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STRATEGIES OF ERGONOMY FORMATION: TYPOLOGY, SEMANTICS, AND MARKET IDENTITY

Annotation

The researchers claim that the naming of brands is a common area of both language and commerce, with the naming choice being a direct factor in the determination of the brand's position, its differentiation, and consumer's interest in it. By integrating theoretical views and recent empirical evidence, this research not only points out the significance of the creation of strategic names in the market of today but also gives a framework for evaluating and designing effective commercial names.

Keywords: Ergonymy, Brand naming, Onomastics, Semantic motivation, Sound symbolism, Market identity, Naming strategies, Linguistic branding, Commercial names, Cognitive semantics.

ERGONIMLARNING SHAKLLANISH STRATEGIYALARI: TIPOLOGIYA, SEMANTIKA VA BOZOR IDENTIFIKATSIYASI

Annotatsiya

Tadqiqotchilar brend nomlash jarayoni til va tijorat kesishgan umumiy soha ekanini ta'kidlab, nom tanlash brendning bozordagi pozitsiyasini belgilash, uni boshqa brendlardan farqlash hamda iste'molchilar qiziqishini shakllantirishda muhim omil ekanini qayd etadilar. Nazariy yondashuvlar va zamonaviy empirik ma'lumotlarni uyg'unlashtirgan holda, ushbu tadqiqot bugungi bozor sharoitida strategik nom yaratishning ahamiyatini ko'rsatadi hamda samarali tijoriy nomlarni baholash va ishlab chiqish uchun konseptual asos taklif etadi.

Kalit so'zlar: brend nomlash, onomastika, semantik motivatsiya, tovush ramziyligi, bozor identifikatsiyasi, nomlash strategiyalari, lingvistik brending, tijoriy nomlar, kognitiv semantika

СТРАТЕГИИ ФОРМИРОВАНИЯ ЭРГОНИМОВ: ТИПОЛОГИЯ, СЕМАНТИКА И РЫНОЧНАЯ ИДЕНТИЧНОСТЬ

Аннотация

Исследователи утверждают, что процесс наименования брендов является пересечением языка и коммерции, где выбор названия непосредственно влияет на позиционирование бренда, его дифференциацию и интерес со стороны потребителей. Интегрируя теоретические подходы и современные эмпирические данные, данное исследование не только подчеркивает значимость стратегического создания названий в условиях современного рынка, но и предлагает концептуальную основу для оценки и разработки эффективных коммерческих названий.

Ключевые слова: брендинговое наименование, ономастика, семантическая мотивация, звуковая символика, рыночная идентичность, стратегии наименования, лингвистический брендинг, коммерческие названия, когнитивная семантика

Introduction

1.1 Definition of ergonym

An ergonym is a term used in onomastic studies to denote the proper name of a commercial enterprise, brand, shop, service, or any other type of business entity. Simply put, ergonyms are the individual names that make businesses, stores, eateries, and other commercial organizations identifiable and different from one another. Thus, the proper names comprising the ergonyms form a subclass, which besides being identifiers are also means of communication of the great commercial and social importance (Kryukova, 2020).

1.2 Relevance of studying ergonyms in linguistics, branding, and marketing

Ergonyms offer opportunities for research from different angles. To begin with, the ergonyms from a linguistic and onomastic perspective unveil the ways in which language in commercial contexts is used for naming, how naming practices develop, and how they indicate the trends in sociolinguistics. For example, within the scope of comparative historical research it has been proven that the naming patterns once prevalent in commercial within the Russian empire before the revolution directly descriptive or based on the owner have been replaced in many contemporary contexts with abstract or associative names (Rozhkova & Ruth, 2020). Further, from the point of view of a branding and marketing perspective, ergonyms get very often to be the first point of contact for a company and its potential audience. A well-chosen commercial name can easily clarify a brand's position, create the right associations, and thereby contribute to the brand's being remembered and market identity. One line of researchers claims that the phonetic, structural, and semantic aspects of a brand name are the most important factors contributing to a brand's success, sometimes as critical as the quality of the product or the extent of the marketing efforts (He, 2025). In this way, the analysis of ergonyms has the dual role of a bridge between linguistic theory and practical marketing

strategy, providing a double-edged sword of insights that are beneficial for both academic research and brand planting.

1.3 Research Objectives

The purpose of this research is to:

- Outline the different ways in which ergonyms can be formed by giving patterns on the basis of structure, language, morphology, and syntax.

- Delve into the semantic strategies such as descriptive, associative, symbolic, and metaphorical which are used in the creation of ergonyms.

- Investigate the role of ergonyms in establishing and promoting market identity including positioning based on names and targeting specific audiences.

- Discuss the social, cultural, and economic factors that affect naming practices.

- Provide examples and reference previous research to explain these strategies.

1.4 Methodological Approaches

In order to accomplish these goals, the research employs an interdisciplinary approach that merges:

- Onomastics, performing both structural and morphological study of ergonyms, which is particularly evident in the analysis of Russian and Uzbek naming trends (Kryukova, 2020).

- Cognitive semantics, illuminating the meanings and associations attached to ergonyms.

- Sociolinguistics, looking into the cultural, economic, and linguistic factors that dictate naming practices.

- Marketing linguistics and semiotics, analyzing the role of ergonyms as branding instruments through sound symbolism, phonetic appeal, and memorability (Ilkhomovna, 2025; Zokirovna, 2023).

Theoretical background

2.1 Place of ergonyms within onomastics

Onomastics, the study of names, traditionally scrutinizes anthroponyms, toponyms, and other sorts of proper names. ergo the business names layer form a specific class within the field that deals with the commercial names. Notably, some linguists even consider the area as a subfield called ergonymics, dedicated to the classification, formation, and socio-linguistic analysis of business names (Kryukova, 2020).

2.2 Overview of previous research on business naming

As a matter of fact, in the last decades, there has been a peak in the academic research concerning the naming of brands. By way of example, the investigation "To blend so as to brand" which inspected around six hundred brand names and displayed that blending (portmanteau formation) is not only one of the methods but also a very popular one in the contemporary brand creation (Danilović Jeremić & Josijević, 2019). Alongside, the empirical inquiry into modern ergonymy in Russian urban settings has indicated that the nomenclature has transformed from the previous owner or descriptive based forms into very abstract even to the point of being creative naming methods (Rozhkova & Ruth, 2020). Another important topic is the sound symbolism in studies, which points out that phonetic and paralinguistic properties, such as rhythm and sound texture, are among the prominent factors that shape consumers' perception of brands (Saidova & Sharipova, 2024; The Journal of Business Research, 2022). Furthermore, marketing research also states that non-semantic or coined brand names could be more engaging and curiosity-provoking than fully descriptive ones (The Journal of Business Research, 2022). In summary, the body of research cited herein is collectively a strong base for the comprehension of ergonym development in multilingual, multicultural, and monitory contexts.

2.3 Communicative and pragmatic functions of ergonyms

Ergonyms have a variety of communicative functions:

- First and foremost, their main function is to identify and differentiate brands, thereby making it easier for the consumers to recognize and tell apart the brands.

- Additionally, they are used for signaling meaning and value, where the names of the brands may suggest qualities like trust, luxury, or innovation.

- They also serve for brand positioning by aligning the brand with cultural values and audience expectations.

- Finally, they are involved in marketing persuasion where the brands gain attention and their perceptions are changed through the use of semantics and sound. As a study, published in 2025, has commented, "sound and semantics come together to strengthen brand perception across different languages" (Ilkhomovna, 2025).

2.4 Cultural, Social, and Economic Determinants

Naming strategies depend on the situation:

- The historical evolution of naming started with descriptive naming and then moved to abstract and creative forms (Rozhkova & Ruth, 2020).

- In multilingual situations, names are often formed that are hybrids or borrowed from other languages.

- In highly competitive markets, companies are encouraged to be distinctive in their naming strategies or to use coined names to secure their place (Borisova, 2021).

- The process of globalization in branding leads to the usage of neologisms and names based on sound appeal as the part of international positioning (He, 2025).

Typology of ergonym formation

3.1 Structural Typology

- Uncomplicated names: names consisting of one word only.
- Compound names: complex forms comprising more than one

lexeme.

- Shortening/acronyms: forms that are made shorter.

- Unions / portmanteaus: combined parts of two words, often in the category of trademark creation (Danilović Jeremić & Josijević, 2019).

- Suffix/prefix derivatives: naming based on the application of affixes.

- Numeronyms/numeric names: names that incorporate numbers.

3.2 Linguistic Typology

- Names in native languages
- Loans/internationalisms
- Hybrid constructions
- Forms that have been transliterated/transcribed

3.3 Morphological / Syntactic Strategies

Noun-based, adjective-noun constructions, verb-based names, as well as names from proper nouns (anthroponyms, toponyms, mythonyms) are included.

Semantic strategies in ergonym formation

4.1 Motivational Semantics

- Functional/descriptive
- Associative
- Symbolic
- Metaphorical/metonymic

4.2 Common Semantic Fields

Luxury, technology/speed, nature/health, and urban lifestyle each presented as potential associations.

4.3 Connotative and Pragmatic Dimensions

Humor, emotional appeal, prestige vs. simplicity, and cultural resonance are the main connotative strategies (Vepeva, 2019).

Market identity and branding considerations

5.1 Ergonym as Marker of Brand Positioning

Audience alignment, perceived quality and niche vs. mass-market identity are included.

5.2 Marketing Linguistics and Sound Symbolism

There are some phonetic patterns that evoke particular associations; sound symbolism affects brand perception directly (Journal of Business Research, 2022). Paralinguistic characteristics like rhythm and tone have an impact on brand image as well (Ilkhomovna, 2025).

5.3 Cross-Cultural Issues

International pronunciation, cross-linguistic hazards and localization tactics are included.

5.4 Legal & Commercial Constraints

Availability of trademarks, limitations of descriptiveness and availability of digital names all affect the selection of names.

Conclusion. The study underlines the cross-disciplinary character of ergonym creation, revealing the interrelation of structural, semantic, sociolinguistic, and branding factors in naming practices. As global markets grow, cleverly crafted ergonyms are becoming more and more significant in forming brand identity and consumer perception. Future research may consist of culture-comparative studies or quantitative evaluation of naming strategies.

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