THE IMPORTANCE OF PROPER NAMES IN LANGUAGE AND COMMUNICATION

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Abstract. This article analyzes the role of proper names in language and communication based on semantic, pragmatic, and linguocultural aspects. In particular, within the framework of onomastics, the referential features, connotative meanings, and functional role of proper names in speech are highlighted. Additionally, their use in literary text, phraseology, and intercultural communication is examined using examples. Research results indicate that proper names are a crucial tool for increasing communicative effectiveness.

Keywords: proper names, reference, semantics, pragmatics, linguoculture, onomastics, communication, translation, discourse.

Annotatsiya. Mazkur maqolada atoqli otlarning til va kommunikatsiyadagi o‘rni semantik, pragmatik hamda lingvomadaniy jihatlar asosida tahlil qilinadi. Xususan, onomastika doirasida atoqli otlarning referensial xususiyatlari, konnotativ ma’nolari va nutqdagi funksional roli yoritiladi. Shuningdek, ularning badiiy matn, frazeologiya hamda madaniyatlararo kommunikatsiyadagi qo‘llanishi misollar asosida ko‘rib chiqiladi. Tadqiqot natijalari atoqli otlarning kommunikativ samaradorlikni oshirishdagi muhim vosita ekanligini ko‘rsatadi.

Kalit so’zlar: atoqli otlar, referensiya, semantika, pragmatika, lingvomadaniyat, onomastika, kommunikatsiya, tarjima, diskurs.

Аннотация. В данной статье роль имен собственных в языке и коммуникации анализируется на основе семантических, прагматических и лингвокультурологических аспектов. В частности, в рамках ономастики освещаются референциальные особенности, коннотативные значения и функциональная роль имен собственных в речи. Также на примерах рассматривается их использование в художественном тексте, фразеологии и межкультурной коммуникации. Результаты исследования показывают, что имена собственные являются важным инструментом повышения коммуникативной эффективности.

Ключевые слова: имена собственные, референция, семантика, прагматика, лингвокультура, ономастика, коммуникация, перевод, дискурс.

Introduction

Language plays an incomparable role in the life of society as the most important means of expressing human thinking, culture, and social relations. In any language system, words carry a certain semantic and functional load, but the units that occupy a special place among them are proper names. Proper nouns not only perform a nominative function but also individually identify objects such as a person, place, organization, or historical event. In this regard, they are an important tool in ensuring the communicative effectiveness of the language.

The significance of proper nouns in language and communication is primarily determined by their referential nature. They indicate specific objects rather than general concepts, thereby increasing clarity and comprehensibility in speech. For example, the simple word “city” denotes a general concept, while the name of a specific city denotes a specific geographical area. This reduces

uncertainty in the communication process and increases the efficiency of information transmission. In addition, proper nouns play an important role as a linguocultural unit. They reflect the historical experience, cultural values, and worldview of a particular nation. For example, personal names, place names, or historical names are often inextricably linked to national traditions, religious beliefs, or historical processes. Therefore, the study of proper nouns is relevant not only for linguistics but also for cultural studies and communication theory.

Materials and methods

Research conducted within the framework of modern linguistics, particularly onomastics, is aimed at a profound analysis of the semantic, pragmatic, and stylistic features of proper nouns. Especially in the context of globalization, when communication between different cultures is intensifying, the issues of translation, adaptation and adoption of proper nouns require special scientific attention.

Results

The theoretical approaches established in XX century linguistics serve as an important methodological basis for the scientific interpretation of the linguistic nature of proper names. In particular, Gottlob Frege distinguishes between “meaning” (Sinn) and “denotate” (Bedeuting) in explaining the semantic nature of proper names. In his opinion, although proper nouns are units that refer to a real object, they also embody a certain conceptual content. For example, although “Morning Star” and “Evening Star” have the same referent (the planet Venus), their meaning is perceived differently. This approach reveals not only the identification but also the cognitive function of proper nouns. However, there are other views on the semantics of proper nouns. Bertrand Russell explains proper nouns based on the “theory of definitions”, interpreting them as a set of hidden descriptions. In his opinion, each proper noun actually signifies a specific set of descriptive features. For example, the name “Aristotle” is defined by descriptions such as “the student of Plato” or “the teacher of Alexander the Great”. This approach indicates the presence of a descriptive component in the semantic structure of proper nouns.

Later, Saul Kripke criticized these views, explaining proper nouns as “rigid designators”. In his opinion, proper nouns denote the same referent in all possible worlds, and their meaning is formed through socio-linguistic agreement rather than by descriptions. For example, the name “Newton” refers to the same historical figure in any context, even though descriptions of him may change. This approach substantiates the referential stability of proper nouns. From a linguistic perspective, the communicative function of proper nouns has also been thoroughly researched. John Searle analyzes the role of proper nouns in speech acts, emphasizing that their usage depends on the context and the general knowledge of the participants in speech. For example, in the sentence “Paris is beautiful”, the noun “Paris” activates not only a geographical object, but also certain cultural and aesthetic ideas. Consequently, proper nouns rely on background knowledge in communication and reveal pragmatic meaning.

Discussion

The linguistic and cultural features of proper nouns are also inextricably linked to the ideas of Wilhelm von Humboldt. He considers language to be an “expression of the spirit of the people”, emphasizing that every linguistic unit, including proper nouns, reflects a national worldview. For example, the name “Victoria” in English expresses the political and cultural characteristics of the era of Queen Victoria, while the name “Temur” in Uzbek creates a semantic field related to the

historical power, state governance, and national pride of Amir Temur. This confirms the role of proper nouns as a linguocultural code.

From a pragmatic and stylistic perspective, the functional possibilities of proper nouns are particularly evident in literary texts. For example, in the works of William Shakespeare, proper nouns often acquire a symbolic meaning. In the tragedy "Romeo and Juliet", the characters' names reflect their social backgrounds and family conflicts. Furthermore, in the phrase "He is a real Romeo", the name "Romeo" is used as a symbol of love and romance. This indicates the metaphorical and expressive possibilities of proper nouns. Also, the use of proper nouns in phraseological units also demonstrates their semantic expansion. For example, the phrase "meet one's Waterloo" is related to the Battle of Waterloo, meaning "to suffer a major defeat". Here, the proper noun acquired a generalized meaning based on a historical event. Similarly, the phrase "Achilles' heel" is based on the figure of Achilles in Greek mythology and is used to mean a "weak spot". These examples reveal the discursive and intertextual function of proper nouns.

The role of proper nouns in modern communication, especially in media and advertising discourse, has expanded even further. Brand names represent not only a product but also certain social values. For example, Apple stands for innovation and minimalism, while Nike stands for an active lifestyle and motivation. This situation is analyzed by David Crystal within the framework of the role of language in global communication, indicating the semantic expansion and increasing social significance of proper nouns. In intercultural communication, the translation of proper nouns is considered a separate problem. Peter Newmark distinguishes between transliteration, transcription, and functional equivalence strategies when translating proper nouns.

Conclusion

In conclusion, proper nouns appear in the system of language and communication not only as a nominative unit but also as a semantically, pragmatically, and linguoculturally complex and multifunctional tool. While the theories developed by Gottlob Frege, Bertrand Russell, and Saul Kripke illuminated the referential nature of proper nouns from various perspectives, modern linguistic approaches also expand their connotative and pragmatic possibilities. Analyses show that proper nouns not only ensure clarity in speech but also express cultural meaning, evaluative attitudes, and stylistic impact. Especially in the process of intercultural communication and translation, their correct interpretation is an important factor of communicative success. Therefore, the comprehensive study of proper nouns from semantic, pragmatic, and linguocultural perspectives remains one of the urgent tasks of modern linguistics.

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