

Naming: The Technology of Creating a Name in the Language

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Abstract:

This article explains the goals, objectives, and linguistic foundations of naming technology, requirements for names, semantic-functional properties of names, gives information on the national and cultural aspects of creating names in the Uzbek language. The names given to production, trade objects, products, their brand must not only contain information about the product, but also reflect the national-cultural views and visions of the language owners, by the name it was concluded that it is desirable to form an idea of the most important product-specific aspects in human thinking. At the same time, recommendations were made on technological mechanisms of creating names. The names of the national language models were developed on the example of Uzbek.

Keywords: *naming, name, naming technology, lingvoplaology, linguistic basics of creating names, names of brands, product name, name creation.*

I. Introduction

Every human name has its own creation history as the product of human needs. In particular, the names given to the objects of production, trade, enterprises, products or goods are different from other types in terms of how they describe the object, have a specific purpose, influence the consumer, and create an environment of interaction with it. In the world

market, such names are used for manufacturing, trading objects, products, their brand, and the term of “naming” is used. The term “naming” derives from the English word for “name”, which entered the field of science at the end of the 19th century and was applied to name-making. Since the last century, the increasing global competition in the global economy has led to serious approaches to the issues of production, trade, naming of goods

and promotion of the name to the world brand. This need led to the emergence of the naming service and elevated it to the level of professional activity. Although the term "naming" is used for naming, the scope of meaning differs from that of the word-specific noun according to the object of application. In Uzbek, the word name is a word that refers to everything in existence - subject, event, character, movement. "Naming" is characterized by the fact that it is a terminological unit that covers the names of production and trade objects, products and their brand. The term has also come to the modern linguistics in the same sense and is now used extensively in the field of activity that explores the linguistic aspects of production and trade objects, product names. Each language has its own linguistic regularities for creating names. In particular, it is desirable to include not only information about the object and product, but also the national and cultural views of the linguists. Under the name of the person, the idea of the most important aspects of production and trade objects, products, their brand is formed. The totality of such images results in the formation of the human image of a product, its brand or an object of production. Of course, a particular product or object, a brand image, is a meaningful image enriched by national-cultural views, worldviews, visions, and subjective attitudes. As Name reflects on the object's perceptions and national-cultural views on the object, the study of them in relation to the perceived human factor helps to identify the specific national models of the naming mechanism in each language. The object of study of linguoculturology is examination of various industrial and commercial objects, products, their trade names, that is, the specific national-cultural features reflected in the nails. Some linguists argue that the creation of a brand name for companies is within the linguistics, psychology, and marketing fields, and that naming is a special field of linguistic collaboration. According to Kazanskaya L.P., "naming" is the crossroads of

professional interests not only for linguists but also for economists, lawyers and psychologists. But the main component of "naming" is the linguistic aspect, the linguistic essence of naming is a brilliant element of the brand: in one word or phrase the whole essence of the brand, all its valuable symbols. It is understood that "naming" as a name technology encompasses not only production, commercial marketing and consumer demand, but also aspects of national culture, psychology, and linguistics. Regardless of the areas in which naming technology works as a type of activity, its main purpose in linguistics is to develop linguistic norms for creating a specific language-specific name. Each name (name), developed in accordance with linguistic standards, should promote the competitiveness, development, fame and popularity of trade, production facilities and products in the market.

II. Literature Review

In the global marketplace, the term "naming" is actively used in the creation of names for the objects, products, and brands related to the manufacturing industry. Scientific sources have different definitions of the term "naming". Naming is a basic terminological unit of marketing that is explained in detail in dictionaries in this field. In particular, in the dictionary of A.P. Pankrukhina "Маркетинг: большой толковый словарь" the term naming is described as follows: naming (English to name, naming) is a name-based professional activity, which means choosing a proper name (search, inventing) from everything that a customer needs from a particular name. The encyclopedia marketing explains the term "naming": "Naming ("name"-"name") is a process of creating names of companies and brands based on the use of phonosemantic and psychoanalysis tools of linguistics"

In the "Finance dictionary" "naming" is described as a set of works to create a resonant, memorable and accurate name for a naming

organization, project and website. In the “Wikidictionary” naming is interpreted as creating a name that is resonant, memorable and accurate for a company, product, or project.

It is clear from the comments that naming is a marketing unit and represents a name-creating activity. V.J. Kojanova, who is thinking of technology to create a name in English and Russian, evaluates the naming as a "brand name" activity. According to the scientist, the naming is not just a choice of words based on a dictionary (which can be just one phase of activity), but also the creation of a unique system of language communication, whereby one brand can be the subject of communication and language communication. Indeed, the names of production, trade, consumer services, products, their brand name, first of all, give a brief description of the main purpose and objectives of the production facility, thereby providing primary communication with the consumer. In this process, the name also serves as an emotional and expressive effect. Every production object or product, as it is branded, is known to reflect national-cultural views, images, psychological factors, social reality. Through the name, human thinking forms the most important aspects of a particular product, production object, company. The totality of such images results in the formation of the human mind in the image of a product, its brand, or an object of production. Certainly, the image of a particular product or object, trademarks, is an image enriched with national-cultural views, worldview, imagination, and subjective attitude. As the name reflects the national-cultural views of the linguists, studying it in this context helps to identify the specifics of the naming mechanism in each language. In linguistics, the object of study of linguoculturology is the study of these types of name - various industrial objects, trade products, national-cultural aspects, expressed in the brand name. It is understood that naming as technology

encompasses not only production, marketing and consumer demand, but also aspects of national culture and linguistics. Today, linguistics is exploring various issues related to the linguistic aspect of naming technology. Such issues include the following issues:

1. Determine the linguistic norms of name creation in each language based on the internal capabilities of that language.
2. Developing linguistic techniques for creating name in each language according to its own capabilities.
3. Linguistic analysis of language “naming” and their regulation.
4. Create a new name resources in each language

In our opinion, the study of these problems will help to regulate the names of firms, companies, production, trade, consumer services, products, to eliminate "self-esteem" in creating names, to respect the state language, to properly evaluate its possibilities.

III. Methods and Analysis

As a complex creative linguistic process, naming requires the creator to be proficient in language norms, to properly evaluate its effect, to have the ability to use language units in a meaningful and purposeful manner, and to create effective communication skills by name. When creating any product or brand, it is important to consider how members of society understand the world, their national – cultural views, their mentality, and their attitude towards reality. Names that are alien to members of society, or that create negative associations in their thinking, cannot produce effective communication. Name first appears as a self-assessment act. Name describes an object or product as a self-assessment of its brand. This means that subjective evaluation of the object is reflected in any name. At the same time, it is possible to get information about the production object or commercial product through the name.

In fact, the name should be a name that emphasizes the essence of the product. Occasionally there are cases where the name of a production object, trade product or brand is known by precedent names. Although these names do not carry any information about the product, they are stored quickly and easily in the human memory. Obviously, the success of a production object or product depends to a certain extent on a well-chosen name. But in the history of the names, the opposite is also the case. There are also cases where the wide acceptance of the product by the consumer has led to its popularity. For example, the name of the company Adidas owned by Adi Dassler is based on the person's name and does not carry the product information. But as a famous name, it has a strong place in human memory. Or the fact that the name Apple is named after its owner, Steve Jobs, is the most popular fruit of the brand. In our opinion, when creating name in the language, it is advisable to pay attention to the following aspects:

1. The most important information about the name production facility, product and its brand.
2. Observance of the literary norms of language in the creation of name.
3. Non-contradiction of a name with the national cultural views, traditions, mentality, worldview, psychology of language owners.
4. Non-adherence of name to the principles of social and political system
5. the name does not create a false impression on the person, but rather attracts him, creates a positive attitude in his imagination, and is easily and easily stored in his memory.
6. The name should be clear to the linguists, clear and easy to spell.
7. The service of the name for communicative contact.
8. The role of a name is as a bridge between product and consumer.

9. the fact that the name does not resemble other names, not to mention the products they represent and etc.

When creating any product, trade object or product or brand, it is important to consider how members of society understand the world, their national-cultural views, their mentality, and their attitude towards reality. Names that are alien to members of society or that form negative associations in their thinking cannot form effective communication. A successful name appears first and foremost as a self-assessment act. Name is a production object or a product that is self-evaluated as the brand name. Hence, in any name, the subjective appraisal of the object is reflected. In this case, you will be able to get specific information about the production facility or commercial product by name. In fact, every name should have a meaning that emphasizes the most general information about the product. It is no secret that the competitiveness and popularity of a production facility or product in the world market depends to a certain extent on a well-chosen name. Since ancient times, people have used various methods to create names: name of production, trade object or product mainly in the name of the city, village, street where the production, trade object is located, or name the enterprise by its founder, owner of the product. In the history of a name, it is often the case that the names of people in a production, trade, or product are often mentioned. In these cases, the name alone will not be enough for the product to reach the global brand. It is desirable for the name to describe, display, and act as a means of communication between the product and the consumer. Successfully selected titles can attract consumer attention to the product.

IV. Discussion

Currently, the use of people's names in manufacturing, trade, or product names in the Uzbek language is becoming more and more

popular. For example, the names of the following production facilities and enterprises operating in Tashkent are used: Limited Liability Company "ABDULLOX-IBROXIM-ABDURAXMON", private factory "ADILOV AKBAR SADIKOVICH", Limited Liability Company "RAJABBOY", "MOVJUDA MIRAZIZ", private firm "AKMAL ABZALOV", private factory "NOSIRXOJA" and so on. Attention is not made through these names that it does not contain any information about the production, trade object or product. Such names do not give the consumer an appreciation of the production, activities or products of the trade facility. Some names seem to use words that refer to the production, the trade object, or the product, but they also fail to form effective communication. When you hear such a name, you do not have a clear idea of the production, the trade object, or the product. For example, it is difficult to get a clear idea of their activities and products through the names of the following private businesses and limited liability companies operating in Tashkent: private enterprises "DONIYAR BARPO SERVICE", "BAKHODIR RAHMATILLA TRADE", "OMINA ISAMAL ISLAM BUSINESS", limited liability companies "SHOKIRJON BARAKA FAYZ SAVDO". The communicative function of names is defined on the basis of communicative effectiveness. Communicating effectiveness is the fact that a name conveys certain information to the consumer and thereby communicates with it. However, there are names that do not show communicative effectiveness. For example, the names of "DILIM-SHOD", "MOHI-A'LO", "INNATILLO OBOD" LLC, registered in Shayhantahur district of Tashkent city, may not inform consumers about themselves. This prevents these names from communicating with the consumer. Some names contain the use of a word that refers to a product, a trade object, or a product. For example: «DOCTOR FEERIDE MEDICAL», «UMAROV BAKHODIR FITO MED» Limited Liability Company and

«JURAXON MEBEL GROUP» have the words referring to the activities of the enterprise. This can help to create a primary communication between the name and the consumer. Recently, the use of foreign words in the creation of names in our country is being used. In our view, this is a consequence of ignoring the possibilities of the state language. In particular, the names "Tashkent city", "Akay city", "Olmazor city" given to "modern towns" in Tashkent are a clear proof of this. The question is, what is the purpose of artificially inserting foreign words into Uzbek names? To promote foreign language proficiency or to attract the masses by using foreign words? Are such names "created in Uzbek" not a sign of disrespect for the Uzbek language? Is it so difficult to find an Uzbek name for these "modern cities"?

The naming of a business, institution, trade facility, or product in a foreign language that may not be understood by language owners may impede the communication of the consumer by name. The use of foreign words in such names is as follows: 1) The adjectives use foreign words: "QANOT-INVEST"; "WARRANT PRINT COMPANY", "NOZ-SHEDEVVR", "KAMTAR-NEO", "SAIDCOMOL CONSULTATION", "CUSTOMER MARKET", "AMIRSAID-LUXS"; 2) The full name of the name consists of foreign words: "FOMEXS", "ACTION", "GROTEXS", "CARDEL", "DABANA", "PROTEIN", "TECHNO-SOFT", "EXCELLENT EAST", "GRAND-DUET", "AVA REK Limited Liability Company; DAYEL WORLD Private Enterprise. It is understood that such names do not show communicative effectiveness. This indicates that such names have not been selected successfully.

It is well-known that the names created by the technology of naming differ from other types of names by the fact that they perform more than one task at a time.

1. Names are linguistic units, which name production, trade, consumer services, products, their brand.

2. Names are secondary names of production, trade, consumer services or associative imagination of the product.

3. Names reflect the national perception of language by associates and associative thinking;

4. Name does not only function as an object, but it also provides primary information about the purpose of production, trade, service and purpose.

5. Name acts as a bridge between communication, production, trade, consumer services, products and language (consumer);

6. In addition to naming the objects of production, trade, public service or product, the name imposes a new semantic nature, pragmatic function, the conceptual, national and cultural paint;

7. Name also acts as an emotional influence and attraction to the language owner (consumer);

8. The name is a subject's evaluation of production, trade, consumer services, products.

It is understood that the names are fundamentally different from other names. Creating a name requires a separate activity, a creative process. Although the names are atomic units, they are subject to certain criteria, both phonetic, orthoepic, and grammatical. Name's ease in pronunciation suggests that they are strictly in line with phonetic-orthoepic norms. Name (s) that are difficult to spell can distract the consumer and quickly disappear from his memory. Even when the nouns are too long, it makes it difficult for the linguist to quickly forget the names of long sentences. The fact that name is short, clear, and easy to remember is evidence of his success.

V. Kozhanova noted that the following rules should be followed when creating a brand name:

1. The brand name should be easy to pronounce.

2. The brand name should be phonetically structured to make it as easy as possible to remember.

3. A brand name should be created with the knowledge of different languages so that the name does not create unpleasant associations in other languages.

4. The brand name should be taken positively in the subjective sense.

In our opinion, these rules should be included as well:

1. The brand name should consist of a national dictionary. The use of the name as a foreign word or a combination of foreign and national language units can make it difficult for the linguists to understand it.

2. The brand name should coincide with the national-cultural vision of the language community. Names that reflect situations that are not in line with national values are not generally accepted by consumers.

3. The brand name should be able to attract consumers.

It is understood that name-calling activities require industry professionals to meet certain requirements. Because a well-chosen name can make a product stand out in the global market, the wrong name can lead to its collapse.

V. Results and Conclusion

So creating a name is not an easy task, it is a complex technological process. In addition to adhering to the linguistic norms of a particular language, it is necessary to consider people's culture, worldview, mentality, and psychology. Only then will the name be used to serve as a useful communication link between the product and the consumer, or the object of production and the consumer, to promote the product and to gain a strong position in market competition. Naming is a complex creative process. In addition to adhering to the language norms in the creation of

names, it is also necessary to take into account the culture, worldview, mentality, and psychology of the people. Only then can the name act as a communicative and beneficial communication between the product and the consumer or the object of production and the consumer.

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