



Connotative Nomination Characteristics and their Role in Giving Nicknames

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Abstract:

This article examines the early theory and studies about nomination while making it more specific by emphasizing data regarding only the main conception of connotative nomination and its peculiarities from forming nicknames as a means of joking or ridiculing, to a difference from other types of nominations. All viewpoints are strengthened with valid facts from linguists S. Kripke, N. Timko, etc who made profound contributions in this field, and ample quintessence which are taken from a variety of literary texts.

Keywords: connotative nomination, secondary nomination, metaphor, allusion, personification, symbolism, abbreviation.

Introduction. In our daily conversation, we use many strategies to convey our intention in a clearer and more appealing format. To attain this, we are accustomed to renaming objects or uttering one thing while implying another. This phenomenon seemed engaging to many linguists who eventually became a founder of the branch “onomastics”. The term onomastics was offered by George Chalmers in his publication “An Introduction to the History of Great Britain and Ireland” in 1791. In the mid-XX century, “onomastics” had become a standard term to refer to an interdisciplinary field devoted to the study of names. The foundation of this field led to the discovery of little branches like nominations.

Materials. To do this research some factors and points were taken from books related to a nomination and a few articles and websites were used.

Methods. In this article, the following methods were used:

Semantic analysis – in this article each provided examples were analyzed by pointing out its original meaning and then determining why these are considered connotative nominations.

Comparative analysis – this article includes data about a comparison between a few terms such as secondary nomination and connotative nomination, formation of connotative nomination in different languages.

Formulation of the problem.

- ✓ Determining background information about the nomination;
- ✓ Analysing the difference between secondary and connotative nomination;
- ✓ Determining factors that impact on formulation of connotative nomination;
- ✓ Determining factors that impact on formulation of nicknames.

Results.

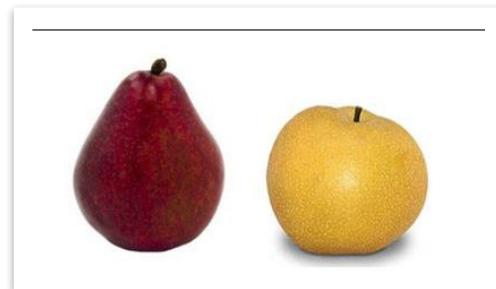
From this research, it was determined that in the formation of the connotative nomination, not only stylistic devices such as metaphor, allusion, or personification but also factors like appearance and personality can impact considerably. Moreover, both in the past and present connotative nominations remain the main key component to making sentences more vivid and comprehensible to receivers. All views found it's proven in examples with pictures throughout the article.

Discussion

This article is helpful for researchers who conduct analyses and collect data about nominations, especially connotative nominations as it encompasses information from background data about the nomination to how connotative nomination might differ from other types of nomination while concentrating the main issue on determining factors that impact on the formulation of connotative nomination and nicknames with clear examples. This article also provides information about other authors' perspectives on nomination with their examples.

In many sources definitions of the term nomination might be found easily as many linguists provided them however nearly all of them sync in the following perspective “Nomination is the process of giving a name within language and communication system”. In linguistics, this process is called primary nomination.

In contrast, giving names to objects for the first time can be less frequent compared to renaming or giving nicknames. The process of renaming might be called differently based on its formation and implied meaning. Secondary nomination is opposite to primary nomination because in that case, linguists need not create a new lexeme, the only thing they should do is just select one word and then add a new referent or transform the old meaning to a new one[1]. It must be stated that this type of naming involves a particular relationship, connection, or similar appearance between named or soon-to-be-named objects. For example the word “apar” or “papple”. The words apar and papple are considered a secondary nomination as they cross between apple and pear with their resemblance (see picture 1). The name itself was formed by merging the first syllable of an *apple* and the last syllable of a *pear*, or by adding the first letter of a pear to the word apple. This quintessence effectively highlights its peculiar features and assists in formulating vivid expectations about its taste, texture, and appearance based on consumers' clues about an apple and a pear.



Connotative nomination is a process of naming that involves emotion, association or implied meaning between selected lexeme and renamed object. Connotative nomination evokes more hidden emotion in the receiver hence it is mostly used to give a hint or a nickname. For instance, a “Suicide forest”, in Japan has a forest with mysteries and full of terrible events. (see picture 2) Despite having other names people still call it Suicide Forest as it gives people ominous feelings of depression and darkness that evoke in people to put an end to their lives. Nevertheless, for some people, this name advances the sense immune to any sense of despair and suicide prevention efforts.

As secondary nomination, there are many ways of forming connotative nominations.

1. **Forming with a metaphor:** in this type of formation, two unlike objects or things are compared through specific connections such as personality. For example: “a venomous scorpion you cannot deceive me”. In this sentence, a venomous scorpion refers to a young blonde man with a sharp tongue.
2. **Forming with allusion:** Forming this type of connotative nomination requires using the popular name of the person, place, or thing for another object to evoke a certain emotion. For instance: she smiles like a Cheshire cat. In this sentence, Cheshire is a character in the book Alice’s Adventures in Wonderland who always puts a smile on his face.
3. **Forming with personification:** this type of connotative nomination is a bit difficult as it requires giving human qualities to non-human objects. Example: this is my pink baby that I go to my work. In this utterance, the word baby refers to a pink car that shows strong emotional attachment and care by its owner.
4. **Using symbolism:** in this type of formation not the object but the symbolic elements are highly regarded. Nowadays people are inclined to use this type of connotative nomination in naming their café or restaurants to emphasize what consumers can get there. For instance: I established my cafe “Spongy Sip” six months ago. The name of the café Spongy Sip evokes in people childhood memories of spongy cakes and hot chocolate they leisurely enjoyed meanwhile it also shows what consumers can have there.
5. **Cultural reference:** in this type of formation name will represent a particular culture’s specific features like a national dish, art, history, or literature. For example: “Osh polov” can be used as a name for a dish or a restaurant. Moreover, it represents a strong bond with Uzbek culture.

Connotative nomination is mostly used in literary texts as they can be a key feature to depict any character or things in a way that each reader can imagine them without putting much effort into it. Sometimes they are also used to give a hint about the main heroes’ personalities by giving them nicknames. The formation of nicknames can be different based on the following factors:

- Affectionate diminutives – showing affection by adding affixes can vary depending on language. For example, in the Chinese language, they add Xia (little) before the name. In contrast in the Uzbek language, they add the suffixes -xon; -jon; Hayot+xon, Umid+jon. In the English language nicknames with such kind of formation widely spread. For example: John+ny.
- Physical characteristics – sometimes in the formation of nicknames physical appearance of humans impacts more than other factors, but it can be used to mock though. For example: Kal bosh- refers to bald people.
- Personality – as physical appearance, personality also impacts considerably in the process of giving nicknames. For instance: “aqli” originally in the Uzbek language this word is an adjective but it can be used as a subject when it is personalized. Nicknames like this can be seen in the English language too. For instance: brainy. In both cases, they are referred to the person, not his characteristics.

- Abbreviations – in some cases a particular abbreviation might be used to refer to a person, to be more precise their function. For example: BBC is an abbreviation related to broadcasting, but in literary texts or daily conversation, people use it to point out to a person who is always alert about the latest news.
- Professions – professional-based nicknames can be seen frequently, especially in the English language. See the word “doc” as an example. Doc can be to doctors.

In literary texts, authors can convey their attitudes toward characteristics with the help of connotative nomination in the following ways:

1. Positive connotation - with a positive connotation: *мальчуган* [malchu'gan] – a lad, *дедушка* ['dedushka] – grandpa, granddad, *старичок* [stari'chok] – an old man, a little old man, *старушка* [sta'rushka] – an old woman, an old lady, a little old lady;
2. Neutral connotation: *мальчик* ['malchik] – a (little) boy, *старик* [sta'rik] – an old man, *женщина* [zh'enshina] – a woman *бабушка* ['babushka] – a grandmother;
3. Negative or pejorative connotation: *мальчишка* [mal'chishka] – little boy, child, brat, *старуха* [sta'rukha] – an old lady[2].

But sometimes time and conditions might also change the connotative nomination as in our fast-paced world things change so the emotion of people towards certain names. There is a well-known doctrine by John Stuart Mill, in his book *A System of Logic*, that names have denotation but not connotation. To use one of his, examples, when we use the name ‘Dartmouth’ to describe a certain locality in England, it may be so called because it lies at the mouth of the Dart. But even, he says, had the Dart (that’s a river) changed its course so that Dartmouth no longer lay at the mouth of the Dart, we could still with propriety call this place ‘Dartmouth’, even though the name may suggest that it lies at the mouth of the Dart. Changing Mill’s terminology, perhaps we should say that a name such as ‘Dartmouth’ does have a ‘connotation’ to some people, namely, it does connote (not to me - I never thought of this) that any place called ‘Dartmouth’ lies at the mouth of the Dart. But then in some way, it doesn’t have a “sense”. At least, it is not part of the meaning of the name ‘Dartmouth’ that the town so named lies at the mouth of the Dart. Someone who said that Dartmouth did not lie at the Dart’s mouth would not contradict himself [3].

The pace of the time and conditions are truly essential to carry specific meaning nevertheless there is one more factor that holds the same significance. The mentioned factor is society, as a name or word to awaken a particular feeling in a receiver, people should be familiar with words’ semantics. The word "thistle" has a special connotation for the British, especially the Scots (thistle is the emblem of Scotland), which is associated with the cultural and historical tradition. This category is often used in the works of English-speaking authors. So, in the novel of B. Cartland “The Impetuous Duchess” thistle is included in the name of the hotel: Otherwise, there is no doubt that I'll take you back to the inn ‘Thistle and Grouse” (Cartlend B. The Impetuous Duchess). Or: Otherwise, you can be sure that I will take you back to the hotel " Thistle and Partridge" (R. Sorokina Lane). But if a Scot or an Englishman sees this name of the hotel quite naturally, a native speaker of the Russian language sees it as unattractive or even repulsive [4]

Conclusion

Conclusively we use different forms of nomination in our daily conversations with other people even without putting much effort into it especially this concerns connotative nomination as we always utter one word while referring to another. But the most amusing nuance is formation of a connotative nomination can be easy as it requires catering factors like culture, history, profession, appearance, or personality though it can lose its validity if connotative nominations are applied to a society that is not familiar with conveyed meaning or cultural circle.

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