, J., 2022]. Concurrently, the term "ergonymy" (or ergonomics) appears in scientific literature to denote the discipline dedicated to studying these names. Unfortunately, a specialized terminological dictionary or a set of standards for ergonyms in Uzbek linguistics is currently lacking.

This study aims to analyze the linguistic and social characteristics of ergonyms within the toponymic (onomastic) system, with a particular focus on their development in global and Uzbek linguistics.

**Methodology.** The research is based on a comprehensive analysis of scientific literature, regulatory documents, and empirical examples of ergonyms. The main method is theoretical and descriptive analysis of sources in Russian, English, and Uzbek linguistics. Dictionaries and terminological works (e.g., Podolskaya's Dictionary of Russian Onomastic Terminology); Scientific articles and dissertations on ergonymy from Russian, Chinese, and Uzbek scholars (Emelyanova, Kitaygorodskaya, Saparnyazova, Siddikov, etc.);

Legal acts of the Republic of Uzbekistan on language and geographical names;

Historical examples of enterprise names from different periods (pre-Soviet, Soviet, and independence eras in Uzbekistan and globally);

Observations on modern naming practices in Uzbekistan, including structural, semantic, and pragmatic aspects.

Data collection involved reviewing published scientific works from the 1970s to 2024, analyzing examples of ergonyms in urban linguistic landscapes, and examining naming methods (affixation, compounding, abbreviations, loanwords). No new empirical corpus was created; instead, the study relies on secondary sources and illustrative examples. Orthographic issues (Latin vs. Cyrillic in Uzbek) were noted but not subjected to quantitative statistical processing, as the research is qualitative and review-oriented.

**Results.** Linguists began paying attention to ergonyms in the 1960s and 70s. However, ergonymy as an independent scientific discipline took shape in the 1990s. Specifically, from the beginning of the 1990s, Russian scholars began researching ergonyms as a specialized object of study. By this time, the term was fully integrated into Russian linguistics and began appearing in scientific articles and dissertations. Consequently, by the 21st century, numerous studies exploring various aspects of ergonyms emerged. Today, in Russia and CIS countries, the number of scholars conducting research within the framework of ergonomics regarding semantics, pragmatics, translation, linguoculture, and advertising is increasing. For example, in the 2000s and 2010s, scholars such as A.M. Emelyanova (regarding ergonyms in Ufa) [Emelyanova, A. M. Ergonyms in the Linguistic Landscape of a Multi-ethnic City, 2007] and M.V. Kitaygorodskaya [Kitaygorodskaya, M. V. Active Sociolinguistic Processes in Urban Naming, 2003] analyzed ergonyms from linguistic-landscape, pragmatic, and cultural perspectives, significantly enriching the field. Currently, Russian ergonymy is considered a constantly expanding and evolving branch of onomastics. As new types of organizations emerge, their names—ergonyms—multiply and are applied in innovative ways according to modern requirements.

The scientific study of ergonyms in Uzbek linguistics has also been developing progressively. While the concept and initial examples of ergonyms were first mentioned in various articles during the 1990s, specialized scientific works began to emerge from the 2000s onwards. In particular, recent years in Uzbekistan have seen extensive research into various dimensions of ergonyms, resulting in numerous studies focusing on their structural-semantic characteristics, functional-pragmatic roles, and linguocultural analysis [Saparnyazova, M., 2023]. Furthermore, local research emphasizes the specific methods of ergonym formation, highlighting diverse naming techniques such as word-formation and phrase-building (affixation, compound ergonyms, abbreviations and acronyms, numerical names, and loanwords from foreign languages). For instance, the formation of ergonyms can be observed through various methods: "Choyxonachi" (via affixation: choyxona + -chi), "L&M"

(abbreviation), "55" (numerical), "Yoshlar banki" (compound), and "Happy Home" (English loanwords).

Currently, several distinctive features can be observed in the formation of ergonyms in Uzbekistan. First, a significant portion of new names is created based on the internal resources of the national language (e.g., "Anor Bank," "Sahovat Maktabi," "Yangi Yo'l Shirkati"). In these instances, pleasant and meaningful phrases are selected as names by utilizing the rich lexical layers of the Uzbek language. Second, the influence of foreign languages is evident in the names of certain business entities; specifically, the use of English words or international terms has become fashionable (e.g., "Global Tech Ltd.," "Smart Vision," "Happy Kids"). This phenomenon is attributed to the impact of globalization and international branding culture. Third, the use of historical figures and cultural heritage sites as brands is also prevalent, with some enterprises adopting the names of great ancestors (e.g., "Amir Temur" Park, "Zahiriddin Muhammad Bobur" Park). Fourth, the legal status of ergonyms is being strengthened, ensuring that registered firm and brand names are protected by law, which necessitates both creativity and formal compliance in the selection process.

The evolutionary history of ergonymic names demonstrates that their functions and forms have shifted alongside societal progress. In earlier periods (e.g., prior to the Industrial Revolution), the names of organizations and workshops served primarily an identificatory function as simple naming units. With the onset of the industrial era (late 19th – early 20th centuries), ergonyms began to transform into tools for advertising and competition.

Symbolic and memorable names emerged to capture consumer attention and solidify market positions [Romanova, T. P., 2008]. While the function of ergonyms was somewhat constrained during the Soviet era (20th century), the demand for them increased dramatically following the transition to the independence period (early 21st century). Today, ergonyms serve not merely as naming units but as vital marketing tools; through them, organizations shape their public image, attract clientele, and establish their brands within the market.

In the scientific analysis of Uzbek ergonyms, there is currently no ready-made electronic corpus or specialized database. Researchers primarily collect empirical material independently. For instance, in studies of the linguistic landscape, photo-corpora of street signage are compiled for analysis; for structural-semantic evaluations, names of enterprises are extracted from media advertisements, promotional texts, various catalogs, and directories. Some studies cite online state registries (such as company registration databases) as sources to examine official naming practices during specific periods. Nevertheless, scientific literature critically notes the continued absence of an open-access corpus or dictionary dedicated to

ergonyms. Similarly, the State Registry of Trademarks under the Intellectual Property Agency of the Republic of Uzbekistan provides only partial ergonymic data, as it is limited to registered trademarks (brands) and does not cover the full spectrum of ergonyms in the broader sense.

Another aspect of resource scarcity relates to orthography and script issues. It is well known that Latin and Cyrillic scripts are used in parallel in the Uzbek language. Although most commercial names are recorded in Cyrillic in official documents, the Latin script is often preferred for outdoor advertising and signage. This leads to discrepancies and potential errors in data collection and analysis for scientific research. Instances occur where the name of a single entity appears differently across two alphabets, or where transliteration is inconsistent (e.g., "Чашма" vs. "Chashma," "Оқтепа" vs. "Oqtepa," or the acronym "TATU" appearing differently in each script).

**Discussion.** The history of the emergence and development of ergonyms is inextricably linked to the socio-economic progress of society. Originally arising from a simple need for identification, these names have, over time, acquired significant linguistic and cultural weight, evolving into a distinct object of study. Today, ergonyms constitute an active layer of the language, and their formation and usage are being studied at the intersection of disciplines such as linguistics, marketing, and cultural studies.

Analysis of experiences from various regions regarding the linguistic formation of ergonyms (word formation, semantic selection, and structure) and their practical development (application in science, technology, and business) demonstrates that every society creates an ergonymic system aligned with its own language and culture. In Uzbekistan, ergonyms represent a new linguistic layer formed during the years of independence, serving as a complex of names that reflect the people's mentality and the spirit of the era. The scientific investigation of these names provides valuable data not only for linguistics but also for history and cultural studies.

However, the terminological system in Uzbek linguistics is not yet fully systematized. Terms conveying similar meanings are often used inconsistently across various sources; for example, some researchers view the concept of an ergonym within the broader scope of "commercial nomination," while others categorize it within systems of chrematonyms or urbanonyms. Such inconsistencies naturally lead to complications in scientific communication. Specifically, the term "ergonym" itself is sometimes applied strictly to commercial and service entities, while in other instances, it is used in a broad sense that encompasses state institutions as well.

Furthermore, classification approaches vary significantly. While one group of scholars proposes dividing ergonyms into trade-related and non-trade-related categories, others classify them based on different typological principles. Consequently, the terminological system lacks coherence, and a unified conceptual dictionary or classification standard for ergonymy has yet to be developed. This necessity for the standardization of "ergonym/ergonymy" terminology is frequently highlighted in scientific literature [Kultaeva, F., 2022]. Terminological unification is particularly required for the precise application of specific sub-concepts, such as "emporonym" (names of trade organizations) and "oikodonym" (names of buildings).

It should be noted that this fragmentation in professional terminology is directly linked to the relative novelty and scarcity of research in ergonymy. Scholars observe that ergonyms have long remained an under-researched topic in Uzbek linguistics. For example, E. Begmatov identified approximately 15 directions in Uzbek onomastics that remained largely unstudied, among which ergonyms were included [Begmatov, E., 1996]. While ergonyms did not receive specific scientific attention prior to the years of independence, the subject began to surface in various articles and monographs starting from the late 1990s and early 2000s. However, interest in the specialized study of ergonyms rose significantly in the late 2010s and specifically between 2020 and 2023. Therefore, analyzing the current scientific-theoretical perspectives on ergonyms and identifying existing achievements and gaps has become a matter of contemporary relevance.

Digital tools for the Uzbek language have begun to emerge in recent years. Notably, the "UzBERT" language model (B. Mansurov & A. Mansurov, 2021) was created, embodying the statistical features of the Uzbek language across a large text corpus [Mansurov, B. & Mansurov, A., 2021]. Furthermore, a Latin-Cyrillic automatic transliteration tool was introduced by U. Salaev et al. (2022) [Salaev, U. et al., 2022], and in 2024, the same authors improved a morphological analyzer for the Uzbek language [Salaev, U., 2024]. Although these Natural Language Processing (NLP) tools have not yet been fully utilized in scientific research, they offer significant potential for creating a digital corpus of ergonyms in the future. Specifically, transliteration software can unify existing names into a single script, morphological analyzers can dissect their structures, and the UzBERT model can facilitate the automatic extraction and clustering of ergonyms from large datasets. Consequently, there is an evident need to leverage modern digital infrastructure to bridge the existing gaps in databases and resources.

Ergonymy and naming are not entirely synonymous. Naming is primarily a practical process involving the creation and selection of a new name, incorporating fields such as marketing, psychology, and law alongside linguistics. Ergonymy, conversely, is a field of

theoretical analysis that studies the position, structure, origin, and functions of existing names within the language system. Specifically, ergonymy examines the structure of ergonyms (whether they are simple or complex, abbreviations or phrases), their semantic motivation (what the name refers to or signifies), and their pragmatic impact (the extent of their influence on the consumer).

**Conclusion.** In conclusion, the history of the emergence and development of ergonyms is inextricably linked to the socio-economic progress of society. Originally arising from a simple need for identification, these names have, over time, acquired significant linguistic and cultural weight, evolving into a distinct object of study. The scientific investigation of ergonyms in the Uzbek context reveals both achievements and significant gaps, particularly in terminology standardization, resource availability, and digital corpus development.

Future research should focus on creating unified terminological standards, building open electronic corpora, and further exploring the functional-pragmatic and linguocultural aspects of ergonyms in the modern linguistic landscape of Uzbekistan.

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