



**PRAGMATONYMS. EXTERNAL AND INTERNAL TYPES OF ONOMASTIC
CONVERSION**

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Abstract

The article discusses the fact that pragmatonyms and their external and internal types of onomastic conversion stylistic play an important role in the formation of brand names.

Keywords: Pragmatonym, external onomastic conversion, brand name, stylistic devices, production, set of lexemes, abbreviations of anthroponyms, noun appellatives ,trademark.

Introduction

Simple pragmatonyms are formed on the basis of external and internal types of onomastic conversion. In external onomastic conversion, toponyms are formed from lexical units that do not belong to the onomastic level, that is, from appellative words. This phenomenon is called dealpellativeization in specialized dictionaries, that is, the transition of the appellative from a cognate word to a proper noun, proper nounization. The transformation of all things in the material and spiritual worlds, and the transition from one form to another, is a necessary form of their occurrence, domination, and development. The transition of such matter from one type to another is one of the forms in which the transformation from one form to another is

manifested in existence. After all, transformation is an eternal condition of the existence of matter. Consequently, everything in objective reality must constantly change under the influence of internal and external factors, and any change occurs as a result of causes and leads to certain results (consequences). Nominative, which is functional alteration of words is a common phenomenon in language, which involves the transfer of a lexeme belonging to one word group to another word group. But this process is not just about exchange, it is about creating a new word, i.e. conversion. The term conversion is defined in the dictionary of linguistic terms as follows: Conversion (lat. *Conversio* – rotation, change) is the transition of a word from one word group to another without changing phonetically and morphologically, thus forming a new word³Conversion is interpreted in some scientific studies as the transition of words from category to category.

The term conversion is used in various fields of scientific knowledge, but in linguistics the term is interpreted as one of the types of word formation. In the literature on word formation, conversion is still referred to as the lexical-semantic method or lexico-grammatical method of word formation. Although the term "conversion" is used in many scientific domains, linguistics interprets it as one of



the word formation kinds. Conversion is still known as the lexical-semantic approach or the lexico-grammatical method of word formation in the literature on word formation.

The process of conversion, a separate term that belongs to Two words are involved in the conversion of appeals. In this method, a word is created by combining words from several categories; specifically, a word from one category is moved to another. The transformation of The lexical basis of proper nouns is not only made up of cognate nouns, but also includes adjectives, numerals, verbs, even pronouns, exclamations and imitative words. Therefore, it is appropriate to consider such a set of lexemes as appellative, appellative lexicon or lexical basis (such as anthroponymic basis, toponymic basis, cosmonymic basis, ethnonymic basis).

Here, let's look at the explanations given to the terms appellative nouns and appellative lexicon:

Appellative nouns are proper nouns whose basis for formation is a cognate word (not a proper noun).

Appellative lexicon is the set of all lexemes in the lexicon of the language that do not belong to the system of proper nouns.

The method of onomastic conversion means the transition of the appellative lexicon to the function of a proper noun without any formative means.

E. Begmatov emphasizes that onomastic appellatives in the Uzbek language can be divided into two: cognate noun appellatives and proper noun appellatives. Proper noun appellatives are the second (third) transition of proper nouns to the function of a proper noun.

So, the terms proper noun appellatives and transonymization mean the transition, transfer of one proper noun to the function of another proper noun.

The term onymic stage (onymic stage) is understood as the state of formation of a proper noun without an appellative stage. In this case, more artificial names appear. Proper nouns are linguistic entities that are mutually distinguishable according to their nominative-functional characteristics, but at the same time, related to each other and, in turn, opposing each other. Although the principle of formation of proper nouns is similar to the formation of Uzbek words, there are some peculiarities in the formation of such nouns. One of these is the formation of proper nouns from proper nouns. This phenomenon should be distinguished from proper nouns formed by conversion and derivation methods, which arise from appellatives (cognate nouns) and other word groups.

A.Superanskaya explains the term onomastic conversion as follows: "In onomastic studies, the lexical-semantic method of word formation is called onomastic conversion. Onomastic conversion is the transfer of existing lexemes in the language to the function of a proper noun with no or negligible changes."

N.Ulukhov noted that it would be appropriate to use the term transonymization in relation to formations based on internal toponymic conversion: "Transonymization (lat. Trans – from, within + onymization) – the transition of a proper noun of one type to a proper noun of another type."

At the onomastic level of the Uzbek language, the transition of one onomastic unit to another onomastic unit – transonymization is widespread. This phenomenon is also called internal onomastic conversion. Transonymization is also characteristic of pragmatonyms, in which the name of a product or service is formed from anthroponyms, toponyms, cosmonyms, and other types of proper nouns. This occurs only



within the framework of proper nouns and is a product of the interconnectedness and connection of microcosms within the objective world.

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