



THE STUDY OF THE THEORY OF NOMINATION IN LINGUISTICS

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Annotation: This article presents an analysis of the formation, developmental stages, and modern approaches to the theory of nomination in linguistics. The nomination process is considered not only as a means of assigning names to linguistic units but also as an essential linguistic mechanism for meaning-making and expressing cultural values. The study highlights the cognitive, pragmatic, and linguocultural foundations of nomination and analyzes the functional roles of nominative units in various discourses of modern Uzbek through empirical examples.

Keywords: nomination, linguistics, nominative unit, pragmatics, cognitive linguistics, linguoculturology, discourse, modern Uzbek language.

INTRODUCTION

The study of the theory of nomination is considered one of the most relevant directions in contemporary linguistic science. The theory of nomination examines the formation of terms and names, as well as the mechanisms of their application within the language system. The theoretical foundations of the nomination process in linguistic research were initially developed by foreign linguists.

The theory of nomination has been especially well explored within the field of cognitive linguistics, where language phenomena are emphasized as being closely connected with human thought and conceptual structures. Representatives of the pragmatic approach have substantiated the role of communicative situations and speech intentions in the naming process, along with the contextual dependency of linguistic units.

In Uzbek linguistics as well, research on the theory of nomination has significantly progressed. Alongside the influence of the Russian linguistic school, national linguistic heritage holds a special place. In particular, scholars such as Sh. Rahmatullayev and A. Hojiyev¹ have conducted extensive studies on the cultural and social aspects of nominative processes, as well as analyzing the nominative features of language units.²

However, the application of nomination theory across different types of discourse and the variations that emerge under the influence of cultural factors have not been sufficiently studied. This research aims to explore these aspects in greater theoretical and practical depth.

LITERATURE REVIEW

The theory of nomination has been widely studied across various directions in linguistics, and numerous scholarly works have explored its theoretical and methodological dimensions. Within the scope of this research, both international and local studies have been briefly reviewed.

In global linguistics, the works of John Lyons³ hold particular significance in developing the theoretical foundations of the nomination process. He examined nomination from semantic and

¹ Hojiyev, A. O'zbek tili morfologiyasi, morfemikasi va so'z yasalishining nazariy masalalari. Toshkent: Fan, 2010. 368 b

² Rahmatullayev, Sh. Hozirgi o'zbek adabiy tili. Toshkent: Universitet, 2006. 432 b.

³ Lyons, J. Semantics. Vol. 1. Cambridge: Cambridge University Press, 2017. 356 p.

pragmatic perspectives, providing an extensive analysis of the formation of linguistic units and their communicative functions.

Representatives of the cognitive approach, such as E.S. Kubryakova, George Lakoff, and Mark Johnson, link nomination to the formation of categories in human cognition. They emphasize that the nominative nature of linguistic units is closely tied to human perception of the world. According to Lakoff and Johnson, nomination reflects the process by which people understand objects and phenomena in their environment and express them through linguistic means.⁴

In the pragmatic approach, Stephen Levinson⁵ highlights the influence of communicative context and speech intent in the nomination process. He analyzes nominative processes in relation to pragmatic context, deeply exploring the communicative interactions that arise between speaker and listener during speech.

In Uzbek linguistics, the theory of nomination has been explored by scholars such as Sh. Rahmatullayev, A. Hojiyev, and N. Mahmudov, among others. For instance, Sh. Rahmatullayev analyzed the influence of national-cultural features on the formation of nominative units. A. Hojiyev provided a scientific explanation of the mechanisms of word formation and the semantic development of lexical units within the nomination process. N. Mahmudov, on the other hand, approached nominative processes from a linguocultural perspective, offering in-depth insight into how national-cultural values are expressed through linguistic units.⁶

RESEARCH METHODOLOGY AND EMPIRICAL ANALYSIS

This study aims not only to analyze the theoretical foundations of the nomination process but also to identify its practical manifestations in modern Uzbek language. The research employed systematic-analytical, comparative, linguo-pragmatic, and linguo-cultural approaches.

For the empirical analysis, texts from various genres—such as mass media, popular science articles, advertisements, and formal speech samples—were selected. The nominative units extracted from these texts were grouped into semantic categories, and their contextual usage features and cultural connotations were examined.

The results of the analysis revealed that the nomination process plays not only a functional role within the language system but also holds significant socio-cultural value. Through this, the current role and future prospects of the theory of nomination in modern linguistics were clarified.

RESULTS AND DISCUSSION

The research revealed that the nomination process in the Uzbek language is closely interconnected with both linguistic and cultural factors. Based on the practical analysis, it was observed that contextual adaptability, communicative purposefulness, and cultural interpretations play a significant role in the formation of nominative units. In particular, modern texts—especially in mass media and advertising discourse—actively employ creative and sometimes metaphorical naming strategies. This demonstrates that nomination functions not only as a means of term creation but also as a communicative strategy.

From a linguopragmatic perspective, the selection of nominative units often depends on the social context, characteristics of the target audience, and the intended purpose of speech. The semantic load and dynamic meaning of these units are shaped by the context. Furthermore, linguocultural analyses revealed that some nominative units serve as reflections of the Uzbek national worldview, conveying cultural values and traditional concepts prevalent in society.

The comparative study of theoretical sources and empirical evidence provided a deeper understanding of nomination theory within the context of modern Uzbek linguistics. It was thereby substantiated that nomination should be viewed not only as a semantic process within the language system but also as a socio-psychological phenomenon.

Table 1

Linguopragmatic and linguocultural characteristics of nominative units

⁴ Levinson, S.C. *Presumptive Meanings: The Theory of Generalized Conversational Implicature*. Cambridge, MA: MIT Press, 2010. 480 p.

⁵ Levinson, S.C. *Pragmatics*. Cambridge: Cambridge University Press, 2010. 480 p.

⁶ Mahmudov, N. *Fed. litt. rev.* 2007.

Type of Nominative Unit	Field of Usage	Linguopragmatic Function	Elements Reflected in the Linguocultural Approach	Example
Metaphorical Naming	Advertising, public speech	Capturing attention, imagery, memorability	Connotative meaning through cultural symbols and national imagery	<i>Oq yo'l ("Safe journey" for cars)</i>
Neologisms	Social media, youth language	Naming new concepts through innovative terms	Semantic innovation linked to globalization and technological culture	<i>Smartta'lim, Zamonaviylik</i>
Traditional Names	Official/legal discourse	Standardization, ensuring clarity in formal communication	Connection to historical-cultural values and national ideologies	<i>Davlat organlari, xalq mulki</i>
Synonymic Naming	Scientific and journalistic texts	Providing stylistic variety in linguistics, aiding comprehension	Terminological traditions, national-psychological speech culture	<i>Talaba – o'quvchi – bilim oluvchi</i>
Ironic Naming	Blogs, journalism	Drawing attention to issues through critical and evaluative tone	Expression of societal stereotypes and moral evaluation criteria in language	<i>Qog'ozbozlik imperiyasi ("Empire of bureaucracy")</i>

The table above analyzes how nominative units are formed across different discourses in modern Uzbek and explores their linguopragmatic and linguocultural functions. Based on this analysis, the following key conclusions can be drawn:

1. Metaphorical Naming is widely used in contemporary advertising and mass media. This method adds imagery, expressiveness, and emotional power to language. Additionally, it broadens meaning through national symbols and cultural icons (e.g., *Oq yo'l*, *Lochin*), creating cultural connotations.
2. Neologisms emerge from the need to represent new concepts resulting from technological progress and the evolving information landscape. These units are actively used in youth language and social media, reflecting the renewal and adaptability of the language to modern realities (*Smartta'lim*, *Raqamli avlod*).
3. Traditional Names are employed in official and institutional discourse, ensuring clarity, preciseness, and standardized expression of information. Such terms are often tied to social values, the legal system, and reflect elements of historicity (*Davlat organlari*, *xalq mulki*).
4. Synonymic Naming is used in scientific and journalistic texts to convey terminological variety, simplify comprehension, and provide stylistic richness. It allows for better understanding and evaluative nuance in texts (*Talaba – o'quvchi – bilim oluvchi*).
5. Ironic Naming is used to draw attention to critical evaluations or social issues. Common in blogs, publicist writing, and social networks, it exerts a strong emotional impact on the reader through stereotypical or satirical framing (*Qog'ozbozlik imperiyasi*, *Navbatlar karvoni*).

The analysis of nominative units presented in the table shows that nomination in modern Uzbek is a multifunctional, multifaceted, and culturally rich process. Based on this, it becomes scientifically justified to interpret nomination in linguistics not merely as a semantic phenomenon, but as a complex system intertwined with cultural-cognitive and pragmatic factors.

CONCLUSION AND RECOMMENDATIONS

Based on the results of the study, it has been scientifically proven that the theory of nomination holds a significant place in modern linguistics and functions as a comprehensive process with communicative and cultural dimensions. The analyses showed that nominative units serve not only as tools for naming objects within the language system but also as mechanisms for meaning creation, expression of cultural values, and realization of communicative intentions. In particular, metaphorical, ironic, and neological types of naming intensify the pragmatic load in modern Uzbek discourse.

Through the applied linguopragmatic and linguocultural analytical methods, the study clarified that the nomination process is closely tied to contextual and sociocultural factors. Especially, the variation in naming strategies depending on the discourse type reflects the adaptive nature of language. Based on these conclusions, the following recommendations are proposed:

- It is advisable to study the theory of nomination in modern Uzbek linguistics more deeply through an interdiscursive approach, as texts from various fields reveal distinctive nomination strategies.
- There is a need to develop lexical databases focused on systematizing newly created nominative units in Uzbek and exploring their linguocultural characteristics.
- In language education, it is recommended to incorporate the theory of nomination as a tool to develop students' semantic thinking, connotative understanding, and cultural competence.
- Incorporating creative naming practices from blogs, social networks, and other modern text genres into linguistic research will expand the developmental prospects of contemporary nomination theory.

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