

Types of Hemeronyms According to the Motive of the Name

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Abstract:

in this article, gemeronyms in uzbek are analyzed into species according to the so-called motive.

Keywords: gemeronim, newspaper, magazine, television, radio, show, internet.

People are forced to distinguish between the things they encounter during their lives. When a person names something, he certainly pays attention to one of its many signs. This symbol is the basis for the name of this item. Naming something, distinguishing it from others, distinguishing it is determined by the customs, spiritual world, language, social views of the people living in this area and, in general, the level of development of the society. That is why the names characteristic of the previous stage of the development of the society may seem simple in the next stage, as well as the patterns of naming or nominative tools specific to a certain period may not correspond to the next one. For this reason, it is natural that there are layers characteristic of different periods in the category of hemeronyms.

Among all types of names, hemeronyms are the most dependent on historical and, accordingly, ideological factors. In one way or another, its connection with one or another ideology is reflected in the periodical mass media, which leaves a very important mark on the discourse of this publication.

The fact that media names change from time to time confirms this point.

Hemeronyms were divided into the following types according to the motive of the name:

1. Hemeronyms named on the basis of distribution areas.

Hemeronyms can be intended for people living in a certain area. In particular, the increase in the number of non-state-owned print (newspapers, magazines) and electronic (radio, television) mass media is the reason for their territorial limitation.

Newspapers are divided into central newspapers, regional newspapers, district newspapers, enterprise and institution newspapers according to the distribution area. Currently, each region of Uzbekistan has one or more newspapers. Special newspapers are published in all major cities and districts of our republic. At the same time, large enterprises and institutions also have their own newspapers.

In naming regional newspapers, the name of that province is mentioned. For example, *"Xorazm haqiqati"*, *"Toshkent oqshomi"*, *"Buxoronom"*, *"Jizzax haqiqati"*, *"Namangan haqiqati"*, *"Zarafshon"*, *"Sirdaryo haqiqati"*, *"Surxon tongi"*, *"Qashqadaryo"*.

When analyzing the names of district newspapers, it was found that the name of the region (district) where the newspaper is published is mentioned. *"Chinoz hayoti"*, *"Yangiyo'l"*, *"Ohangaron haqiqati"*, *"Oqqo'rg'on ovozi"*, *"Qibray sadosi"*, *"Urganch oqshomi"*, *"Bog'ot sadosi"*, *"Hazoraspnoma"*, *"Xiva tongi"*, *"Shovot istiqboli"*, *"Gurlan haqiqati"*, *"Xonqa hayoti"*, *"Guliston hayoti"*, *"Shirin sadosi"*, *"Yangiyer tongi"*.

Due to the "key" words in the names of these newspapers, that is, the name of the region or district, it is possible to quickly understand for which region they belong. Of course, in the names of this type of newspaper, there were also places where the names of regions or districts were not mentioned.

"Key" words are also used in the naming of newspapers of large enterprises and institutions. . *"Iqtisodchi"* (Tashkent State University of Economics), *"Pediatri"* (Tashkent Pediatric Medical Institute), *"To'qimachi"* (Tashkent Textile and Light Industry Institute), *"O'zbekiston Milliy universiteti"* (Uzbekistan National University), *"Qaraqalpaq universiteti"* (Karakalpak University), such as *"Metallurg minbari"* ("Uzbekiston metallurgiya kombinati JSC").

Radio and television, which are electronic mass media, are also divided into central and regional types according to the distribution area. 16 out of 70 television stations operating in our country, 7 out of 37 radio stations broadcast across the country. Television and radio programs such as *"O'zbekiston"*, *"O'zbekiston 24"*, *"Madaniyat va ma'rifat"*, *"O'zbekiston tarixi"*, *"Mahalla"*, *"Yoshlar"* are watched throughout the republic. Apart from these, there are also regional TV and radio channels, and even when analyzing their names, mainly the names of places are cited. *"Qoraqalpog'iston teleradiokompaniyasi"*, *"TTV"* (*To'rtko'l televideniyesi*), *"ETV"* (*Ellikqal'a televideniyesi*), *"Nukus FM"* radiosi, *"Amudaryo"* televideniyesi, *"Andijon teleradiokompaniyasi"*, *"Jizzax teleradiokompaniyasi"*, *"JTV"* (*Jizzax telekanali*), *"NRT-Jizzax"* radiosi, *"Xorazm teleradiokompaniyasi"*, *"NRT-Navoiy"* radiosi, *"Navoiy teleradiokompaniyasi"*, *"Namangan teleradiokompaniyasi"*, *"Samarqand teleradiokompaniyasi"*, *"STV"* (*Samarqand televideniyesi*), *"NRT – Qarshi"* radiosi, *"Nasaf TV"*, *"Qo'qon televideniyesi"*.

2. Hemeronyms related to socio-political processes in society.

As in the previous period, the names of mass media, especially at the end of the 20th century, clearly or indirectly express the idea of huge changes in the socio-economic, political and cultural life of Russia and the region. This idea was expressed, first of all, in the refusal to use sovietisms in hemeronyms. Changes in the socio-political system led to an active change in the name of the mass media, the names of which contained symbols of the past era, and this name change began after we gained independence. We can see this in the titles of a number of newspapers, magazines, shows and broadcasts. *"Yosh leninchi"* (1925), *"Turkiston"* (1992), *"Yoshlar ovozi"* (2017); *"Lenin uchquni"* (1929), *"Tong yulduzi"* (1992). Also, hemeronyms have appeared that represent the updates and changes related to social and political processes in our society. That is, as a result of opening a wide path to the activity of political parties in our country, newspapers such as *"Adolat"*, *"Milliy Tikalnish"* were published, and with the formation of the ownership class, newspapers, magazines and shows such as *"Mulkdor"*, *"Fermer"* appeared. Programs such as *"Yangi Uzbekiston"* newspaper, *"Yangi O'zbekiston yoshlari"*, *"Yangi davr"* (*"Yoshlar" telekanali*),

“Yangi O‘zbekiston”, “Yangilanayotgan yurt” (“O‘zbekiston” telekanali) reflecting the updates in the society began to appear on the air.

3. Hemeronyms denoting intended for representatives of a certain field.

Newspapers, magazines, shows or broadcasts may be intended for people in a certain field and may publish and display materials intended for representatives of this field on their pages. Such hemeronyms include words that indicate the intended use of people in this field. The hemeronyms that make up this group are intended not only to be relevant for people in this field, but also to introduce others to the news of this field.

a) hemeronyms related to the field of education: “Ma’rifat” newspaper, “Ta’lim, fan va innovatsiya”, “Maktab va hayot”, “Boshlang‘ich ta’lim”, “Maktabgacha talim”, “Uzluksiz ta’lim” magazines, “Ziyoli minbari” (“Uzbekistan” TV channel); “Ma’rifiy suhbatlar”, “Bilim doirasida”, “Milliy ta’lim”, “Uyg‘onish ma’rifati” (“Madaniyat va ma’rifat” TV channel); “Odob durdonalari” (“Mahalla” TV channel); “Ochiq dars”, “Millat fidoyilari” (“O‘zbekiston tarixi” TV channel); “Ta’lim va taraqqiyot” (“Uzbekistan” radio channel); “Fan olami”, “Ma’rifat manzillari”, “Hayot darsi” (“Yoshlar” radio channel), ziyo.uz, ziyonet.uz, arxiv.uz, aim.uz, kitob.uz, idum.uz, kitobxon.uz, edu.uz etc. With the help of words such as "education", "enlightenment", "ziyo" used in this type of hemeronyms, it is possible to know that the issues related to education are considered in them.

b) hemeronyms related to the field of medicine: “O‘zbekistonda sog‘liqni saqlash”, “Shifo-info”, “Salomatlik sirlari”, “Sirli tabobat”, “Stomatologiya dunyosi”, gazetalar, “Nevrologiya”, “Sharq tabobati”, “Sihat-salomatlik”, “Stomatologiya”, “Infeksiya, immunitet va farmakologiya” jurnallari, “Salomatlik formulasi” (“O‘zbekiston” TV channel); “Sog‘lom hayot” (“Mahalla” TV channel); “Salomatlik sirlari” (“Nurafshon” TV channel); “Tibbiy hudud”, “Asr vabosi” (“Yoshlar” radio); “Shifokor minbari” (“Mahalla” radio), apteka.uz, clinics.uz, policliniki.uz, shifonur.uz, etc.

d) hemeronyms related to the economic sphere: “Iqtisodiy gazeta”, “Tadbirkor va iste’molchi”, “Soliq va bojxona xabarlar”, “Bank axborotnomasi”, “Turizm” gazetalar, “Bozor, pul va kredit”, “Moliya”, “Iqtisodiyot va ta’lim” magazines, bank.uz, deposit.uz (all banking products in one place), bhms.uz (accounting legislation site), etc.;

e) hemeronyms related to the legal field: “Huquqshunos”, “Inson va qonun”, “Huquq”, “Kuch adolatda”, “Adolat yog‘dusi” newspapers, “Huquq va burch”, “Advokat”, “Odil sudlov” magazines, “Adolat qo‘rg‘oni”, “Mening huquqim”, (“O‘zbekiston” TV channel); such as lex.uz (national database of information on legislation of Uzbekistan), consumer.uz (site of the Consumer Rights Protection Agency), andlex.uz (legal assistance to individuals and legal entities);

f) hemeronyms related to the field of art: “Madaniyat”, “O‘zbekiston adabiyoti va san’ati” gazetasi, “Teatr”, “Kino san’ati” jurnallari, “Baxshiyona” (“Madaniyat va ma’rifat” TV channel), “Navo”, “Navo nashidasi” (“Navo” TV channel), muz.uz (First original Uzbek music site), arboblar.uz, tashmadaniyat.uz, meros.uz, etc.;

j) hemeronyms related to the field of information technologies: “Megabyte” magazine, terabayt.uz (Information technology news), PC.uz (computer market of Uzbekistan), www.uz (national search system), id.uz (unified identification system), etc. ;

k) hemeronyms related to the religious sphere: “Islom nuri” newspaper, “Hidoyat”, “Islom va tafakkur” magazines, “Hidoyat sari”, “Imom Buxoriy saboqlari” (“O‘zbekiston” TV channel); “Ziyorat” (“Madaniyat va ma’rifat” television channel) programs; “Hidoyat sari” (“O‘zbekiston” radio channel), islom.uz, azan.uz, ahlisunna.uz, qadriyat.uz, muslim.uz, hadis.uz, mehrob.uz, muxlis.uz, hidoyat.uz, etc.

l) hemeronyms related to the railway sector: “*Temiryo‘lchi*” newspaper, “*Temir yo‘l transporti: dolzarb masalalar va innovatsiyalar*”, “*Temiryo‘lchi so‘zi*”, “*ToshTIMI axboroti*” magazines, etc.

m) hemeronyms related to the construction industry: “*O‘zbekiston bunyodkori*” newspaper, “*Zamonaviy uylar*”, “*Arxitektura. Qurilish. Dizayn*” magazines;

n) hemeronyms related to the field of ecology: “*Eko-muvozanat*”, “*Eko muloqot*” newspapers, “*Eko olam*”, “*Ekologiya xabarnomasi*” magazine, *ecoedu.karsu.uz* (Uniform digital ecological pedagogical system), *botany.uz*, *palatka.uz* such as.

o) hemeronyms related to the field of sports: “*O‘zbekiston futboli*”, “*Sport*” newspapers, “*Kurash olami*” magazine, “*Sport saboqlari*”, “*Sport yangiliklari*”, “*Fitnes sirlari*”, “*Sportchilar oilasi*” (Sports TV channel) shows, *stadion.uz*, *onside.uz*, *tribuna.uz*, *olamsport.uz* and others.

4. Hemeronyms denoting intended for the owners of a certain gender. When we analyzed hemeronyms, it was found that they can be expressed using words indicating that they are intended for representatives of a certain gender. For example, if we look at the name of the newspaper “*Gulchehralar*”, we know that women are compared to flowers, and the word “*chehra*” is mainly used for women. From these it can be known that this newspaper is a women's newspaper. “*Bekajon*”, “*Zulfiyaxonim*” newspapers, “*Sanam*”, “*Kelinchak*”, “*Mo‘minalar*”, “*Dugonalar*” magazines, “*Men onaman*”, “*Yosh onalar maktabi*” (“*Yoshlar*” TV station), “*Ayollarga maslahat*” (“*Toshkent*” TV channel), “*Olov pazanda*” (“*Sevimli*” TV channel), “*Gulshan aro gulchehralar*” (“*Yoshlar*” radio station), “*Ayol baxti*” (“*Mahalla*” radio station) broadcasts show that they are intended for women. it is not difficult to understand.

5. Hemeronyms representing the concepts related to “human figure and value”. In our country, great attention is paid to the honor and dignity of a person. Of course, these changes are also reflected in hemeronyms. Including “*Qadriyat*”, “*Qadr ziyosi*” newspaper, “*Sog‘lom avlod uchun*” magazine, “*Mening bog‘im*” (“*O‘zbekiston*” TV channel), “*Yoshlar siyosati amalda*” (“*Yoshlar*” TV channel), “*Inson aziz*” (“*Mahalla*” TV channel), “*Inson qadri*”, “*E‘zoz*” (“*Madaniyat va ma‘rifat*” TV channel), “*Inson va hayot*”, “*Qadriyat*”, “*O‘zingli angla*” (“*Mahalla*” radio channel) respect can be seen.

Naming of hemeronyms is related to many factors, such as people's thinking and lifestyle. Because the choice of distinguishing sign of the named object is specific to each period and is related to a number of social factors such as the worldview of the people who named the object, language, and the environment in which they live. That is why each era had its own naming methods and tools.

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