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Ergonomic potential of multicultural onomastic space

This article is devoted to the question of the laws governing the emergence and functioning of ergonyms in the multicultural onomastic space. This scientific work characterizes the place of ergonyms in the onomastic system of the city as a cultural component and as a product of the nominator's thought based and speech activity, that is, the owner. The authors define the semantic, structural and pragmatic features of the ergonyms—names of trading houses and shops of the administrative center of Pavlodar region, the city of Pavlodar. Structural-semantic and pragmatic characteristics of the analyzed ergonyms in a multicultural space become the key to a conceptual dialogue of cultures, in which the exchange of cultural values takes place. Ergonyms contain cultural information, that is, they have a “culturological charge”. Consequently, they reflect the peculiarities of the national perception of the world or another people. In this context, the authors perform a quantitative analysis of the linguistic corpus, present and characterize its classification. In addition, the specific functions of ergonyms inherent only to this category of proper names are determined. The study also reveals the pragmatic features of the analyzed language material. The authors emphasize that the pragmatic characteristics of ergonyms are determined by the factor of economic competition. In this regard, this work defines the communication strategies of the owner of the enterprise (nominator) aimed at influencing the consumer in order to attract more customers. The authors also highlight and describe communicative tactics, which are a combination of the communication strategies indicated in the study.

Keywords: onomastic space, proper name, ergonym, polycultural space, pragmatic features, mythonym, onomastics, ergonomic potential.

Introduction

Socio-political, economic, cultural and scientific contacts between countries and their peoples serve as the basis for the formation of a single communicative and cultural space, within which intercultural and interlingual interaction of ethnic groups and their integration is realised. This indicates that the question of the relationship between the unique phenomena (“language” and “culture”) is in the center of modern linguistic research [1].

Social changes in Kazakhstan as a multicultural state, new ways of developing its economy contribute to the emergence of a large number of enterprises of various functional spheres (objects of commerce, culture, sports facilities, etc.) requiring its own name (ergonym). This leads to the so-called «onomastic boom», which causes the focus of the research attention on linguists. The issue on ergonym is as significant due to linguistic and translating problems, as the demonym analysis aimed at study «a small field for which it is urgent to officially create or recognize» [2; 25].

Taking this situation into account, we believe that there is a need for a theoretical study of this category of proper names, more precisely, ergonyms, analysis of their structural-semantic, pragmatic characteristics, patterns of their emergence and functioning in a multicultural onomastic space. This approach requires special study in onomastic research that represents «the intellectual endeavor... involving several adjacent extralinguistic disciplines» [3; 223].

Experimental

The functioning of proper names in the plethora of all their possible connections and relations creates the onomastic space of any language.

The term «onomastic space» was introduced by the famous linguist V.N. Toporov to designate the entire set of names [4].

Moreover, the scientist A.V. Superanskaya states that people belonging to different cultures, territories and eras perceive the onomastic space with versatile semantics [5,6].

As an example, we will describe the content of the phytonym *Baiterek*. This phytonym is found in all mythological traditions including the Kazakh mythology.

Baiterek (*literally* translated as «Mother-Poplar») is the global tree connecting all three levels of the universe. Its individual elements represent parts of separate worlds: roots — the lower (underground) world, crown — the middle world, branches and leaves — the upper world. The etymology of the word «terek» comes from the root «ti», in the meaning of «life». Baiterek is the beginning of life. The plot that is more frequently found in many Kazakh fairy tales is as follows: the Hero enters the underworld and after long wanderings comes to a large tree, where he helps the chicks of the giant bird *Alyp Karakus* («Samruk») by killing a snake or a dragon-*aydahar*. In gratitude for this action, the bird sends the hero back to the earth. The tree is the world tree, and the bird as well as the snake represents the other worlds. A representative of the middle world is also included in their eternal confrontation (a person), the hero of a fairy tale.

Baiterek is the center of the universe, it is located in the center of the horizontal model of the world. The horizontal structure of the world is located to the right of the tree, the sun and the star is to the left of it (compare the expression «*aiyn tusyn onynnan, zhuldyzyn tusyn sonynnan*» – «*the moon is behind her, the sun is in front of her*»)[7]. In the Kazakh tradition, *Baiterek* is also a symbol of the bond between generations. As the proverb states «*Ata — baiterek, bala — zhapyrak* / «*Father is a strong tree, children are its leaves*».

Toponyms are widely represented in phraseological phrases reflecting the peculiarities of the national perception of the world in the Russian language, for example: «*the language will lead to Kiev*»; «*to go to Tula with your samovar*»; «*Moscow was not built in a day*» (literary translation, compare with the equivalents: «*A clever tongue will take you anywhere*» / «*to carry coals to Newcastle*» / «*Rome was not built in a day*»).

Viewing the history of the origin of the expression «*the language will lead to Kiev*», we can state that this proverb refers to the times of Kievan Rus, when there were no signs on the roads and travelers who went to Kiev could navigate in the unfamiliar area solely by questioning the oncoming people who suggested the correct direction. The combination has several meanings. First, this expression means that you can always trust the clues when searching. Secondly, during the times of Kievan Rus it was Kiev that was the capital, into which all the most important roads converged. Therefore, it was not necessary to know the direction, since anyone could point it right.

Consequently, the onomastic space acts as a kind of prism through which one can see society and culture, it reflects the cognitive experience of the people, their cultural and historical development.

In the onomastic space, the ergonym sector has been insufficiently studied: there are different approaches to understanding the term «ergonym». Some scholars interpret ergonyms as «the designation of social associations», while others define ergonymy as «a set of names of industrial and economic objects, in particular, of any region». Ergonyms [Greek. 'εργον' business, occupation, work, 'ὄνομα' name, title] are frequently understood as the names of enterprises, as well as indications of some business associations.

The existence of the variety of approaches to the study of this category of proper names is explained by the following factors:

1. In connection with the introduction of a non-state form of ownership, the quantitative and qualitative composition of the names of enterprises and institutions has significantly expanded.

2. The analyzed onomastic units are the result of artificial nomination. An artificial nomination, as noted by M.V. Golomidova, is inevitably «associated with the creative principle of a linguistic personality included in a specific historical and social continuum, attached to the general linguistic consciousness, to the knowledge and ideas of his era, joining the given objectively with the subjectively significant matter in personal experience» [8, 77].

3. Ergonyms are a unique type of onyms that have an advertising function. Ergonyms can be recognized as one of the types of verbal communication between the owner of the enterprise (nominator) and a potential client (recipient).

This article dwells upon the material for the analysis of the linguistic phenomenon of the ergonyms of trading houses and shops of the polycultural city of Pavlodar. Pavlodar is a city located in the north-east of the Republic of Kazakhstan, the administrative center of the Pavlodar region. The diversity of ethnic groups living in this city proves to have its multicultural character.

Studying the scientific literature on ergonymy, we conclude that ergonyms have all the signs of proper names. The highlights include the main aspects:

1. Ergonyms name a specific object of reality and distinguish it from a number of homogeneous ones (jewelry stores "Almaz", "Topaz", "Golden World"), and they do not reveal (for the most part) the signs and properties of the object they call (not a fact, that in the above examples of jewelry stores, only diamonds, topaz or gold items will be sold).

2. An ergonym usually does not have a direct connection with the concept emphasising the name (for example, the stores "Asia", "Azor", "Debut", "Chance", etc.). The ergonym is, to a certain extent, only a "sign" for the named object, causing various associations with the main denotation. The recipient associates the ergonym with the concept, having only information in the "mental dossier" (after A.D. Shimkevich [9]).

3. Ergonyms, as well as proper names, can include words of any parts of speech: nouns — shops "Chinara", "Khutorok", "Topaz", "Smile", trading houses "Dream", "Artur", etc.; adjectives — shops "Fedorovsky", "Uspensky", "Inexpensive", "Uglvoy", etc.; combinations of noun + adj. — shops "UspenskayaLavka", "Seventh Continent", trading houses "Golden Calf", etc.; preposition + noun — "On the hill", "On the molehill", "At the arch", etc.; numerals — shops "777", "25", etc.

4. The ergonym performs all the functions of a proper name, but at the same time analysis shows that it has a number of specific additional functions including:

- 1) the naming function, which is the main linguistic function of all proper names;
- 2) informative (a proper name carries certain information in the speech of the communicant);
- 3) advertising (the name is intended to attract, drag the interest of the city dweller as a potential client);
- 4) aesthetic (the name, as a rule, should cause a positive association);
- 5) the function of protecting property (names are protected by special laws and their presence limits the nominators when using certain elements, for example, "rus-", "ros-", "kaz-" affixes).

To determine the structural and semantic features of the analyzed language material, it is vital to present examples based on the classification of names by A.V. Superanskaya. Commonly, scientists identified five groups of ergonyms:

- 1) ergonyms derived from the names of living beings and creatures perceived as living ones;
- 2) ergonyms formed from the names of inanimate objects;
- 3) ergonyms formed from the names of complex objects (here A.V. Superanskaya includes the names of periodicals, holidays, customs and traditions, works of literature and art, etc.);
- 4) ergonyms formed from words-characteristics of a person, enterprise, trading house, store, etc.;
- 5) ergonyms with vague semantics [5;125].

As the analysis shows, the absolute majority of ergonyms in Pavlodar are names, the meanings of which can be explained.

The quantitative analysis for this classification is presented below (see Table 1).

Table 1

Classification of ergonyms by groups

№	Groups	Ergonyms	
		Shopping malls	Stores/shops (total: 452)
1	Ergonyms derived from the names of living beings and creatures perceived as living ones	44 %	70,12 %
2	Ergonyms formed from the names of inanimate objects	20 %	12,23 %
3	Ergonyms formed from the names of complex objects	4 %	1,18 %
4	Ergonyms formed from words-characteristics	24 %	16,47 %
5	Ergonyms with vague semantics	8 %	-

As the analysis shows, a large amount of linguistic material is represented by ergonyms formed from the names of living beings and creatures perceived as living — 320 units (malls — 22, shops — 298). The most numerous in it are ergonyms formed from anthroponyms (205 units): *Arman*, *Arthur*, *Dariya*, *Manakbai*, *Adiya*, *Aigerim*, *Ayman*, *Daulet*, *Ramazan*, *Saltanat*, *Elena*, etc. Their high frequency is explained by the fact that the nominees like to "perpetuate" memory of yourself, loved ones, historical figures, etc. Similar names, like toponyms, have a 'memorial' function. There are also ergonyms formed from mythonyms — names of any sphere of onomastic space in myths, epics, fairy tales: *Aladdin*, *Gulliver*, *Hottabych*, *San Sanych*, *Samurai*, *Kausar* (translated from Arabic الكوثر means "plethora"), etc. that actualizes the literary and mythological themes, the desire of the nominator to refer to a precedent name or text in order to evoke a positive association in the recipient.

For example, the mythonym *Hottabych* contains the following information:

Hottabych (Hottab) — the hero of the story-tale of the same name by L.I. Lagina, a kind wizard. The plot of the story is partly borrowed by the author from the Arabian fairy tales "A Thousand and One Nights". It is based on the events taking place at the behest of the genie Gassan Abdurakhman ibn Hottab, released from an old jug by the Soviet pioneer VolkaKostylkov. A grateful genie is ready to fulfill any of his wishes. To do this, he just needs to pull one hair out of his beard and cast a spell. "Old Man Hottabych" — the name of a chain of stores selling goods for construction and repair, carpet products.

Kausar, Kavsar (Arabic الكوثر — 'plethora') — in Islamic eschatology, one of the rivers of paradise given to the Prophet Muhammad is mentioned in the Quran in Surah Al-Kausar (108: 1): "We gave you Abundance (the river in Paradise, which is called al-Kausar)". The word "kausar" (Arabic: الكوثر) in translation from the Arabic language literally means "abundance", "abundant", 'plethora'. It comes from the root k-s-r "to be in abundance."

In the examples we also find ergonyms derived from toponyms (28 units). They perform memorial and partially address functions (using toponyms, the naming subject indicates the properties of a shopping mall or store as a toponymic object), which is also a significant feature. This fact actualises the geographical theme — *Alatau, Saryarka, Ulatau, Texas, Kandahar, Hollywood, Zhetisu, Saratov, Moscow, Donetsk, Pavlodar, Zhelezinsky, Shcherbaktinsky, Uspensky, Uspenskaya shop, Kataevsky, Gagarinsky, Usolochka, Usolsky, Uglovoy*. These toponyms include the so-called regional toponyms: *Uspensky, UspenskayaLavka, Zhelezinsky, Shcherbaktinsky*. Examples such as *At the Arch, On the Hill, On the Bump, In the Arch* are microtopony-landmarks, the content of which allows a person to identify the landmarks). The group of toponyms is also represented by names derived from phytoonyms (*Jasmine, Yasmin, Baiterek, Raushan, Rosa, Ryabinushka*, etc.), cosmonyms and astronyms (*Altair, Mercury, Saturn, Zvezdochka* ('little star'), etc.).

The second place is taken by the group of ergonyms (12/70) characterizing the owner, enterprises, trading houses, shops, etc. Examples: *Zharyk* (Kazakh for "Light"), *Kazakh light, Happiness, Triumph, Success, Senim* (translated from Kazakh as "trust"), *Prestige, Dream, Arzandau, Inexpensive, Makhabbat, Asyl*, etc.

The third position is occupied by ergonyms formed from the names of inanimate objects (10/52). Examples: *Penny, Basket, Crown, Bell, Cellar*, etc.

The fourth place is taken by the group formed by ergonyms encompassing complex objects (holidays, customs and traditions, periodicals, works of literature and art) — 2/5. Here are some examples: *Qonaqasy* (translated as "a dinner arranged on some occasion"), *Amanat* (literally "mandate"), etc.

The smallest is the group of names with vague semantics (4 units, that is, 8 %). In our opinion, such ergonyms represent a kind of "code" of the nominator and are usually understandable only to him. Most often, such names turn out to be abbreviations consisting of the initial elements of the proper names of the founders and their relatives and friends (*Rubikom, Diatex*, etc.). In other cases it is either a simple selection of quasi-numbers, or the nominators refuse to explain the meaning.

Noting the minimum number of names formed from words with vague semantics, we state that, in general, nominators strive to create an ergonym that is understandable to the addressee, thereby not only facilitating the perception of the name, but also increasing its effectiveness.

The ergonyms-names such as "Planet of Electronics", "World of Windows", "Empire of Windows" are of particular interest. The interpretation of the words "peace", "empire" must be given below:

In the Dictionary of the Russian language by S.I. Ozhegov, the following meanings of the above words are given:

*World*¹ -sg.

1. The amount of all forms of matter on the earth and outer space, the universe. *The origin of the world.*
2. A separate area of the Universe, a planet. *Star worlds.*
3. *syn.* Globe, Earth, as well as people, the population of the globe. *Travel around the world. The first in the world. World champion. The world is small.*
4. A united human society, social environment, system. *The ancient world. Scientific world.*
5. A separate area of life, phenomena, objects. *The world of animals, plants. The world of sounds. Human inner world. World of hobbies.*
6. Non-religious life, as opposed to church.
7. Rural community with its members (archaic). Proverb — *With the world on a thread* (literary — help from every member of society). *The whole world* (colloquial) — all together, together. *In the world, death is red* (proverb) — everything can be overcome not alone, together with others. *Not out of this world* — about a person who does not think about the practical side of life, not adapted to life. *Around the world* (go, let, walk) — *syn.* begging. *To another world* (leave, move) (archaic) — die. *The powerful of this world* (archaic

and ironic) are people who occupy a high position in society. || Adj. (ref. to 5th meaning; colloquial). *Closed* || adj. (to 1st, 2nd and 3rd meanings) and *worldly*, (to 6th and 7th meanings). *World space*. Global community.

*World (Eng. peace)*² - sg.

1. Consent, calmness, absence of hostility, quarrels, wars. *Live in peace. There is peace in the family. Peace to your home! Save peace on earth.*

2. Agreement between the belligerents on the end of the war. *Make peace. Peace to someone (book). In peace, let someone go — let someone go quietly.* || adj. peaceful, *Peaceful time. Peaceful treaty. Peaceful labor.*

Empire, — sg.

1. Monarchical state headed by the emperor; in general, a state consisting of territories deprived of economic and political independence and governed by the single center. *The Roman Empire. British Empire* (name of England alongside with its colonies; archaic). *The fall of the empire.*

2. indirect meaning. A large monopoly having control over an entire branch of industry, over some activities. *Newspaper empire. Opium Empire.* || adj. imperial, -al (affix), (related to 1st meaning).

Planet, — pl (planets)

A celestial body moving around the sun and shining with its reflected light. *Planet Earth.* || adj. planetary, -ary (affix). *The Earth Planet. Planetary nebulae.*

Thus, the use of the words “peace”, “empire”, “planet”, “dostyk” (“friendship” Kazakh) as ergonyms testifies to the emergence of new meanings for the listed words, the meanings “diversity”, “variety”, “large amount”.

Structurally, an ergonym is an indissoluble unity of two components: a term that precedes a proper name (ergonomic term) and is an integral part of an ergonym, and a proper name (name of an object).

In linguistic material, ergonyms are mostly represented by words (355 units). Only some of the ergonyms are formed on the basis of a combination of noun + adjective, pronoun + noun, preposition + noun, numeral + noun (34 units).

One of the most important properties of objects in the external world (which are denotations of object names) could be called interaction with the surrounding space. Indeed, always having a certain location, objects fit into their spatial environment, and in order to indicate the position of an object in space, the speaker guides him/herself in relation to the spatial context. On the other hand, an object can itself serve as a guide — for other objects.

The analysis of the examples like *On a hillock, At an arch, In an arch, On a hill*. Demonstrates the prepositional-case forms of the noun and the genitive combination, the preposition indicates the relationship between objects, the relationship of the location of objects: store → bump, store → arch, store → hill. In these examples, the semantic relation of ‘objectivity — space’ type is realized.

The most important trend characteristic of modern ergonomics is the change and expansion of the corpus of ergonomic units due to the use of borrowed foreign language elements: these are lexical (exoticisms, barbarisms, foreign language inclusions), as well as graphic and derivational means. New ergonomic units have appeared, in the formation of which international prepositive elements are involved: *minimarket, supermarket, hypermarket, megamarket, megamall*. Borrowing supermarket and minimarket, duplicating the names of the supermarket and the shop, “Products” existing in Russian, are used for advertising purposes, that is, in this case we are talking about the socio-psychological reasons for borrowing, about the greater prestige of a foreign word in comparison with the existing one in the language.

In the case of the ergonomic term *hypermarket*, we are not talking about an advertising effect, but about the designation of a new type of shopping facility, which was borrowed with the arrival of foreign hypermarket chains.

The borrowed element *mega*, which has become a proper name in the name of the network of retail objects “Mega”, is part of the word *megamall*. The mall differs from the shopping and entertainment center primarily in the size of the territory and the presence of such large trade objects as hypermarkets. Thus, anglicism mall denotes a new type of shopping center, for example, *Batyr mall*.

The ergonomic term “*plaza*”, which exists in the West in parallel with the term mall and denotes a shopping center located on the ground floors of large hotels or office centers, is often used in ergonomics not to designate a new type of object, since the semantics of the word is in most cases unfamiliar to ordinary speakers, and for the purpose of advertising in proper names — the names of enterprises, since it is perceived as “prestigious”, “beautifully sounding”: the trading house “*SAIDA PLAZA*”. Due to the use of borrowings, the appearance of the proper name in the ergonym has significantly expanded and changed.

Thus, in modern ergonymy, foreign language means of varying degrees of mastery are actively involved in the formation of new ergonyms: borrowing, exoticism, barbarism, foreign language inclusions, graphic and word-formation means that came from foreign languages.

The issues of active use of borrowed foreign language units in ergonymy remain the focus of attention of linguists. We believe that, subject to the careful attitude of the nominators to the language, foreign language borrowings in modern ergonymy generally have a beneficial effect on the development of the ergonomic sphere, expanding its linguistic capabilities, contributing to the enrichment of its composition.

The composition of ergonomics in the onomastic space of the city is undoubtedly determined by the factor of economic competition: the names of enterprises, service sectors, trade spheres, etc., as a rule, carry some information that, according to the owner's intention, should somehow attract the consumer to the named object. In other words, an ergonym presupposes an impact on the addressee, having the pragmatic effect (in the meaning of "business", "related to experience, activity").

Results and Discussion

Classification of ergonyms according to the presence and absence of pragmatics in their structure makes it possible to distinguish two large types of ergonyms with the subsequent subdivision of each type into smaller subgroups. The terms proposed in the work of N.V. Shimkevich, V.N. Toporov are valid for our research.

1. *Non-pragmatic ergonyms* can be subdivided into informative and non-informing from the standpoint of whether or not they give information about the activities that the enterprise is engaged in.

1.1 Informative ergonyms inform about the type of activity of a trading house or store. This group is subdivided into two functional subclasses. Informative meaningful ergonyms suggest that the type of activity of a trading house or store becomes obvious from the name; sometimes these ergonyms also indicate the geographical location of the named object: *the Planet of Electronics*, *the World of Windows*, *Empire of Windows*, *Eurosvet*, *Vkusnyashka*, *Pyshka*, *House of Products*, etc.

Informing insignificant ergonyms provide information that is not directly related to the nature of its activities. Often this name "perpetuates" the name of the owner: *"Petrovsky"*, *"Pavlovsky"*, *"Pakhomovsky"*, *"Fedorovsky"*, etc.

1.2 *Non-informative ergonyms* do not contain any information about the type of activity of the object, which would be understandable immediately, without decoding: *Sulpak*, *Diatex*, *Rubik*, etc.

2. *Pragmatic ergonyms* are characterized by a pronounced speech influence on the addressee from the side of the nominator. The type of pragmatic ergonyms is divided into two types: informative and associative.

2.1 *Pragmatic informative ergonyms* provide some additional information about an object: for example, information about the location of a company within a city. Sometimes an ergonym can specify the scope of a trading house or store: *the world of windows*, *the planet of electronics*, *the empire of windows*, etc.

2.2 *Pragmatic associative ergonyms* affect the addressee by creating positive associations that appeal to the areas of knowledge and cultural experience of the addressee: *Leader*, *Tasty stories*, *Success*, *Comfort*, *Happiness*, *Eureka*, etc. Within the subgroup, three functional classes can be distinguished: a) *associative-informative*; b) *socially conditioned*; c) *culturally conditioned*.

The first group provides the addressee with additional information designed to form a positive attitude of the consumer. But unlike pragmatic informative data, this information is fundamentally unverifiable, subjective in nature, which does not fit into standardization. All ergonyms of this class are divided into two varieties. The first one "advertises" the product (service) being sold: *Eurosvet*, *Kazakh light*, etc.; the second focuses on the professionalism and style of the trading house or store: *Leader*, *Success*, *Triumph*, *Comfort*, etc. It is especially necessary to highlight such ergonyms that appeal to the positive qualities of a potential consumer (*Goldfish*, *Golden Fleece*, etc.).

Socially conditioned names include such ergonyms in which philosophical, political, social and other ideas are in the nature of mythologemes.

The scientist calls culturally conditioned ergonyms the ones whose nomination is based on some concepts attributed to the category of eternal values, explication of images and associations that have a beneficial effect on the promotion of a product of a trading house or store: *Ruslan and Lyudmila*, *Goldfish*, *Golden Fleece*, *Hottabych*, etc.

To achieve certain goals, the owner uses communication strategies, which include the set of practical steps, that is, communicative tactics.

In the ergonyms of Pavlodar, one can identify several strategies of the nominator, accompanied by his certain tactics. From this point of view, the scheme "AIDA" described in the book by L. Shkolnik, E.F. Tarasova «Language of the Street» [10]. This scheme consists of four stages: 1st stage — drawing attention to the text; 2nd stage — the emergence of interest in the content of information; 3rd stage — excitement of desire to have what is offered; 4th — motivation to action that is, bringing to the purchase. These four strategies come with specific tactics.

Strategy 1. Attracting attention.

We consider the uniqueness of the name to be one of the most important tactics here. The new name should not be duplicated. In the names of some stores, there is an internal homonymy of ergonomic units. So, for example, shops: "Aigerim" — 5 times, "Bolashak" — 3 times, "Almaz", "Ayka", "Aya" — 2 times, etc. Homonymous ergonyms lose the ability to highlight a single object (store, trading house) in a number of homogeneous and only add confusion to the views of the inhabitants of this region about the nature of the activities of the sphere of trade.

To achieve certain goals, the owner uses communication strategies, which are a set of practical moves, that is, communicative tactics.

Strategy 2. Appearance of the addressee's interest in the content of the information.

The following tactics are used here: taking into account the specifics of the object ("Planet of Electronics", "Eurosvet", etc.), focusing on a specific client. For example, to attract business people, the addressee most often uses the adjective "business" in the title: *Business suit*, *Business style*, etc.).

Strategy 3. Stimulating the desire to have what is offered.

The nominee uses the tactics of creating a positive characteristic of a trading house or store: *Dream*, *Triumph*, *Success*, *Happiness*, *Comfort*, etc.

Strategy 4. Motivation to action, involves bringing a potential customer to make a purchase.

The nominee selects such names that appeal to the addressee, encourage him to make a purchase: *For you*, *Ours*, *Let's go in*, *Cool sausage*, *Bravo*, etc.

So, in an effort to achieve effective communication, the nominees invent a lot of different and original names for their commercial structures.

Conclusion

Thus, the increased interest in a comprehensive study of ergonomic vocabulary is due to the following factors:

- firstly, in connection with the introduction of a private form of ownership, the quantitative and qualitative composition of the names of enterprises and institutions is expanding.
- secondly, these onomastic units are the product of artificial nomination.
- thirdly, the peculiarity of ergonyms is that they have an advertising function.

Ergonyms are one of the means of verbal communication between a business owner and a potential client. In choosing the name of this or that ergonym, the nominator should be determined by the main objective that is the relation between the goods purchase and the linguistic means of attracting the attention of the consumer.

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Көпмәдениетті ономастикалық кеңістіктің эргономикалық әлеуеті

Аталмыш мақала көпмәдениетті ономастикалық кеңістіктегі эргонимдердің пайда болу және олардың қызмет ету заңдылықтары туралы мәселеге арналады. Бұл ғылыми жұмыста эргонимдердің қаланың ономастикалық жүйесіндегі орны мәдени компонент ретінде және номинатордың, яғни иесінің ойлау әрекетінің өнімі ретінде сипатталады. Авторлар Павлодар облысы, Павлодар қаласының әкімшілік орталығындағы сауда үйлері мен дүкендерінің эргоним-атауларының семантикалық, құрылымдық және прагматикалық ерекшеліктерін анықтайды. Мультимәдени кеңістіктегі талданған эргонимдердің құрылымдық-семантикалық және прагматикалық сипаттамалары мәдени құндылықтар алмасатын мәдениеттердің тұжырымдамалық диалогының кепілі болады. Эргонимдер мәдени ақпаратты қамтиды, яғни олар «мәдени қуатқа» ие. Ендеше, олар белгілі бір немесе басқа халықтың ұлттық дүниетанымының ерекшеліктерін көрсетеді. Бұл контексте авторлармен тілдік корпусың сандық талдауы жасалынады, олардың жіктелуі ұсынылып сипатталады. Сонымен қатар, эргонимдердің аталған санатқа тиісті өзіне ғана тән жалқы есімдерінің қызметтері анықталады. Зерттеуде, сонымен қатар, талданатын тілдік материалдың прагматикалық ерекшеліктері анықталады. Авторлар эргонимдердің прагматикалық сипаттамалары экономикалық бәсекелестік факторымен анықталатынын айтады. Осыған байланысты, осы жұмыста тұтынушыларды көбірек тарту мақсатында тұтынушыға әсер етуге бағытталған кәсіпорын иесінің (номинатордың) коммуникативті стратегиялары анықталады. Авторлармен коммуникативті стратегиялардың жиынтығы болып табылатын коммуникативті тактикалар бөлініп көрсетіледі және сипатталады.

Кілтті сөздер: ономастикалық кеңістік, жалқы есім, эргоним, көпмәдениетті кеңістік, құрылымдық-семантикалық сипаттама, прагматикалық ерекшелік, коммуникативті стратегия, коммуникативті тактика.

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Эргономический потенциал мультикультурного ономастического пространства

Настоящая статья посвящается вопросу о закономерностях возникновения и функционирования эргонимов в поликультурном ономастическом пространстве. Характеризуется место эргонимов в ономастической системе города как культурного компонента и как продукта мыслеречевой деятельности номинатора, то есть владельца. Авторы определяют семантические, структурные и прагматические особенности эргонимов-названий торговых домов и магазинов административного центра Павлодарской области, города Павлодар. Структурно-семантические и прагматические характеристики анализируемых эргонимов в мультикультурном пространстве становятся залогом концептуального диалога культур, в котором происходит обмен культурными ценностями. Эргонимы содержат в себе культурную информацию, то есть обладают «культурологическим зарядом». Следовательно, они отражают особенности национального мировосприятия или иного народа. В этом контексте авторами производится количественный анализ языкового корпуса, представляется и характеризуется его классификация. Кроме того, определяются специфические, присущие только данному разряду имен собственных, функции эргонимов. В исследовании также выявляются прагматические особенности анализируемого языкового материала. Авторы подчеркивают, что прагматические характеристики эргонимов определяются фактором экономической конкуренции. В связи с этим в настоящей работе определяются коммуникативные стратегии владельца предприятия (номинатора), направленные на то, чтобы воздействовать на потребителя с целью большего привлечения клиентов. Авторами также выделяются и описываются коммуникативные тактики, представляющие собой совокупность указанных в исследовании коммуникативных стратегий.

Ключевые слова: ономастическое пространство, имя собственное, эргоним, поликультурное пространство, структурно-семантическая характеристика, прагматические особенности, коммуникативная стратегия, коммуникативная тактика.

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