

National-Cultural and Regional Semantics of Ergonyms In the Namangan Region

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Abstract: This article examines the national-cultural and regional semantic features of ergonyms used in the Namangan Region of Uzbekistan. The study focuses on the names of commercial enterprises, hotels, restaurants, educational centres, medical institutions, tourist agencies, agricultural service organisations, and other service-sector facilities operating in Namangan city and the districts of the region. The relevance of the research is determined by the fact that ergonyms are not merely conventional labels identifying organisations. They also reflect local history, cultural memory, traditional values, regional identity, social aspirations, and contemporary commercial strategies. The empirical material includes such names as Akhsikent Hotel, Buyuk Ipak Yo'li, Chorsu, Sayhun, Sodiq Namangan, Chust Agro Bioservis, Pop Kelajak Agromarkaz, Qayqi Agro Texnika Servis, Nozilabegim Ne'matlari, Yangi Munavvar Tong, and Dehqon Qanoti Tomorqa Xizmati. Descriptive, lexical-semantic, componential, contextual, and linguocultural methods were employed. The analysis shows that regional place names, historical concepts, personal names, traditional value words, metaphoric expressions, and agricultural terminology constitute the main sources of ergonym formation in the region. Toponymic components connect businesses with a particular locality, while culturally marked lexemes such as baraka, shifo, xolis, kelajak, munavvar, joziba, and ne'mat create positive associations rooted in Uzbek cultural consciousness.

Keywords: Ergonym, Namangan Region, national culture, regional identity, toponym, anthroponym, linguocultural semantics, commercial nomination, cultural memory, naming motivation.

Introduction: The rapid growth of private entrepreneurship, commerce, tourism, education, medicine, transport, agriculture, and other service sectors has considerably expanded the system of proper names used in urban and rural spaces. The names of enterprises, firms, shops, hotels, restaurants, medical clinics, educational centres, tourist agencies, and agricultural organisations form a special layer of the onomastic system. These names are generally defined as ergonyms. An ergonym performs several interrelated functions. First, it identifies and distinguishes an organisation from other institutions. Second, it informs potential customers about the sphere of activity. Third, it performs an advertising and persuasive function by creating a desirable image of the

enterprise. Finally, it preserves cultural, historical, and regional information. Therefore, ergonyms may be analysed not only as linguistic signs but also as markers of social consciousness, cultural memory, and territorial identity. The ergonymic system of the Namangan Region is especially significant from a linguocultural perspective. Namangan is one of the historically and economically important regions of Uzbekistan. Its local identity is associated with ancient settlements, trade routes, handicrafts, agriculture, gardening, textile traditions, religious and educational heritage, and a strong culture of entrepreneurship. These factors are reflected in the names of commercial and service-sector facilities.

Names such as Akhsikent Hotel, Buyuk Ipak Yo'li,

Chorsu, Sayhun, and Sodiq Namangan directly or indirectly refer to the historical and geographical identity of the region. Other names, including Xolis Xizmat, Pop Kelajak Agromarkaz, Yangi Munavvar Tong, Nozilabegim Ne'matlari, and Dehqon Qanoti Tomorqa Xizmati, contain words that express traditional values, optimism, prosperity, assistance, purity of intention, and respect for agricultural labour. At the same time, the Namangan ergonymic space is influenced by globalisation. English and international components occur in names such as Akhsikent Hotel, Muhtasham Travel, Laylo Learning Center, Fotima Medical Plaza, Golden Fresh Fruit, and Agrovot Protection Service. These hybrid names combine local cultural material with internationally recognisable commercial terminology.

The purpose of this study is to identify and describe the national-cultural and regional semantic features of ergonyms in the Namangan Region.

The following research objectives were established:

- to determine the role of regional geographical names in ergonym formation;

- to identify national-cultural concepts represented in commercial names;

- to analyse the semantic functions of anthroponyms and historically marked units;

- to reveal the interaction between local and international naming models;

- to explain the pragmatic role of culturally marked lexemes in creating a positive business image.

The object of the research is the ergonymic system of the Namangan Region.

The subject of the research is the national-cultural, historical, territorial, and evaluative semantics expressed in the names of commercial and service-sector facilities.

The study is based on a corpus of ergonyms collected from open business directories, official lists of organisations, institutional websites, and publicly available information on commercial and service-sector facilities in Namangan city and the districts of the Namangan Region. The empirical material includes the names of hotels, restaurants, supermarkets, tourist agencies, medical institutions, educational centres, printing and telecommunication companies, logistics

enterprises, agricultural service centres, plant clinics, and other organisations. In the classification process, the dominant naming motivation was taken into account. Some ergonyms belong simultaneously to several semantic categories. For instance, Sodiq Namangan includes both an anthroponymic or qualitative component and a regional toponym. Similarly, Pop Kelajak Agromarkaz combines a district name, a positive evaluative word, and a direct reference to the organisation's sphere of activity.

Ergonymy is studied as a branch of onomastics concerned with the proper names of organisations, institutions, enterprises, companies, shops, restaurants, and other socially organised entities. Contemporary onomastic research treats ergonyms as a dynamic subsystem influenced by linguistic, economic, cultural, ideological, and advertising factors. Researchers emphasise that ergonyms differ from ordinary lexical units because they perform both nominative and pragmatic functions. A successful commercial name must identify the object, be memorable, communicate a certain image, and correspond to the expectations of the target audience. In Uzbek linguistics, increasing attention has been paid to the lexical-semantic, structural, derivational, sociolinguistic, and linguocultural features of ergonyms. Regional studies are particularly important because naming practices vary depending on historical traditions, ethnic composition, economic specialisation, and the linguistic environment of a particular area.

The linguocultural approach interprets ergonyms as condensed cultural texts. A name may contain information about national values, social ideals, occupations, historical figures, sacred concepts, local geography, and traditional forms of communication. For example, the use of words denoting blessing, prosperity, healing, sincerity, light, future, beauty, and abundance reveals the values considered attractive and socially meaningful in the community. Regional ergonymic studies also demonstrate that toponyms are among the most productive sources of commercial naming. By including the name of a city, district, village, neighbourhood, or historical location, an organisation emphasises its local affiliation and strengthens the emotional connection between the business and the population.

The modern ergonymic space is also characterised by the growing use of English vocabulary. Words such as hotel, plaza, travel, learning centre, education, medical, service, and express are frequently combined with Uzbek personal names and place names. Such hybrid structures reflect the coexistence of local cultural identity and global commercial discourse.

Regional Toponyms as Sources of Ergonym Formation. Toponymic nomination is one of the clearest manifestations of regional semantics. In the Namangan Region, geographical names are used to indicate the territorial affiliation of an enterprise, strengthen local identity, and create an association with a familiar social environment. The name Sodiq Namangan directly includes the regional name Namangan. This component immediately identifies the business with the region and may create a sense of reliability and belonging among local customers.

The ergonym Pop Kelajak Agromarkaz combines three semantic elements. Pop identifies the district, kelajak means “future,” and agromarkaz indicates the sphere of activity. The name therefore communicates territorial affiliation, optimism, and professional specialisation. The names Chust Agro Bioservis and Chust Joziba Dunyo contain the district name Chust. Chust is widely associated with traditional crafts, especially knife-making and the production of national skullcaps. Even when an enterprise is not directly related to handicrafts, the use of the Chust toponym activates a strong regional-cultural association. Qayqi Agro Texnika Servis is formed from the place name Qayqi and terms referring to agricultural machinery services. The toponym makes the enterprise locally identifiable, while the remaining elements explain the professional function. Toshbuloq Xolis Xizmat combines the place name Toshbuloq with the phrase xolis xizmat, meaning “sincere” or “impartial service.” The regional component identifies the location, while the evaluative component establishes an ethical image. Other examples include names based on the localities of Nanay, Mingbuloq, and other districts and settlements. Such names perform several functions simultaneously. They distinguish the organisation, show geographical location, appeal to local solidarity, and contribute to the symbolic representation of the region. Toponym-based ergonyms are especially productive in agricultural services because these

organisations work directly with local farms, households, landowners, and rural communities. A geographical component increases recognisability and trust.

Historical and Cultural Memory in Namangan Ergonyms. Historical references represent another important layer of regional semantics. Akhsikent Hotel is connected with Akhsikent, an ancient settlement located in the Namangan Region. The name activates associations with antiquity, historical continuity, archaeological heritage, and the cultural prestige of the region. For a hotel, such a name also performs a tourism-related function because it presents the facility as connected with local history. The name Buyuk Ipak Yo’li, meaning “The Great Silk Road,” refers to the major historical trade and cultural route that connected Central Asia with other civilisations. In the context of a hotel or service facility, the name evokes travel, hospitality, cultural exchange, and historical significance. Chorsu is a historically widespread name for a central market or crossroads in Central Asian cities. Its use in a commercial or hospitality-related ergonym activates the traditional image of urban trade, social interaction, and a central public space. Sayhun is a historically marked geographical name associated with the Syr Darya River. In an ergonym, it conveys poetic, geographical, and historical connotations. It may symbolise continuity, movement, fertility, and the cultural memory of Central Asia. These examples show that historically motivated ergonyms do not simply identify organisations. They also transform elements of regional heritage into commercial symbols. Historical names increase the cultural prestige of a business and differentiate it from enterprises using neutral or purely descriptive names.

National-Cultural Values Expressed through Positive Lexemes. A significant number of Namangan ergonyms contain lexical units associated with positive values, good wishes, moral qualities, prosperity, health, and hope. The word kelajak, meaning “future,” appears in Pop Kelajak Agromarkaz. It creates an image of development, innovation, and long-term prosperity. The use of this lexeme is particularly meaningful in the agricultural sector, where future harvests and sustainable development are central ideas. Yangi Munavvar Tong may be translated as “a new radiant dawn.” This metaphorical name expresses renewal,

hope, light, and the beginning of a successful period. The semantic structure is strongly connected with positive cultural symbolism: dawn represents a new beginning, while munavvar means enlightened, bright, or radiant. Xolis Xizmat means sincere, honest, or impartial service. The adjective xolis belongs to the ethical vocabulary of Uzbek culture. It emphasises honesty, fairness, and service without hidden intention. In a commercial name, it presents the organisation as morally trustworthy. The element shifo, meaning healing, is frequently used in medical ergonyms. Examples include Xosiyatli Urjuza Shifo Maskani and SN-Gastromed Shifo. The word has not only a medical meaning but also strong cultural and emotional connotations. It suggests relief, recovery, care, and hope. The name Sog'lom Bolalar, meaning "healthy children," expresses the desired outcome of paediatric medical service. It is simple, emotionally positive, and immediately understandable. The word ne'mat, used in Nozilabegim Ne'matlari, means blessing, valuable gift, or abundance. In Uzbek cultural consciousness, it is associated with food, prosperity, divine favour, and gratitude. Therefore, the name presents the goods or services as valuable and beneficial. The component joziba, found in Chust Joziba Dunyo, means attractiveness or charm. It creates an aesthetic and emotionally appealing image. Other evaluative elements such as zafar "victory," oydin "bright" or "clear," muhtasham "magnificent," sevimli "beloved," baraka "blessing and abundance," and omad "success" are highly productive in Uzbek commercial naming. They do not provide detailed information about the service but shape a positive emotional attitude before the customer uses it.

Anthroponyms and the Semantics of Personal Trust. Personal names are widely used in Namangan ergonyms. Examples include Laylo Learning Center, Fotima Medical Plaza, Dilbar Print, Imran Palace Hotel, Safia, and Nozilabegim Ne'matlari. The use of a personal name may indicate ownership, family business, personal responsibility, or dedication to a particular person. It creates a more individualised and emotionally familiar image than an abstract commercial term. In the Uzbek cultural context, names such as Laylo, Fotima, Dilbar, Imran, and Nozilabegim carry additional associations. They may reflect religious tradition, literary memory, beauty, respectability,

family continuity, and social prestige. For example, Fotima Medical Plaza combines a culturally recognisable female name with the English components medical and plaza. This hybrid structure unites personal and cultural familiarity with the image of a modern medical institution. Laylo Learning Center similarly combines an Uzbek and Eastern personal name with an English educational term. The name remains locally recognisable while signalling modernity and international educational standards. Nozilabegim Ne'matlari is culturally expressive because the female name contains the respectful element begim, while ne'matlari means "her blessings" or "her delicacies." The entire construction may evoke hospitality, homemade products, abundance, and respect for a female founder or family tradition. Anthroponymic ergonyms are particularly effective in communities where interpersonal trust and family reputation play an important role in economic relations.

Agricultural Culture in Regional Ergonymy. Agriculture is one of the most visible semantic domains in the ergonymic system of Namangan's districts. This is reflected in the frequent use of components such as agro, dehqon, tomorqa, o'simlik, agrokimyo, texnika, zoovet, and bio. The ergonym Dehqon Qanoti Tomorqa Xizmati is especially culturally marked. Dehqon means farmer, while qanot literally means wing. The expression "the farmer's wing" is metaphorical and presents the organisation as a source of support, strength, and opportunity for agricultural workers. The component tomorqa xizmati specifies services for household land plots. Mingbuloq O'simliklar Agro Xizmati Klinikasi applies the medical term klinika to plant care. This metaphorical transfer conceptualises plants as living organisms requiring diagnosis and treatment. It also reflects the increasing professionalisation of agricultural services. Agro Zoovet Xizmat combines agricultural and veterinary terminology, while Agrokimyo Savdo Servis indicates the commercial and service functions related to agricultural chemicals. Golden Fresh Fruit represents a globalised naming model, yet its semantics correspond to the agricultural specialisation of the region. The words golden, fresh, and fruit create associations with high quality, naturalness, export potential, and abundance. The dominance of agricultural terminology in district ergonyms demonstrates the close connection

between local naming practices and the economic life of the population. In such cases, the ergonym becomes a linguistic indicator of regional specialisation.

Metaphoric and Symbolic Models. A number of Namangan ergonyms are based on metaphor and symbolic association rather than direct description.

Yangi Munavvar Tong symbolises renewal and future success.

Dehqon Qanoti represents service as a “wing” supporting the farmer.

Davr, meaning “era” or “period,” suggests modernity and a new stage of development.

Musavvir, meaning artist or painter, evokes creativity, refinement, and aesthetic value.

Sabo, meaning a gentle morning breeze, creates an association with freshness, lightness, and pleasantness.

Risola may evoke a written treatise, story, or meaningful narrative. In the name of a tourist organisation, it may symbolically connect travel with knowledge and cultural discovery.

Metaphorical names are more expressive and memorable than purely descriptive ones. However, they often require an additional generic component such as hotel, travel, burger, or tourism to clarify the sphere of activity.

Hybrid Names and the Interaction of Local and Global Semantics. The ergonymic landscape of Namangan is characterised by the active combination of Uzbek, Arabic-Persian, Russian, and English lexical elements.

Examples include:

-  Akhsikent Hotel;
-  Muhtasham Travel;
-  Laylo Learning Center;
-  Fotima Medical Plaza;
-  Zafar Plaza Hotel;
-  Pop Kelajak Agromarkaz;
-  Chust Agro Bioservis;
-  Bio Agro Ximiya Servis;
-  Omadbek Lyuks Trans Servis;
-  Golden Fresh Fruit.

In these names, a local toponym, anthroponym, or culturally marked word is combined with an international commercial term. The local component provides identity and familiarity, while the English or

international element suggests modernity, prestige, technology, and participation in the global market. The model “local name + English business term” is especially productive. Akhsikent Hotel links regional history with international hospitality terminology. Laylo Learning Center combines personal-cultural familiarity with a modern educational image. Fotima Medical Plaza presents a medical institution as both locally recognisable and internationally oriented.

In district ergonyms, hybridisation often involves the term service/servis. The coexistence of xizmat, servis, and service demonstrates three naming tendencies: the use of the Uzbek equivalent, the adapted loanword, and the original English form.

Hybrid names therefore reflect a transitional linguistic situation in which local identity is not replaced by global terminology but is combined with it.

Differences between the City and District Ergonymic Models. The comparison of Namangan city with the districts reveals noticeable differences. In Namangan city, ergonyms more frequently contain English commercial terms such as hotel, plaza, travel, education, learning center, medical, vision, express, and logistic. These names are associated with tourism, private education, medicine, urban retail, and modern services. In the districts, names more often include local place names, agricultural vocabulary, and Uzbek evaluative lexemes. Examples include Pop Kelajak Agromarkaz, Qayqi Agro Texnika Servis, Toshbuloq Xolis Xizmat, Dehqon Qanoti Tomorqa Xizmati, and Yangi Munavvar Tong. Thus, urban naming tends to emphasise prestige, modernity, and internationalisation, while district naming more clearly reflects locality, agriculture, traditional values, and direct functional information. Nevertheless, the two models are not isolated. Global elements are also present in district names such as Golden Fresh Fruit and Agroviet Protection Service, while regional and historical units occur in city names such as Akhsikent Hotel and Sodiq Namangan.

CONCLUSION

The analysis demonstrates that the ergonyms of the Namangan Region constitute a linguistically and culturally significant subsystem of regional onomastics. First, regional place names play an important role in the formation of commercial names. Components such as

Namangan, Pop, Chust, Qayqi, Toshbuloq, and Mingbuloq identify the geographical affiliation of enterprises and strengthen their connection with local communities. Second, historical and cultural memory is reflected in ergonyms such as Akhsikent Hotel, Buyuk Ipak Yo'li, Chorsu, and Sayhun. These names transform elements of the region's historical heritage into symbols of commercial identity. Third, national-cultural values are expressed through positively marked lexemes such as kelajak, xolis, shifo, sog'lom, ne'mat, munavvar, joziba, zafar, and baraka. These words create associations with prosperity, honesty, healing, health, abundance, beauty, and hope. Fourth, anthroponymic ergonyms reveal the importance of personal and family identity in local business culture. Names such as Laylo, Fotima, Dilbar, Imran, and Nozilabegim give organisations a personalised and culturally familiar character. Fifth, agricultural terms form a particularly productive semantic group in the districts. Their use reflects the economic specialisation of the region and the close relationship between naming practices and the everyday life of local communities.

Sixth, hybrid ergonyms demonstrate the interaction between national identity and global commercial language. Local names are frequently combined with English terms such as hotel, travel, learning center, medical plaza, service, and fresh fruit. Such combinations allow businesses to preserve regional recognisability while presenting themselves as modern and internationally oriented. In general, the ergonyms of the Namangan Region function as concise cultural texts. They preserve geographical information, historical memory, traditional values, economic priorities, and contemporary aspirations.

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