

**GRAPHIC GAME AS ONE OF THE WAYS TO FORM ERGONYMS  
(ON THE EXAMPLES OF KARSHY CITY ERGONYMS)**

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**Abstract**

The use of various graphic forms is applied to attract attention of the potential consumer in the formation of ergonomics, including graphic game methods. In the article this method is researched on the examples of Karshy city ergonyms.

**Keywords:** Language game, graphic game, ergonomics, ergonomics, function, nominator, nomination.

**Introduction**

To highlight the names of various existing objects of urban space, giving it special content, greater attractiveness and aesthetics, nominators use several methods, such as formal and semantic linguistic means, graphic elements of Uzbek, Russian and other languages, precedent texts, fonts, additional and paralinguistic means. One of such way to express creativity of nominators is considered to be graphic games.

Graphic game is a way of expressing ergonyms in various graphic forms to attract the attention of potential users. According to R.Y. Namitokova, proper name belongs to the category of "most changeable" "universal" words, and can be changed by "some historical event or the fame of a particular person to the world" as well as under the influence of linguistic fashion.

**MATERIAL AND METHODS**

The research methodology is based on the historical trend observed in linguistics, that is, the analyses of all events in a certain historical process without separating them from historical conditions and events.

The scientific – theoretical base of the research is made up of the methods of analyzing scientific ideas used in the field of onomasology of modern linguistics. Also, in the study of onomasology, it is based on the dialectical concepts that are aligned with community and individuality, essence and event, form and content. As a research method, the analysis, and comparison of language factors were used to analyse, restore, structure and form. Onomasiologists T.M. Grigorieva and Fam Van Fong point to modern graphic- orthographic signs, such as pre-editing orthography, using foreign graphic-orthographic elements, and activating the paragraphic component, in contemporary city nominations [15, 48].

**RESULTS AND DISCUSSION**

The essence of the graphic game in the nomination of urban objects is the visually perceived graphic differentiation and semantic activation of the two elements in the formation of

ergonyms, as a result of which the original meaning is formed as a result of redistribution of meanings between the compound word and the new artificial word. The language game is supported graphically, the graphic game serves as a means of distinguishing the techniques of the language game, and this leads to increasing expressiveness, and therefore memorability of the name and the object named by it. The graphic and verbal components interact, often forming a name.

Referring to the problem of "mutual understanding" between the addressee and the addresser in ergonomic nomination, N. V. Nosenko comes to the conclusion that the addressee should understand that the « ergonim-occasionalism » created in the naming process is not a mistake, but a well-thought invention nomination by the author.

In ergonomics, the use of various graphic games is closely related to the concept of linguistic fashion. Modern linguistic situation directly impacts the emergence of new ergonyms and changes the old ones. Language fashion is a phenomenon identified from social and psychological perspectives that significantly contribute to the naming process.

Nominators often utilize foreign or archaic graphic signs for effective and modern ergonym creation. Elements related to letters of another language allow the emphasis or separation of specific letters or parts of the ergonym, highlighting the whole name. Research indicates two main tendencies in this regard:

1) the use of Latin graphic elements; 2) retronymy (using previous alphabet graphemes).

Current research demonstrates that the globalization of society, which began at the end of the 20th century and continues to this day, also had an impact on the Uzbek language: foreign language elements began to enter it, the process of their assimilation into the language was carried out, affecting the change in its lower system. Polyculturalism is a prominent feature of 21st-century social reality. Globalization dictates the unification of trademarks and commercial symbols through Latinization. Thus, if in the Soviet era attempts were made to eliminate the influence of foreign language elements, today this influence is, on the contrary, accepted with satisfaction. The ergonomic system of the Uzbek language can be an example of how cultural the city environment is. So, the use of foreign language elements in modern ergonyms can be the basis for our conclusion that it is connected with social reasons and modern trends.

“Graphic internationalisms” – the so-called graphic internationalisms, that is, the names of well-known companies, firms and their products, usually keeping the original graphic form: Toyota, YVES ROCHER, L, Oreal and others.

Reverse transliteration is particularly effective in short ergonyms since names written in Latin are easily accepted by consumers, making nominators highly regarded. Examples of such ergonyms are the names of Krasa salon, Zrimo large – scale clothing store and Forma fitness club. As you can see, the given ergonyms have a specific motivation: they are directly / indirectly related to the object of sale: for example, Krasa salon (Russian ‘краса’ - "beautiful") indicating the main direction of the salon, focusing on making women beautiful; Zrimo (Russian ‘зримо’ - "visible") emphasizing the purpose of the store for large-sized clothing buyers; Форма (Russian форма - "shape") fitness club, promising to help you get the desired figure. Similarly, associative ergonyms like Vospari ("rising") cafe, Vozovoz truck

service company, and Kinza cafe also fit into this category. Moreover, ergonyms lacking informative features stand out in the city space (e.g., KALINKA jewelry salon, Leika store, STREKOZA flower salon, MYATA women's clothing salon, SOBRANIE bar, Osetrina beauty salon). Such names are catchy and memorable but provide no information about the nature of the organization's activities to potential consumers.

Ergonyms with two different graphics. When we talk about dual graphic ergonyms, we understand that in ergonyms, Cyrillic names are sometimes partially expressed in Latin graphics: bar Zelyonyy kot (Green Cat), клуб Сказка (Club Fairy Tale), store Красотка (Store Beauty) and others. This and similar variants of “interlacing” Cyrillic and Latin letters are used much more often than in other types of graphic games. In our opinion, this method does not affect the visual perception of the ergonym by the recipient and allows us quick reading of the name.

Among ergonyms created by entering two types of graphemes, there are names with Latin "f" letters: Чайкоff (Chaykoff Teahouse), Играедоff (Igraedoff Cafe), автомойка Чистоff (Cleanoff Car Wash), Hoffmann (Hoffmann Construction Materials Store). Initially, the "off" part of the word historically relates to a specific Russian "ов" used in family names. It is known that family names in Uzbek also are formed similarly to Russian ones (Ivanov, Fedorov, Petrov).

## CONCLUSION

Analyzing formation the methods of graphic game ergonyms showed that the language games in them serve as a means to achieve communicative-pragmatic effects to create an attractive effect to language game Successful nominations formed on the basis of a graphic game successfully perform a complex linguomarketing function, an associative that occurs such as bringing the object to an unusual form, informing about the essence of the enterpriser's activity and specific features of service provision, influencing the mind of potential consumer, arousing curiosity and encouraging him to take actions that correspond to the intention of the nominator, distinguishes it from a number of similar ones.

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