

Manipulative Principles in The Formation of Pragmatonyms

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Abstract: This article examines the role of pragmatonyms in modern advertising discourse and their manipulative potential. Pragmatonyms are considered as central elements of the advertising onomasticon, functioning as key tools for attracting consumer attention within the AIDA model. The study analyzes graphic, phonetic, morphological, syntactic, lexical-semantic, and stylistic means involved in the creation of pragmatonyms. Special attention is given to manipulation, covert communicative influence, neuro-linguistic programming (NLP), and representational systems. The findings suggest that pragmatonyms should be viewed as multi-layered linguistic constructs performing nominative, advertising, and cognitive-cultural functions.

Keywords: Pragmatonym, advertising, manipulation, AIDA model, NLP, representational system, advertising discourse, naming, linguistic devices.

Introduction: The term manipulate (verb) is defined as “to control something or someone to one’s own advantage, often in an unfair or dishonest manner.” In other words, it refers to exerting influence or control over an object, situation, or individual in order to achieve a desired benefit, frequently through indirect, strategic, or potentially deceptive means.

Manipulation is a form of covert communicative influence aimed at achieving the personal interests of the influencing subject. These interests often do not align with the intentions of the target individual and may even contradict their desires or benefits.

In the process of manipulative influence, control is exerted over the consciousness of the target without their awareness. This control is achieved through the presentation of information in a distorted, one-sided, or non-objective manner.

Several Uzbek scholars have also conducted research on the concept of manipulation. For instance, the works of M.J.Rajabov and Kh.H.Rajabova demonstrate that the notions of manipulation, representational systems, and covert control of consciousness are interpreted as closely interrelated phenomena.

In their article “Types of Manipulation and the

Expression of Representational Systems in Individuals,” the authors argue that any process of information transmission by a manipulator is accompanied by a manipulative component. In this process, various defense mechanisms, as well as neuro-linguistic programming (NLP), and the specific techniques associated with these technologies, serve as tools for influencing human consciousness.

The article further analyzes the concept of representational systems (visual, auditory, and kinesthetic), along with theoretical insights into synesthesia and its various forms. Thus, it is emphasized that the linguistic units employed in speech can help identify which representational system an individual relies on when perceiving information.

Today, the rapid development of the advertising industry can be clearly observed. In this regard, the issue of naming in advertising (name-giving practices) has attracted particular attention within the academic community. This article is devoted to pragmatonyms, which occupy a central position in the advertising onomasticon and serve the primary goal of advertising—drawing attention to a product or service.

The study examines the place of pragmatonyms within the class of onyms, their naming principles, and their

role in fulfilling advertising functions within the framework of the AIDA model. Furthermore, it analyzes the graphic, phonetic, morphological, syntactic, lexical-semantic, and stylistic devices employed in the creation of pragmatonyms, as well as the significance of borrowed words in this process.

Research by A.A.Makarenko and other scholars (I.V.Kryukova, O.V.Kirpicheva, I.I.Isangusina, A.A.Isakova, E.S.Popova, N.A.Stadulskaya, among others) demonstrates that in the modern advertising system, pragmatonyms are no longer peripheral elements of the onomastic system but have become its core units. They do not merely function as names for goods or services; rather, they actively operate as key manipulative and attention-attracting tools within advertising discourse.

In this context, pragmatonyms mobilize not only denotative meanings that describe product features, but also internal form, phonetic imagery, stylistic coloring, and cultural-associative layers. As a result, they contribute to shaping a desired emotional background and a positive attitude in the consciousness of the addressee.

As noted by A.A.Makarenko, the effective functioning of pragmatonyms is closely linked to the first stage of the AIDA (Attention – Interest – Desire – Action) model, namely, attracting attention. If an advertising name fails to capture the consumer's initial attention, the subsequent stages (interest, desire, and action) cannot be activated. Therefore, pragmatonyms generate a strong attraction effect through various levels of linguistic means, including:

- **graphic devices** (capitalization, numbers, punctuation, hyphenation, and combinations);
- **phonetic devices** (alliteration, rhyme, repetition, onomatopoeia);
- **morphological devices** (affixation, compounding, abbreviation, blending, and conversion);
- **syntactic models** (word combinations and full-sentence names, especially imperative constructions);
- **lexical-semantic means** (emotionally evaluative vocabulary, wordplay, colloquial and slang elements, occasionalisms);
- **stylistic tropes and figures** (metaphor, metonymy, personification, hyperbole, allusion, irony, etc.);
- **borrowed words**, which function as markers of exoticism and prestige in brand naming.

The “emotional tuning” tactic described by E.S.Popova relies precisely on these lexical-semantic and stylistic resources, aiming to bring the addressee closer to the

advertised object and to evoke positive emotions and trust.

Thus, pragmatonyms should be regarded as multi-layered linguistic constructs: they simultaneously perform naming, advertising, manipulative, and cognitive-cultural functions. Consequently, pragmatonyms created with consideration of the addresser–addressee factor in commercial nomination can be evaluated as one of the most important pragmatic tools enhancing the communicative effectiveness of advertising texts.

It is well known that the core idea of an advertising message is primarily realized through advertising names. In I.V.Kryukova's research, several groups of advertising names are distinguished: verbal trademarks (i.e., pragmatonyms), names of business associations (ergonyms), mass media names (hemeronyms), ceremonial events (geortonyms), and transport names (poreonyms).

O.V.Kirpicheva identifies the main naming principles that distinguish pragmatonyms from other groups of onyms.

Based on examples from the advertising database available at www.textart.ru, the following types are outlined:

1. **Identifying names:** the internal form is transparent and easily understood (e.g., Ready Flowers – a flower shop, CartoGo – car rental, Brighter Naming – a naming company);
2. **Conditionally symbolic names:** pragmatonyms indirectly reflect the real characteristics of the object (e.g., Impulse – an energy drink, Lakeview – a motel, Scotland on Sunday – a newspaper);
3. **Symbolic names:** there is no direct semantic connection between the name and the object it denotes (e.g., Dragonfly – a sewing machine, Sunrise – a beauty salon, Birds – an auto service).

Contemporary researchers (I.I.Isangusina, N.A.Lukyanova, O.E.Yakovleva, N.A.Stadulskaya, O.V.Kirpicheva, among others) emphasize that pragmatonyms are becoming a core component of the onomastic system of language. According to I.I.Isangusina, product naming is increasingly forming an important subsystem across various types of communication (marketing, advertising, everyday discourse), which is associated with changes in economic relations and shifts in axiological perspectives.

According to O.V.Kirpicheva, pragmatonyms exert influence on the addressee of advertising by realizing multiple types of potential: denotative (indicating product features), semantic (as words with internal

form), phonetic (through sound complexes), and stylistic (as expressive devices).

Thus, pragmatonyms are not merely names of products or services but linguistic units actively participating in manipulative communication.

Today, many coffee shops and coffee chains pay special attention to the design of disposable cups. The texts placed on such cups often function as a form of covert advertising, as they rarely explicitly promote the quality of the product or the name of the coffee itself. Instead, they are predominantly emotionally oriented and carry a semantic load aimed at reinforcing the value of coffee consumption within society.

Among modern youth, personal development and self-improvement have become increasingly popular. Therefore, motivational texts used as linguistic units serve to inspire individuals, enhance positive thinking, and foster an optimistic attitude toward achieving personal goals.

CONCLUSION

In conclusion, the study demonstrates that pragmatonyms have evolved into a central component of the modern advertising onomastic system, functioning not merely as naming units but as powerful instruments of manipulative and persuasive communication. Their effectiveness is largely обусловлена their ability to attract attention at the initial stage of the AIDA model, which determines the success of subsequent stages of consumer engagement.

The analysis shows that pragmatonyms operate through a complex interplay of linguistic levels, including graphic, phonetic, morphological, syntactic, lexical-semantic, and stylistic means. By mobilizing denotative meanings alongside phonetic imagery, internal form, and cultural-associative elements, they create a strong emotional impact and shape positive attitudes in the consciousness of the addressee.

Furthermore, pragmatonyms actively employ manipulative strategies, including covert influence and emotional “tuning,” which are often supported by techniques such as NLP (Neuro-Linguistic Programming) and the use of representational systems. This confirms their role as multi-layered linguistic constructs that integrate naming, advertising, cognitive, and cultural functions.

The findings also highlight that contemporary advertising increasingly relies on implicit and emotionally oriented messages, as illustrated by the example of texts on coffee cups, which function as subtle carriers of value-based meanings rather than direct product promotion. In this context,

pragmatonyms and related linguistic elements contribute to shaping consumer perception and reinforcing socially significant values.

So, pragmatonyms should be regarded as one of the most effective pragmatic tools in advertising discourse, significantly enhancing communicative efficiency and influencing consumer behavior in modern marketing environments.

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