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National and cultural features of brand names .....	589
<b>D.R.Ismoilova</b>	
Ingliz va o'zbek tillaridagi "Qotillik" mikromaydoni.....	596
<b>X.P.Shodmonov</b>	
Idiostil va stilistik konvergensiya munosabatining lingvopoetik tadqiqi.....	601
<b>X.Matnazarova</b>	
Diskurs tenorida adresant rollarning lingvistik tahlili .....	606
<b>J.Q.Ismonaliyev</b>	
Zamonaviy o'zbek tilshunosligida fe'l va zamonlarning o'rganilishi .....	609
<b>M.A.Abdulimova</b>	
Alisher Navoiyning "Farhod va Shirin" dostonidagi o'xshatishlarning mazmuniga ko'ra turlari .	612



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**BRENDLAR NOMINATSIYASINING MILLIY-MADANIY XUSUSIYATLARI****НАЦИОНАЛЬНО-КУЛЬТУРНЫЕ ОСОБЕННОСТИ НОМИНАЦИИ БРЕНДА****NATIONAL AND CULTURAL FEATURES OF BRAND NAMES****Madiyeva Madina Yusupovna** 

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**Annotatsiya**

Xalqlar hayotining mintaqaviy o'ziga xosligi har bir xalq madaniyatining rivojlanishi uchun sharoit yaratib beradi va predmet hamda tushuncha nomlanishiga imkon tug'diradi. Shu tarzda brend nomi shakllanadi, u insonlarning ijtimoiy ruhiyatiga ta'sir ko'rsatadi, milliy brendlarning amaliy faoliyat yo'nalishi ochib beriladi. Ushbu maqolada brendlar nominatsiyasining lingvomadaniy tadqiqi muhimligi, ularning semantik ma'no qirralari turlichaligi hamda mustaqil holda nomlangan tushunchalarning ma'no-mazmun belgi xususiyatlari ko'p hollarda milliy-madaniy mazmunga ega bo'lgan til birliklaridan tashkil topgani aniqlandi. Brendlarga nom berilishida, albatta, milliy-mental fenomenlar muhim o'rin tutadi. Anglashiladiki, ayniqsa, o'zbek milliy brendlari orqali o'zbek xalq madaniyati, qadriyatlarini, xususan, milliy an'analari haqida ma'lumotga ega bo'lish mumkin.

**Аннотация**

Региональное своеобразие быта народов создает условия для развития культуры каждого народа и позволяет назвать предмет и понятие. Таким образом формируется фирменное наименование, оно влияет на социальную психику людей, раскрывается практическая направленность деятельности национальных брендов. В данной статье была выявлена значимость лингвокультурного исследования номинации брендов, многообразие их смысловых смысловых граней, а также значимо-содержательные характерные особенности самостоятельно названных понятий, которые в большинстве случаев состоят из языковых единиц, имеющих национально-культурное значение. В именовании брендов, безусловно, важное место занимают национально-ментальные явления. Понятно, что, в частности, через узбекские национальные бренды можно получить информацию о культуре, ценностях и национальных традициях узбекского народа

**.Abstract**

The regional originality of the peoples' way of life creates conditions for the development of the culture of each nation and allows you to name the subject and concept. Thus, a brand name is formed, it affects the social psyche of people, and the practical orientation of the activities of national brands is revealed. In this article, the significance of the linguistic and cultural study of the nomination of brands, the diversity of their semantic semantic facets, as well as significant and meaningful characteristic features of independently named concepts, which in most cases consist of linguistic units of national and cultural significance, was revealed. Of course, national-mental phenomena occupy an important place in the naming of brands. It is clear that, in particular, information about the culture, values and national traditions of the Uzbek people can be obtained through Uzbek national brands.

**Kalit so'zlar:** Nominatsiya, brend, lingvomadaniy aspekt, milliy-madaniy xususiyat, tushuncha, leksik birlik, ijobiy ma'no, milliy xoslik, urf-odatlar.

**Ключевые слова:** Номинация, бренд, лингвокультурный аспект, национально-культурная особенность, концепт, лексическая единица, положительный смысл, национальная идентичность, традиции.

**Key words:** Nomination, brand, linguistic and cultural aspect, national and cultural feature, concept, lexical unit, positive meaning, national identity, traditions.

**INTRODUCTION**

The language of business is not a set of words, but a clear and well-thought-out structure that includes brand names, complex ideas and popular stories with deep meaning. Almost all of these elements, with a few exceptions, are figures of speech that affect the behavior of customers, customers, employees, and most importantly, make a profit. The behavior of market participants is largely determined by the language of business.

Fundamental changes in the field of science in our country determined a number of priority tasks of linguistics, that is, in solving problems such as "maintaining the purity of the state

language, enriching it, increasing its position and prestige at the international level, developing foreign cooperation relations" [1: P.01]. Systematic approach to the study of linguistic and cultural units, in particular, brands and their naming, put on the agenda the issues of creating their scientific theoretical basis at the level of world standards.

In modern society, the brand and its linguistic semantics act as one of the mental units of the language picture of the world, accumulating various associative images, concepts, representations, attitudes, evaluations, which are realized in English and other languages [2:P.151].

The study of the linguistic-cultural aspect of brand nominations is of great importance because brand names often constitute linguistic constructs that reflect the uniqueness of national culture. When giving names to brands, national-mental phenomena certainly play a significant role. Moreover, through Uzbek national brand names, it is possible to gain information about Uzbek culture, values, especially national traditions and customs. Precisely through these aspects, national-cultural characteristics become apparent in brand nominations. As emphasized above, the nomination is a process and result of naming concepts, where language elements interact with the object [3: P. 230.].

### LITERATURE ANALYSIS

When discussing the national-cultural characteristics of brand nominations in this article, we primarily consider naming through words and word combinations. V.Y.Chunakova, A.A.Medvedeva, M.A.Dubinina, Yu.S.Naydenov, U.A.Adamenko, S.A.Shusharin, Dj.K.Verkmán, N.N.Morozova, V.Y.Kojanova, O.V.Gluxova, and X.D. Paluanova highlights the method of delivering information expressed in language as being crucial to accurate naming [4: P. 17.]. Certainly, this is a fundamental concept related to nomination.

### RESEARCH METHODOLOGY

In any brand nomination, naming through lexical units or word combinations (lexical nomination) is referred to as appealing directly to a ready-made concept. This, in turn, is regarded as a binary nomination outcome. It's known that brand names formed through the semantic method from lexemes in the general language also fall under this second (binary) nomination process.

Apart from Uzbek words and idioms, the inclusion of Arabic words with unclear meanings in brand names was also observed: "Ansor" restaurant.

The first criterion in naming brands is the selection of lexical units that are familiar to the public and have a positive meaning, and this unit should correspond to both the brand product and its symbol.

### ANALYSIS AND RESULTS

In English, during the process of brand nominations, acquiring semantic meanings, from a linguistic-cultural perspective, they are transformed into nationally meaningful units. Especially when present in one language but lacking a counterpart in another, national-cultural uniqueness becomes distinctly evident. Additionally, brands that have entered the international arena by not resorting to counterparts in other languages also possess national-cultural markers. This situation is observed in Uzbek, English, and Russian languages. For example, the naming of brands using Uzbek national linguistic units, their formation in a national cultural style, the formation of national semantic associative units, and their special production by language speakers demonstrate their national-cultural orientation. Such names provide the opportunity to identify certain semantic functions alongside their relationships. Similarly, in the participation of lexemes, using the word "Xon" as an example in brand naming is possible, for example: "KHAN CHAPAN", "XON", *Kafe "Xon"*, "Xon" (*To'yxonasi*), "Xonpalace Hotel", "Khan Orda Hotel", "Temurkhan Hotel", "ABBOS KHAN house" etc.

The national brand "KHAN CHAPAN" operates a restaurant. This word combination is introduced as a reality, where "KHAN" and "CHAPAN" are formed based on the English language as a reality in English. We refer to the Uzbek language explanatory dictionary. There, the word "xon" is explained as follows: "Xon - 1. Title of rulers among Turkic and Mongolian peoples. Qo'qon Khan. Khan's palace. 2. Added to the name of a person who has ruled as a Khan, indicating the title. Bahodir Khan - in Khiva, Khudoyor Khan - who ruled in Qo'qon" [5:P.410.]. "CHAPAN" - a long

## TILSHUNOSLIK

national garment worn over clothes, stuffed with cotton inside; robe. "Beggar's robe. Cotton robe. Winter robe. To wear a robe" [6: P. 506.]. By using these two lexemes, a national identity is given to the brand name.

Indeed, "*Chopon*" is considered an important attribute in Uzbek national customs and traditions. It has maintained its significance within the range of Uzbek national clothing. Among Uzbek brands, the "*Mursak*" brand, which produces women's clothing, holds a special place [6: P. 646.]. The word used to denote the new style of traditional Uzbek outerwear worn by women is a word that has gained popularity today and is somewhat limited in use. The selection of this lexeme as a brand name not only prevents the disappearance of a less used word but also contributes to the entry of a word expressing national uniqueness into the global market, along with its service to expressing national identity.

In the analysis of brand names, it was found that many brands are named with ancient titles. The inclusion of the lexeme "*BEK*" into this series is possible. It is known that among Turkic peoples, the lexeme "*Bek*" was used as a title or name. Historically, the term "*Bek*" conveyed the meaning of "prince" or "nobleman". Among Turkic-speaking peoples, "*Bek*" was a title given to officials serving as governors or rulers. In Central Asian Khanates, beks were high-ranking officials or rulers, appointed as governors of specific regions. "*Bek*" was not only a title but also a symbol of respect and a prestigious address. Later, it began to be used as a personal name as well.

In the modern world, the lexeme "*Bek*" is used as a brand name for cafes, restaurants, hotels, companies, etc. The number of brands incorporating the term "*Bek*" in their titles is increasing in Uzbekistan. For example: "*BEK BREND*", "*Bek brend korxonasi*", "*FAYZ-BEK*", "*Bek shok brend ooo*", "*Ibrohim Bek*", "*Restoran Bek*", "*Bistro-Bek*", "*Semya restoranov BEK*", "*Bek restoran*", "*Bek kafe*" etc.

The extensive use of such lexemes is also observed in English brand names. For example, the English word "King" derives from the Anglo-Saxon word "cyning" and in various contexts and historical sources, it denotes the title given to a male monarch. In contrast, the equivalent term used for females is "Queen", which is bestowed upon the consort of a king. Brands derived from such titles include: "*King*", "*Princes*", "*Lady*", "*Mr.*", "*Aristocrat*" etc.

The term "*Malika*" can also be an example for this type of Uzbek brand names. *Malika* (Arabic) – 1. Queen. 2. A woman belonging to the royal family [7: P.533.]. In the past, girls were given the name "*Malika*" with the hope that they would become as dignified and influential as queens. This name is still used in this sense. The following Uzbek national brands are identified with this term: The "*Malika*" restaurant chain has been established in Tashkent, Samarkand, Khiva, Jizzakh, and Termez, and boasts a positive reputation. Additionally, brands such as "*Cafe MALIKA*", "*Malika Prime Hotel*", "*GOSTINISA MALIKA BUKHARA*", "*Hotel Malika Bukhara*", "*Malika Hotel Tashkent*", "*Malika Hotel Khiva*", "*Gostinitsa Malika Khayvak*", "*Malika Classic Hotel*", and others exist. It is important to note that while these brand names may contain Uzbek words, their structure does not conform to Uzbek language norms; rather, foreign elements within the names have displaced Uzbek words in their composition. We do not endorse such naming practices.

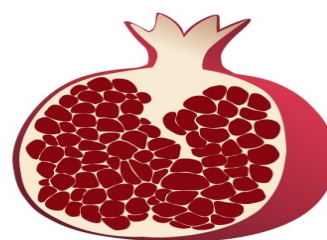
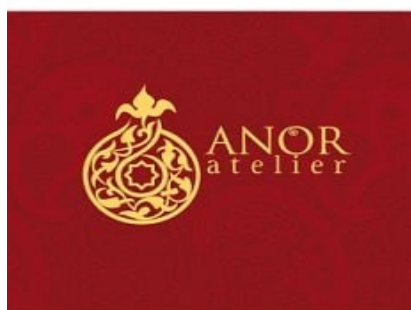
The linguistic characteristics of brand nominations are particularly evident, especially in hotel names. In Uzbek, hotel names fulfill the function of a national-cultural component as part of national brands. It is known that in Uzbekistan, the tourism market is dominated by hotels associated with various national cultural or historical names. Today, many hotels are offering their services to both domestic and foreign tourists. Among them, national hotel brands hold their place. For example, "*NUR MEHMONXONA*", "*GRAND Nur*", "*USMON NUR TEKSTIL*", "*TOSH NUR TEKSTIL*", "*NUR-AZIZ VA AL-AZIZ*", "*NUR HOTEL*", "*Hostel Nur*" etc. The word "Nur" in the explanatory dictionary is defined as a source of light derived from a source of light and is imagined in a radiant, shining form in a metaphorical sense [8: P.66.].

Indeed, the term "nur" in Uzbek is closely associated with the meanings of radiance, light, and beauty. It's often not attributed to mundane objects. Additionally, among Uzbek national brands, not only hotels but also restaurants and specialized clinics have been named using the term "Nur". The meaning of the word "Nur" is well known in Islam, and its popularity has allowed it to be used in various national brand names. For example, in sectors such as restaurants, clinics,

clothing lines, and traditional crafts: “Shifo NUR”, “Yangi Nur Afsonasi”, “Nur so‘zana”, “NUR Restoran”, “Nur kafe”, “Nur hayot cosmetics”, “Nur Restaurant”, “Nur choyxona”, “AN NUR restaurant”, “Bek-Nur restoran”, “Uchtepa Nur Tekstil”, “Nurhayot tekstil” etc. In Uzbek national brand names, many words that serve as prominent national components have been observed. For example, the word “Anor”. It's known that “anor” has been a symbol of abundance and fertility among Turkic peoples since ancient times. In the explanatory dictionary of the Uzbek language, the word “anor” is defined as follows: “1. A subtropical plant belonging to the genus Anordoshlar, smaller in size, with a bush or shrub-like shape. 2. The ripe, juicy fruit of this plant with red or yellow skins” [8: P.87.].

Islamic patterns resembling a pomegranate are also present and widely used in embroidery, painting, and woodcarving. In Uzbek, the positive connotations of abundance and fertility associated with the pomegranate have led to the creation of various brands with the word “Anor” at their core, implying richness and abundance. Brands such as “ANOR”, “ART ANOR HOSTEL”, “ANOR kafesi”, “Anor Atelier”, “Supermarket Anor”, “Anorbank”, “ANOR MEBEL”, “Art Anor”, “Anor” and so on, have been identified. It is possible to observe the pomegranate motif being used as a brand logo even today:

Logos of the brands “Anor”



*anor*

Of course, associating such images and symbols with the world of animals and plants also reflects the national landscape, and in this context, naming brands is no exception.

Our research indicates that brand names are also influenced by phenomena such as images, myths, and symbols when derived from phytonyms. For example, national brand names created through the phytonyms “Rayhon” and “Anjir”:

On lexeme “Rayhon”: “Rayhon milliy taomlari (Tashkent)”, “Rayhon milliy taomlari (Fergana)”, “Rayhon milliy taomlari (Samarkand)”, “Kafe Rayhon”, “Rayhon tekstil”, “Xushbo‘y rayhon savdo”, “O‘zbekim Rayhoni Restoran” etc.

On lexeme “Anjir”: “Anjir Milliy taomlar (Tashkent)”, “Anjir”, “Anjir (restaurant)”, “Anjir kafe”, “Kafe “Anjir”, “Restoran Anjir”, “XK Anjir” etc.

“Rayhon” (basil) [pleasant-smelling plant species]: 1. bot. A fragrant annual plant belonging to the Labiatae family, grown for its abundant blue flowers. 2. Rayhon (woman's name) [10: P.345]. If “anjir” is meant: 1. A deciduous plant belonging to the mulberry family, with milky sap and lobed leaves. 2. The delicious fruit of this tree [11: P.85].

The word “rayhon” appears in two chapters of the Quran:

1. In Surah Ar-Rahman.
2. In Surah Al-Waqi‘ah.

In Surah “Ar-Rahman” the word “rayhon” (basil) is emphasized as a blessing and sustenance of this world, while in Surah Al-Waqi‘ah, it is highlighted as a blessing of paradise. According to its description, in the end, when questions are asked, the fragrance of the pomegranate remains, and its scent lingers when people pass by. It is emphasized that the upper part of the pomegranate, which is the flower, consists of twenty segments, its oven is heated by twenty stoves, and it is also emphasized that it is a remedy for many ailments. The alteration of “Ravoqiy rayhon” in the book “Sabot-ul Ojiz” by the Sufi Alloiyor is indicated to be due to the virtues of the pomegranate. Additionally, it is mentioned that upon death, if a person is good, assisting angels will come with bunches of pomegranates in their hands. Therefore, in some places, it is still



## TILSHUNOSLIK

customary to place pomegranates on the deceased. Figs and grapes are also blessed as fruits of paradise.

The following analytical method can help identify how a particular word influences human behavior: specifically, in understanding the various forms of thought that arise when learning the meaning of that word.

Brand names with the lexeme “Asl” were observed in Uzbek linguistic culture. For example: “Kafe Asl Milliy Taomlar (Tashkent)”, “Asl taomlar”, “Asl Milliy Taomlar (Andijan)”, “Asl Milliy Taomlar (Termez)”, “Asl Kamolon Milliy va Uygʻur Taomlar”, “Asl Osh”, “Asl Besh Panja”, “Asl Burger”, “Asl lagʻmon” etc.

Lexeme “Asl” : 1. Origin, ownership with regard to origin; descent, base. 2. Place of origin (base). 3 In creation, beginning, initial. 4 It gives real, genuine, real meanings [6: P.106]. In this lexeme, emphasis is mainly placed on increasing the quality and type of the product.

Our observations showed that the majority of brand names reflecting national characteristics are taken from common words and professional lexicon. Such brand names have a linguistic and cultural character in the process of their formation. For example, with the participation of the lexeme “Orom” in the Uzbek language “*OROM MEHMONXONA TOSHKENT*”, “*Orom kafe*”, “*Otel Orom* etc., With the using the lexeme “Orzu”; “*ORZU MEHMONXONA*”, “*ORZU kafe*”, *Restoran Bar “ORZU” leather goods producing factory* etc., with the using the lexeme “Safar”; “*Gostinitsa Safar*”, “*Safari – ArtCafe*”, “*SAFAR HOTEL*” etc. brand names are created.

In this case, the lexeme *orom*, *rohat* and *orzu* is the main national component in these brand names as a spatial code, while among the English trademarks mainly “Heaven”, “Pleasure”, “Enjoy”) lexemes are observed. For example, “*Sparkjoys*”, “*HappyPrint*”, “*HappyAxis*”, “*HappyMac*”, “*Heaven by Marc Jacobs*” etc [10: date of application: 15.02.2022].

Another lexeme that serves as a basis for brand names is the word “Chinor (sycamore)”. “Chinor (sycamore)” - : 1. A large, long-lived, shady tree with bluish bark and palmate leaves. 2. *Figuratively* means Spouse or son (in relation to a woman). 3 *figuratively* means Suyanchik (supporting person) [6:P.186]. Examples of national brands with this lexeme are: “*Art Chinor*”, “*Ming Shinor*”, “*Chinara*”, “*Al- chinor*”, “*cafe Chinor*”, “*Chinor Buxoro Taomlari Choponcha*”, etc.

Another national brand “*Tulpor imkon*” is given as a word combination. A construction company operates under this brand. In the Uzbek national landscape, the vulture lexeme has a positive meaning. The word “*Tulpor*” is explained in the explanatory dictionary of the Uzbek language as follows: 1. A thoroughbred, swift three-legged horse 2. A legendary flying horse with wings. In our opinion, this was caused by the ideas of our ancient ancestors about the swiftness and strength of the image of the vulture. The word “Imkon” means possible, able and powerful.

One of the restaurants in the capital operates under the brand “*Tandoor family restaurant*” in Uzbekistan. The name “*Tandoor*” is used for expressiveness by increasing the quality. In the explanatory dictionary of the Uzbek language, tandir is defined as a device made of clay for cooking and preparing bread, somsa, kebab, etc [9: P.662.]. Tandir has its value in Uzbek culture. Even recently, every household had a tandoor device, bread and somsa were baked in the tandoor in almost all families, and in many cases this was considered a phenomenon related to waiting for guests. Even now, this custom exists in regions and districts.

It is known that many brand names in the Uzbek language are formed on the basis of elements of international terms. Although such terms reflect common aspects of art and design fields of international importance, they have a national-cultural character from the point of view of their creation. To create brand names, it is possible to use words from the actual (actual, current) lexicon of the selected language, as well as artificial, artificial words and phrases, including those that are now customary and have their place in Uzbek culture. English spelling of words is also often observed. For example, the lexeme “Silk”: “*Silk Road Restaurant*”, “*Silk Road Explorer*”(Turagentstvo), “*Silk Road Restaurant*”, “*Silk Road Tea House*” etc. The word “Silk” is translated into Uzbek as “ipak (silk)”. Silk: 1. a very thin, soft, shiny, soft fiber produced by the cocoon and spun from it. 2. Cloth woven from such threads, silk and clothes or articles made from them. 3. In the figurative sense, it is used in gentle, delicate meanings [6: P.223]. As we can see, the phrase “Silk Road” is present in almost all brands. It is known that the words “silk road” and

“great silk road” have a special place in Uzbek values. The Great Silk Road was an intercontinental caravan route that first connected Eastern and Western countries in ancient and medieval times. This goes back to the history of our country. The Great Silk Road passed through the cities of Kokand, Tashkent, Jizzakh, Samarkand, Bukhara, Urganch, Karshi, Termiz, Kuva, and Margilan. Some brands are based on the Uzbek script, but with the participation of the English lexicon: “Silk Road Banquet Hall” or in full Uzbek: “Buyuk Ipak Yo’li” (restaurant), “Ipak Yo’li” (supermarket) etc. Also, the Great Silk Road is connected with historical and cultural monuments, ancient roads and routes, our national and spiritual wealth and traditions. A positive assessment of this image has been formed in the thinking of our people.

When it comes to the nomination of national brands, there were many cases of internationalization. For example, the Uzbek brand called “*Fratelli Casa*”. Its translation from Italian means “*House of Brothers*” and it was founded in Tashkent in 2006 by the brothers Sherzod and Shahrukh. According to the information, there were some problems in giving such a name to the brand. It was believed that naming the brand in Uzbek would not give the expected result. Because at that time, the name of the brand had to act as a guiding beacon for customers. One of the important features of “*Fratelli Casa*” brand is its popularization of national motifs into everyday wear, creating women's blouses, sweatshirts, pants and dresses with attractive and beautiful address and slogan designs. At the exit, “*Fratelli Casa*” Uzbek brand has reached the international arena. The main reason for this name is to attract foreign customers.

**It is known that abbreviations have a special place in the nomination process. Abbreviations have a nominative function like words. Abbreviations are formed in each language based on the internal capabilities of that language, so they can be recognized as national-cultural units. Abbreviations are formed on the basis of the compressive (compression) method of word formation, and perform the function of nominative function in a short form. For example, when naming Uzbek national brands, a case of using the abbreviation of national names was observed. The names of many national brands are derived from personal names, for example, the brand “*Fadi*”. The national clothing brand “*Fadi*” is derived from the names of two designers, “*Fa*” - Muqaddam Fazulovna and “*di*” - Dilnoza Umirzakova. In general, this brand is named after an abbreviation, “*Fadi*” means a male name of Arab origin.**

**As an example we can include the following brand names:**

“*Zari showroom*” – Zarnigor Yusupova

“*Art by Safiya*” – Safiya Ashurali

“*Zukhradesign*” – Zukhra Abdusattorova

“*Feraz collection*” – Fezura Gulyamova

“*Komosh*” – Kamola Sohibova etc.

## CONCLUSION

As we can see, linguistic and cultural specificity can be observed in brand names in different languages. National brands also have such designations that acquire a national-cultural meaning based on derivational properties and nominative functions. Brand names not only focus on the perception of the world through them, but also encourage the public to imagine the national character of the product or service type and act accordingly. Because under each brand name lies the national outlook of a certain nation. This means understanding the world of the people who speak that language, understanding the worldview of the people who created the language. In this way, linguistic units that provide interaction between language and society, in particular, linguistic and cultural research of brands, meaningfully complement the research in this field in Uzbek linguistics.

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