

Production Characteristics of Ergonomics

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Abstract

In this article, the image that appears in the mind of the addressee when perceiving this or that name is more or less abstract from the activity of the named enterprise. It is said that the nominator chooses an associative-figurative name based on the "width of semantics" and the figurative objective and subjective associations perceived by the addressee associated with the word or words used in the name.

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Analyzing this topic according to the words of S. M. Mezenin: "the word (lexeme) is the most flexible unit in relation to the image, and has the maximum figurative potential due to the breadth of semantics that combines denotative and defining functions." It also states that "the limited, roughness of the image in relation to the object is a general feature of reflection, but only at its highest level - the level of human perception - the limitedness and roughness of the image is a conscious process." The names of cafes, bars, restaurants, educational centers, shopping facilities, analyzed from the point of view of the semantics of the names of ergonyms, can be conditionally divided into the following groups:

1. The group of ergonyms whose nomination is based on inanimate names: "Diydor" cafe, "Kayfiyat" cafe, "Cnos" cafe, "Yakut" bar, "Samo" cafe, "Bog" cafe, "National food" cafe, "Orzu" cafe bar, "Seventh Sky" cafe, "Akshom" karaoke bar, "Brilliant" wedding dress salon, "Ideal" restaurant-hotel, "Ideal plus" cafe, "Istiqlal" _wedding hall, "Uzbegim" cafe-bar, "Tango", "Afruz" restaurant complex, "Yagona" Disco & bar, "Yulduz" bar, "Fayz" shopping complex, "Surkhan" wedding hall, "Fayz" bar, "Sohil" bar, "Asia" restaurant, "Ulfat" cafe-bar, "Kushon" restaurant, "Uch oghlon" cafe, "Boss" cafe-bar, "Chakmok" cafe, "Sofia" cafe-bar, "Dostlar" cafe, "Dinamo" sports bar, "Samo" restaurant, "Bodom" cafe, "Shashlik" bar, "Chinor" kitchen, "Dengiz Marvaridi" kitchen, "Arslonbek" kitchen, "Avazbek" restaurant, "Shodlik" cafe and others. This method is traditional for this type of name. At the same time, it is worth noting that some nominations directly or associatively indicate the type of services typical of cafes, bars, restaurants: "National dishes" teahouse, Shashlik bar, fast food cafe "Shorchi fast food", fast food cafe "Pizza", "burger" "MEaT BURGERS", grill bar "BBQ BaR" fast food restaurant, "Yess pizza", "Shorchi zakaz somsa" kitchen, "Golden fish" kitchen, "avtosushi" cafe chain with delivery, "KFC" fast food restaurant (Kentucky Fried Chicken - "Kentucky Fried Chicken"), which is the information of ergonomics confirms the importance of the function. In this group, ergonyms composed of phytonyms can be distinguished: "Alma" cafe, "Lemon" cafe, "Gul" shop, "Manadarin-s" bar, "Sakura" bar, "" cafe, "Tomato fast." kitchen. Also, ergonomic-characteristics, which are expressed by the names containing the characteristics of the person by status: cafe-bar "Three Kings", cafe-bar "Lady", bar-restaurant "Monarch", restaurant "Kings", "KOROLLA" restaurant bar, "Bek" cafe, "Malika" home appliance store, "Sultan" home appliance store, etc. The designation of the group of ergonyms is based on the corresponding

names. The basis of this group is the names formed from anthroponyms: "Narimon Haji ota" cafe, "Sahib" construction store, "Ozoda" cafe, "Sogdiana" cafe, "Abdulla Baba" ice cream parlor, "Sahib Aralov" cafe, art-Elbek. Quarter hall, "Shakhrizoda cafe-snack" bar, "Tura chapag'on" restaurant, "Kushon" restaurant complex, "Boybota" tea house, "Sherzodbek" kitchen, "Batir" family cafe, "Khojiyev" kitchen, "Bahrom" kitchen, wedding salon "Nigora", show bar "Dilnoz GOLD", "Dildora" wedding salon, "Nargiza-81" pastry shop, "Anvarbek" suit shop, "Mustafokhan" suit shop, "Jalal Ota" shopping complex, "Nora" shop salon, "Milana" beauty salon, "Shukrona" restaurant cafe, "Dinara" wedding salon. Mythonyms - the name of an imaginary object of any sphere of onomastic space in legends and fairy tales: "Pandora" club-restaurant, "Yakub" educational center, "Humo" shopping center, "IQRO" educational center Pandora (from the ancient Greek Pandora - "all gifted with things" or all-powerful), in ancient Greek mythology - the first woman created by Prometheus on the order of Zeus as a punishment for stealing fire from people. Curiously, he opened a box (Pandora's box) from Zeus, from which all misfortunes and disasters immediately spread around the world, and only Hope remained under the closed lid. Such names are not random, they are aimed at emotional and spiritual impact, awakening positive associations of the client. It is necessary to distinguish ergonomics, which call living creatures and creatures perceived as living, as a separate group: "Delfin" car spare parts store, "Gul" store, "Eagle" cafe, "Lochin" cafe; The smallest group of names with ambiguous semantics are fast food restaurant "APIL-TAPIL", clothing store "C-3". All the analyzed structure names can be divided into real and symbolic names: 1. Real ergonomics, with their names, indicate the content or activity of this object: "Kebab" teahouse, "Live fish" kitchen, "Dombok chozha" grill center, national food kitchen, grocery store, "Natural Flowers" store, telephone repair shop, "Kitoblar Olami" book store, fast food restaurant, "GOSHTLI BURGERS", "BBQ BAR" grill bar. Genuinely motivated ergonomists give the broadest idea of the company's services. clear, does not mislead consumers, but they are represented by a small group compared to symbolic. Unlike real motivation, symbolic motivation does not answer the question of the activity and content of the enterprise. It can give an idea of it from a distance: "Samo" to office, "Kadam" restaurant, etc. It has an abstract nature and does not indicate the business scope of the entrepreneur: "Miracle" sewing shop, "INMART" entertainment shopping center, "AFSONA" wedding dress house, "Daymart" shopping complex and others. The modern era is characterized by diversity. Each name wants to stand out and impress the customer. One of the great features of modern language fashion is the use of language play. Deliberately breaking the graphics, highlighting any part of the name gives it a new meaning and often interests the receiver: "BiroN" kitchen, "CHINor" skewers. Thus, most of the ergonomics analyzed by us have a pragmatic nature, which is characteristic of the ergonomics of the city of Shorchi, aimed at instilling positive feelings in the customer towards the name of catering, educational centers, shopping do 'mine names show an element of self-promotion. Ergonomics are recognized to perform the nominative (naming, naming) function, they are structurally inseparable units. Most of the ergonomics of commercial organizations are represented by one-word simple forms, two-word constructions are less common. Structural types of ergonomics:

1. One-word ergonyms are the majority
2. One-rooted (its base corresponds to the root): "Miracle" sewing shop, "Lochin" cafe, "Ergut" cafe, "Grand" cafe, "Diydor" cafe, "Orzu" wedding hall, "Afruz" restaurant, "Versal" cafe, "Kadam" restaurant, "Samo" wedding hall, "Fonon" gold store, "Malika" household appliances store, "Orient" watch store, "Barbie" wedding salon, "Iqro" educational center, "Cnos" cafe, "Marjona" wedding dresses, "Astana" door store, "Afsona" wedding salon, "Progress" educational center center, "Asiyo" wedding salon, "Humo" shopping complex, "Kafolat" store, "Baraka" grocery store, "Ifora" wedding salon, "Sultan" household appliances store, "Melika" wedding salon, "Weber" hardware store, "Mandarin" sushi bar, "Daikon" sushi bar, "Lady" beauty salon, "Princessa" beauty salon, "Chinor" restaurant, Billur store and others.
3. Creations (basic and additional): "Volidam" wedding salon, "Teacher" bookstore, "Sevimli" cafe-bar, "Shukrona" cafe, etc.
4. Complex (based on two or more root morphemes): Seed store, Technoshop, "Uzbegim" wedding hall, "Shokhsaroy" wedding hall, "Belosnejka" wedding salon,

etc. 5. Related names: "Dildora" wedding salon, "Nora" wedding salon, "Sogdiyona" cafe, "Bek" cafe-bar, "Ozoda" cafe-bar, "Khojiyev" restaurant, "Istanbul" clothing store, "Afruz" restaurant, "Pandora" training center, "Milana" beauty salon, "Shukrona" confectionery store, "Surkhan" restaurant, "Anvarbek" suit and pants store "Koni", "Dinara" wedding salon, "Kadam" restaurant, "Fazo" restaurant, "Praga" cafe, "Diydor" cafe, "Joziba" cinema cafe, "Kirolich" restaurant.

3. Ergonims consisting of two or three words: cafe-bar "Seventh Sky", "MEaT BURGERS" gastrobar, "TEMIR GULLAR" machine spare parts store, "Ilm Nuri" educational center, "Story grand" building goods store, "Oltin Shaharcha" pre-school educational institution, "ASi-Dior" shopping complex, "Jalal ota" shopping complex, "Abdulla Bobo" ice cream bar, "Aziza-cake" pastry shop, "Milliy" food" kitchen.

The studied ergonisms, as a rule, are formed in two ways: semantic and correct word formation. The semantic method is expressed by ergonim-words:

a) transonymization. In the process of transonymization, the activities of different groups of initial names are different. In this, anthroponyms and toponyms are used more, and units of other classes are used less. During transonymization, the form of the original name remains unchanged. In the names of catering establishments, anthroponyms are mainly represented by names: "Nikol" restaurant, "Sogdiyona" cafe, "Dinara" beauty salon, etc. Surnames are used in special cases: "Khojiyev" restaurant, "Mirzayev" grocery store;

b) There are not many toponyms as initial names of transonymization: "Shorchi" restaurant complex, Denov zakas somsa, Zhargorgan tandir meat.

s) anonymization represented by two main types: metonymy (transfer is different is carried out for reasons: the location of the object, ethnic characteristics, profession and occupation of the host-visitor, the nature of the cuisine, etc.: cafe "Prague", bar-restaurant "Europe") and metaphor: bar "Lilac fog", front Fortress bar, Eden cafe-bar, Seventh Heaven cafe-bar, Landmark gastrobar and others. Metaphorical names indicate the respectability of the institution, the status of visitors, and specialization. of the institution, arouses romantic associations, etc.

c) derivation of nominative units of foreign languages, among which we can single out "Uzbekized" derivations: DJ-bar "Sacvoyage"; exoticisms with foreign language graphics: "IL Gusto" cafe, "Coffee Bean" cafe, "Yes pizza", "CRAFT" grill bar, "BeerVille" beer restaurant, "Pandora" club-restaurant, etc.; Mixed ergonims consisting of Uzbek and foreign words: recreation cafe "Pharavn zali", burger "MEaT BURGERS". Taking into account the structural characteristics of ergonims in Shorchi, we classified the nominations from the point of view of ownership as follows:

- 1) ergonim - noun: "Chinor" restaurant, "Diydor" cafe, "Bek" cafe-bar, "Zefir" and others.;
- 2) ergonomic - quality: "Pokiza" restaurant, "Tanco" restaurant;
- 3) horse + horse: restaurant "Pearl of the Sea", bar "Rustami Doston", restaurant "Travelers Club";
- 4) adjective + noun: Furniture house "Sweet Life".

The latest method of creating ergonomics can be considered graphic. Some ergonims in recent years are based solely on visual perception and are used to read various information to subjects. Ergonim's special graphic design is often an additional tool to create an advertising effect. Usually it is used as an addition to semantic-stylistic or other tools. The Russian language and other words introduced through the Russian language relate to social and political life in industry, agriculture, science and technology, art, trade, sports, and the military. Let's analyze the ergonims of the city of Termiz in terms of the main functions performed by the names:

- 1) the nominative function of identifying an object (the main of any proper name function);
- 2) informative;
- 3) advertising (names intended for the field of sale of goods and services specific functions).

If we consider the sum of ergonomics from the point of view of the implementation of these three functions, then in the ergonomic field, various types of nominations are divided as follows: the periphery of the ergonomic area consists of non-informative and informative ones. Advertising names: "Chinar" restaurant complex, "Yettinchi Osman" cafe-bar, "Lady" cafe-bar, "Fayz" shopping complex, "For you" restaurant, "Bek" cafe-bar, "Dengiz marvaridlari" restaurant, "Kushon" coffee shop, "Ali Murtazo" shopping complex and others. Thanks to the information in the appropriate names and the way they are presented, ergonims achieve their main goal - to attract the attention of customers. The names of cafes, bars, restaurants, commercial establishments, wedding salons in the city of Termiz contain two types of information: advertising and informative.

In order to attract the attention of the consumer, rational information in ergonomics is the most relevant. Usually, information about the service provided in the broadest sense of the word: "Abdulla Baba" food center, "Brilliant" gold jewelry store, "Baraka" food store, etc. as examples possible Advertising information is another type of differentiating and evaluating feature: Kushon restaurant-style cafe, Inmart and Daymart shopping center. Thus, by analyzing the performance characteristics of the names of beauty salons, we believe that it is possible to determine several important conditions for creating a successful ergonomic:

1. When creating an ergonom, it is necessary to make full use of the possibilities of creating a name so that the name does not become stereotyped, faceless, meaningless, and monoymous. You should try to create an individual name. The existence of homonymy is a serious drawback in the process of showing ergonims.
2. Natural pronunciation, harmony, beauty of ergonims.
3. When creating a name, the addressee is obliged to pay attention to the spelling rules existing in the modern Russian language.
4. Names should not contain false associations that contradict the type of business activity.
5. Do not overuse foreign vocabulary.
6. If possible, take into account the specific characteristics of the study area.

Thus, one of the important conditions for the effective operation of the ergonom is the equality of the candidate's intentions and the perception of the name by a potential addressee with different psychological and motivational characteristics. The informativeness of ergonomics for the consumer is a priority component. This is the most important piece of information to sell your product. Therefore, candidates who choose information over advertising appeal will inevitably win. It is no coincidence that the number of information ergonomies is increasing.

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