

Pan-Turkic Ergonyms as a Linguocultural and Sociocultural Phenomenon of the Republic of Bashkortostan

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Abstract – Many aspects of modern ergonomic space development in the Republic of Bashkortostan are still poorly studied. The study of linguistic landscape of the multiethnic region is one of the most important linguistic and socio-cultural phenomena which represents a means of visual communication. Research into common Turkic elements in the onomasticon of the Republic of Bashkortostan has been relevant due to the fact that the region's territory unites the representatives of several language groups (Turkic, Finno-Ugric, Eastern Slavic, etc.). For centuries the Republic of Bashkortostan has been the migration centre for many Turkic-speaking peoples, who left their mark in geographical space of the region. The linguistic space of the Republic of Bashkortostan consists of several layers of Turkic onomastic vocabulary, reflects almost all lexical and semantic phenomena peculiar of the language's lexical system as a whole. In the authors' opinion, ergonymy of the Republic is influenced by different languages due to its polyethnic nature. Ergonyms of Turkic origin prove this fact. Most of them are represented with the names of commercial enterprises. The article deals with lexical-semantic and word-forming features of ergonyms in the linguistic landscape of multiethnic Bashkortostan. Special attention is paid to semantic and grammatical onymization and the problems of transonymization. According to the research results, a group of anthroponymic names is the largest lexical layer. Transonymization of anthroponyms, toponyms and other names can be considered as the most productive lexical-semantic way of Turkic ergonyms' formation. Metaphorical and metonymic transfers are less common.

Keywords: *Turkic ergonyms, onomastic space, lexical and semantic features of ergonyms, word-forming features of ergonyms*

I. INTRODUCTION

The introduction outlines the relevance and purpose of the article.

The problem of studying Pan-Turkic elements of onomastics in the linguistic space of the Republic of Bashkortostan has been relevant due to the fact that the territory of the region is a melting pot of representatives of several language groups (Turkic, Finno-Ugric, East Slavic, etc.). Ergonymics as a subbranch of onomastics develops in close connection with philology, geography, history, ethnography. It studies the regularities of the process of filling the space of the city with objects of social nature and social significance, including organizations and institutions, industrial, commercial enterprises, service enterprises, as well as their meaning, structure, origin and distribution area.

Ergonyms are the names of business associations of people (organizations, institutions, corporations, enterprises, communities, etc.), actively used in the infrastructure of modern urban facilities. These lexical units are of particular importance for understanding of socio-cultural phenomena and historical reality; a special category of onomastics, forming a unique linguistic environment of cultural space.

For centuries the Republic of Bashkortostan has been the migration centre for many Turkic-speaking peoples, who left their mark in geographical space of the region. Many currently used toponyms of the Republic of Bashkortostan are surprisingly repeated in the vast *Turkic* world – "*Pax Turana*" [1]. Therefore, Turkic ergonymy is considered as a part of centuries-old culture, and the Turkic-language ergonyms is a lexical layer complex in structure, historical roots, nomination, and word-formation models. Both theoretical and applied value of this lexical layer is conditioned by peculiarities of interaction between Turkic-speaking peoples with the Slavic and foreign-speaking multicultural environment.

These problems are also actualized due to the fact that there is an expansion of international relations of Russian regions aimed at solving the most important issues of

modern integration in the field of cultural and tourist exchange, as well as other forms of interaction. In this regard, creation of the Yangan-Tau geological park in the territory of the Republic of Bashkortostan, which includes unique geological, natural monuments and rich ethnic heritage, requires intensified research in this direction.

It should be noted that the Yangan-Tau is the first geopark in the Russian Federation, included in the UNESCO global network of geoparks on September 1, 2019 in Indonesia.

The study of linguistic landscape of any region is of special scientific interest, as it acts as a means of visual communication and reflects the language preferences of modern society. Despite the centuries-old nature of functioning, many aspects of the development of modern Turkic ergonomic space of the Republic of Bashkortostan are still not sufficiently studied. The research problem is relevant in the context of development of ergonymy as a special branch of Turkic and Bashkir linguistics. At the same time, studying the ergonymic landscape of the region, identifying the layer of ethno-cultural ergonyms and regularities of their origin, development and word-formation potential are of special scientific interest [2].

Word-forming features of ergonyms is one of the most complicated processes, since most layers of onomastic vocabulary take part in the formation of names of enterprises and organizations. Almost all lexical and semantic phenomena characteristic of the lexical system of the language as a whole are reflected in the ergonymy.

Both in Russian and foreign linguistics there is rich experience in the study of word-formation features of *onyms*. For example, famous researcher of Russian onomastics N.V. Podolskaya notes that semantic onymization is a process characterized by the lack of formal changes in the structure of the appellative – it does not belong to word-forming processes, but is defined as semantic word formation [3].

The researcher considers grammatical onymization to be the connection of word-forming morphemes or bases, syntactic ways of word-formation. The research by N.V. Podolskaya can serve as a theoretical basis for the study of word-formation of the ergonomic system in a comparative aspect. The proposed theoretical model of onyms' word-formation was later expanded and deepened with word-forming potentials of new names.

Word formation of ergonyms is a rather complex and multifaceted phenomenon, which includes semantic connections in the lexical system, traditional grammatical models of word formation and the transition of a group of onyms from one onomastic space to another.

II. MATERIALS AND METHODS (THE MODEL)

Researchers of the ergonomic system of language point to two main ways of forming ergonyms: semantic and grammatical (or actually word-forming) onymization, which are characterized by a large number of word-formation models.

Semantic transonymization is also one of the productive ways of ergonyms' formation. A large group of names of the

onomastic layer passes into the ergonomic space of the language forming new names. For example, the Turkic ergonomic system in the Republic of Bashkortostan is characterized by a large number of names formed from: a) anthroponyms; b) toponyms; C) mythonyms and cosmonyms, etc.

The second way of ergonyms' formation is semantic onymization – conversion of one appellative or appellative phrase to the proper name through the change of function and its further development in any class of ergonyms. This kind of semantic classification in the corpus of ergonyms is represented by two main types: metaphor and metonymy

The grammatical method of ergonyms formation is considered to be productive; it is represented by the following traditional word-forming syntactic, lexical-syntactic, lexical-grammatical models, and is supplemented with the fourth type of model – lexicalization.

Our research, covering several districts of the Republic of Bashkortostan (Salavatsky, Duvansky, Kiginsky, Gafuriysky, Ishimbaysky, Sterlitamaksky districts), where the creation of geoparks is planned, as well as the analysis of field materials show that the theoretical models of onyms' formation presented in the works of such researchers of the Russian language as M.V. Gorbanevsky, A.V. Superanskaya, N.V. Podolskaya, I.Yu. Baranov, T.P. Romanova, V.I. Suprun, A.A. Trapeznikova, et al., can be successfully applied in the process of studying the Turkic ergonymy of the region, but taking into account the peculiarities of the lexical composition and grammatical structure of the studied languages [4, 5].

M.V. Gorbanevsky analyzed ergonyms according to their regional features and noted that it is expedient to combine lexical-semantic and word-formation principles of analysis: the first one identifies the richness of the Russian language vocabulary, allows establishing regularities in the nomination principles, and the second one defines the word-forming resources of ergonymy as a separate layer of the language vocabulary [6].

The classification of ergonymic vocabulary proposed by A. M. Emelyanova is based on the M.V. Gorbanevsky's classification, but it is created taking into account semantic (genesis of names and meaning), word-formation features of ergonyms' nomination resulting from their existence at a certain level [7].

Division of onyms is one of the most important stages of the work. At this stage, the names to be studied are selected. Scholars have developed several types of ergonyms' classification with the lexical-semantic classification of onomastic units being primary one. For example, S.V. Zemskova distinguishes two groups of ergonyms on the basis of classical classification of proper names: motivated and unmotivated ergonyms [8].

According to our preliminary estimates, Turkic ergonyms make up almost half of the names in the linguistic landscape of the Republic of Bashkortostan. The study of the onomastic space of the Republic of Bashkortostan let identify several lexical and semantic groups of ergonyms, which represent common Turkic language units. Let us present classification of motivated units that reflect

connection of an ergonym with the sphere of an enterprise's activity and its location.

TABLE I. CLASSIFICATION OF MOTIVATED ERGONYMS

	Classification	Examples
I	Anthroponymic ergonyms derived from any proper names (personal name, patronymic, surname, nickname, pseudonym, etc.).	cafe: Nerkes, Salavat; shops: Shamil, Iskender, Guzel, Alia, Damir, Rakhima; mini-market Aigel; bar Alhyu; canteen Mezine; salon-studio Mezine; hairdressers: Gelnara, Azaliya; tour operator Guzel; assistance center Fatima, etc.
II	Mythonyms	shops: Tolpar, Akbuzat; sanatorium Akbuzat; tour operator Ural-Batyr; theatre-show Homay; group of companies Batyr; hairdresser Ak Bure, etc.
III	Zoonyms	public organization Kuk Bure; box club Aryslan; hippodrome Yurtak; tourist complex Berkut; ski resort Berkut; shops: Aksarlak, Shonkar, Sapsan, etc.
IV	Ergonomy containing a topographical feature – lexeme 'Ural'	studio Ural; cafe Ural; audit agency Ural-Zashchita (Ural-Protection); bank Uralsib; fund: Ural, Ural-Siti (Ural City), Ural profil (Ural Profile), etc.
V	Ergonyms containing lexeme 'bash'	hotel Bashkortostan; pharmacy Travy Bashkiri (Herbs of Bashkiriya); bank Bashinvest; theatre Bashdramteater; company: Bashneft, Bashavtokom, Bashlider, BashTekhAvto, Bashurbokom, etc.
VI	Cosmonyms	hairdresser: Sulpan, Yondo; shop: Sulpan, Ay, Yondo; hotel Buzat; cultural center Bolgar; tour operator Bolgar, etc.
VII	Chrematonyms	Ak Yort, Ak Tirme, Ilek; cafe Sherbet; center Ak kalpak; shop: Altyn, Ak Kayin; public association Kuray; etc.
VIII	Ergonyms formed from place names that perform memorial and partially reference functions	hotel Agizel, Shafran; shipping Karizel; shopping center Yuruzen; center Yayk; shops Urman, Duvan; shopping and entertainment centers Iremel, Iredek; tour operator Shulgentash; supermarket Yangantau; cafe: Kurgazak, Yuryuzan; hotel Kurgazak; sanatorium Ay; shops: Talkas, Sim, Zam-zam, etc.
IX	Names associated with the culture of Turkic peoples	cultural center Tamy; association Miras; beauty studio Ete kyz; shop Navruz, etc.
X	Chrononyms	newspaper Zaman; shop Zaman; hairdresser Tan; sanatorium Tan, etc.
XI	Heortonyms	collective farm Habantuy; farm Habantuy; hotel Ramadan, etc.
XII	Names derived from the names of profession or social status in Turkic languages	center Tabib; Association Khan, etc.

XIII	Names derived from the names of character traits or evaluative characteristics, abstract concepts	Aybar, Tugan, Yaktash, Berlek, Ilkham ('Inspiration'), Maksat; shops Bereket, Ikhlas, Mullyk, Yomart, Bekhetle, Temle; cafe Rekhel; publishing house Gilem; shop Baykhent.
XIV	Onyms derived from the names of historical characters	hockey club Salavat Yulaev; museum Salavat Yulaev; cinema Salavat; Bashkir State Pedagogical University named after M. Aknulla; library named after Ahmet-Zaki Walidi; mosques: Khamza, Ar-Rakhim.

When identifying and analyzing anthroponymic ergonyms of the Republic of Bashkortostan, we pointed out cases of presence of Arabic-language Islamic ergonyms in the onomastic space of the region, as evidenced by the name-ergonym *Fatima* [9]. Ergonyms formed from the personal name of Fatima are aimed at expressing the cultural code. We have recorded two names in which this anthroponym is used: the name of hotel and the name of organization for social and psychological assistance to women. Fatima (from Arabic 'weaned') – the daughter of prophet Muhammad, the patroness of women.

Revival of national values, return of religion to the cultural life of the Turkic-speaking peoples of the Republic contributed to the growth of popularity of religious ergonyms [10], for example: *Dalia*, *Meslime*, *Hayati*, *Aisha* – clothing salons for Muslim women; *Al-Seid* – cultural center; *Al-Kausar* –cosmetology center; *Yasin* –medical center; *Khelel*, *Kishmish*, *Robai*, *Khalva*, *Soltan* – names of Muslim cafes and restaurants; *Yosof* – men's beauty salon [11].

Some names are Turkic in nature. They were borrowed from the Oriental languages and represent mytho-anthroponyms: *cafe Aladdin*, *restaurant Ali Baba*, *restaurant Scheherazade*.

The lexeme 'arслан' was considered to be a common component of personal names, the title of Turfan and Karakhanid rulers in the ancient Turkic language: *Arslan balban*, *Arslan tegin*, *Arslan Bilge Tengri ilig*, etc. In our opinion, the male name Arslan contains sacred information about spiritual heritage of the ancient Turks, namely, about the totemistic religious and mythological beliefs of their ancestors. In the modern Bashkir language, the metaphorical meaning of this lexeme symbolizes man's physical strength. The use of the anthroponym *Arslan* (*Aryslan*) as an ergonym allows expressing its metaphorical meaning as well. In our case as, the transformation results are as follows: *Arslan - Aryslan - Eruslan - Ruslan* Arslan turned into Ruslan, which became a popular ergonym for many names of shops and cultural objects.

Some names of modern onomastic space bear features of slang lexicon and are used for advertising and attracting the audience, especially youth. For example: *shop Lilek*.

Besides, a language game technique is used to attract potential buyer. The technique is based on a regular violation of various rules or balancing on the verge of the norm. In this case, violations themselves are not accidental, they often comply with the rules and certain regularities. In

many cases, mistakes are made intentionally, purposefully thus drawing attention to the advertised product or service. Moreover, intentional mistakes actually attract attention of literate people.

Phonogame is the most widespread technique used for naming commercial organizations, shops and other objects. This technique allows creating illusion of spontaneous speech through the use of written words. For example, ergonyms derived from the lexeme 'bekhet' (from Persian 'happiness' include: *the names of grocery stores Bakhit, Bekhet; cafe Bakhit, Bakhyt LLC.*

Therefore, ambiguity of the name intrigues the client making them enter the building in order to satisfy their interest.

Thus, from linguocultural and sociocultural viewpoints, ergonyms of Turkic origin in the Republic of Bashkortostan are represented with a large number of names, most of which are of anthroponymic. A new type of Turkic names is formed from slang Slavic-Turkic vocabulary with the use of advertising slogans. Traditions of Arabic loanwords are revived in the ergonomic space, which is reflected in a separate group of names that carry a bright shade of Islamic culture. This is especially evident in the names of Muslim clothing shops: *Scheherazade, Jamila, Samia, Rabia, Habibati, Amani, Amira, Galiya, Malika.* As can be seen from these examples, most names are derived from anthroponyms.

Besides, the ergonyms of the Republic of Bashkortostan include loanwords from the Persian language. For example, retail chain *Arzan* (from Persian 'cheap', 'affordable'), shop *Yasmina* (from Persian 'Jasmine', 'a branch of Jasmine', 'Jasmine flower').

The main part of Turkic ergonyms of the Republic of Bashkortostan is formed by semantic onymization. Transonymization of anthroponyms, toponyms and other onyms into the ergonomic system is considered to be the most productive way of lexical-semantic word-formation. Metaphorical transfer and metonymic transfer are less productive due to the dominant position of the Russian language in the ergonomic system [12]. Over the last decades, a wide layer of loan names has been formed in the Turkic ergonomic system. In general, the process of word formation and development of lexical-semantic relations in the Turkic ergonomic system continues up-to-date [13].

Turkic ergonymy on the territory of the Republic has been functioning since ancient times. Turkic words were used in the names of organizations associated with the service sector, industry, and culture [14]. The abovementioned examples show that: cultural and linguistic layer, organization's location, owner's name, as well as owner's nationality and even the region's name are often reflected in ergonyms. Unfortunately, the modern ergonymy of the Republic of Bashkortostan lacks names of objects reflecting the internal resources of the national culture and its identity [15].

Despite this fact, there are ergonyms, which have undergone small changes and have been used for a long time. There are also those that had not been used for several centuries, but recently had resumed their existence. Many of these ergonyms have passed into the category of obsolete

vocabulary due to the disappearance of organizations [16]. Ergonyms that have been used for a long time, give an idea about the history, culture, industrial production, life of the peoples of Bashkortostan, therefore each of the language layers of names should be studied separately and in detail.

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