

HUMAN PSYCHOLOGY AND PRAGMATONYMS

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In world linguistics, several new directions of anthropocentric paradigm such as sociolinguistic, linguocultural, pragmatic, psycholinguistic, neurolinguistic have emerged. Currently, the study of pragmatonyms among all units of the onomastic scale based on a new paradigm is on the agenda. Therefore, analyzing the linguistic, cultural and socio-linguistic features of pragmatonyms provides important information about the national-cultural identity of the people, the national way of seeing the world, religious-mythological views, traditions, values, and social-political life. It acquires a special scientific and theoretical importance in learning and illuminating the gradual improvement of the language. Within the framework of Uzbek onomastics, pragmatonyms have not been specially collected and monographically researched. Researching all pragmatonyms that are currently in practice on the basis of the achievements of modern linguistics is one of the urgent tasks. Because "paying attention to our mother tongue, which is the symbol of our national identity, the basis of our spirituality will be further strengthened". In this sense, research, classification and description of lexical-semantic, nominative-motivational, etymological, derivational, structural, sociolinguistic and linguocultural characteristics of pragmatonyms, and on this basis, enriching Uzbek onomastics with scientific-theoretical views and practical interpretations of pragmatonyms is in front of the field and one of the important tasks.

It is necessary to note the importance of colors in the presentation of pragmatonyms in advertising. Human psychology is influenced by reflecting pragmatism in different colors. For example, the following pragmatonym is always given in red (Photo 2):



It is known that red is a color that has a strong influence in psychology. "Red color makes a person stop. Therefore, it is used in many places, for example, on prohibition signs or traffic lights. However, according to American scientists, for some, the color red serves as a signal calling for action.¹ So, the experts who came up with

¹ <https://sof.uz/uz/post/qizil-rangning-yangi-xususiyatlari-kashf-qilindi>

the pragmatonym and the brand logo paid attention to such psychological states when giving the color red, that is, a person who sees red pays attention to it, stops, and then begins to perform an action. Action in this case means buying the product. The use of different colors (green (Artel), blue (PayPal)) in advertisements is also related to their psychological impact.

As long as world-famous brands operate in Uzbekistan or such products are imported to our country, naturally, the brand name and other elements of it also enter. Popular brand names must be spelled exactly as they appear in the original language. If any letter or symbol in the name of the product is changed, the originality and authenticity of the product may be doubted. Because it is precisely counterfeit (fake) product manufacturing companies that try to differentiate their products by changing a letter or symbol in the name of the product and brand. For example, Adidas is a famous sportswear brand. Other companies use the popularity of the company name for their own purposes and produce sportswear by changing one or more letters (Photo 3).



Another issue is the alphabet in which brand names are given. A name given in the Latin alphabet cannot be given in Cyrillic, and a name given in the Cyrillic alphabet cannot be given in the Latin alphabet. In this case, the above phenomenon - violation of intellectual property rights can be observed. For example, Tide laundry detergent is an original product, while Tide is a counterfeit product.

There is a problem that is currently on the minds of the general public. There is also the issue of giving Uzbek names to the products produced in Uzbekistan. This requirement cannot be placed on world famous brand names. We do not have the right to change the name of foreign brands, to Uzbekize them. But we have the opportunity to give Uzbek names to the products produced in our country. Nevertheless, today there are many cases of using words related to foreign languages when choosing names for products produced in our country.

Cars manufactured in Uzbekistan are produced under the brand "RAVON" and are exported to foreign countries. At the presentation of the "RAVON" brand in Moscow, they informed that "UzAUTOSANOAT" is an abbreviation of the brand name, which means "Reliable Active Vehicle On Road". Also, this word corresponds to the meaning of the word "fluent" in the Uzbek language. The name "RAVON" implies the production of a car that runs smoothly on roads. It can be said that the

brand name has been chosen successfully, the name and the purpose of the product and the scope of activity are compatible with each other. The name reflects the combination of an abbreviation in English and the word national in Uzbek, and features of both nationality and globality are successfully integrated.

Another aspect of the matter is that not all Uzbek names are exemplary or satisfactory. Clothes are produced in Uzbekistan under the "Ikkichi" brand. It is clear that the producers wanted to be known by a negative name, to become famous as soon as possible. However, a nicer, more positive quality could be used instead of this name. Or don't the clothes produced under the name "OZBE" show the level of literacy of the Uzbek nation, attention to the national language? Isn't the fact that we misspell the name of our nation a sign of the decline of our language? It is worth noting that this is also a way of advertising and attracting the attention of consumers. However, any name is suitable if it has a positive meaning, evokes a positive image and is formed based on the rules of the Uzbek language.

Used literature;

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