The Role of Communicative Strategy and Tactics in Name Creation

M. Saparniyazova[1], M. Sabirova[2]

[1]Candidate of Philological Sciences, Associate Professor Tashkent State University of Uzbek Language and Literature named after Alisher Navoi

[2]PhD, Institute of Uzbek language, literature and folklore of the Academy of Sciences of the Republic of Uzbekistan

ABSTRACT: The addressee predetermines which communicative strategy to choose for the addressee to achieve the communicative goal, and accordingly performs verbal actions. This aspect is also important when creating a name.

This article provides information on the linguistics of name formation, the role of communicative strategies and tactics in the formation of names, the main trends in name formation in the Uzbek language. In addition, recommendations were made on the technological mechanisms of name creation. On the example of the Uzbek language, models for creating names specific to national languages have been developed.

KEYWORDS: neiming, neym, communicative strategy and tactics, names, neiming technology, linguistics of nomenclature, brand names, product names, nomenclature.

INTRODUCTION

The reforms carried out in our country in recent years have opened up vast opportunities for the development of our economy and the prosperity of our Motherland. It is gratifying that many industrial enterprises, production and trade facilities have been launched, and special attention is paid to the production of products based on local raw materials. Of course, it is a responsible task to name the production facilities, enterprises, shopping centers, products under construction. After all, the names of production facilities, shopping centers or products play an important role in attracting the attention of consumers.

Every language has certain linguistic laws of name creation. Names in Uzbek are mainly words that are available in the language resources as nouns or compound nouns with them. It is also created by using other language units exactly and attaching another language unit to a specific language unit. While the name is linguistically perfect, it should not have a negative effect on the human psyche, on the contrary, it should be in line with the national-cultural views of the speakers, the national moral norms. The name is the result of creative activity. Hence, the name is the product of the creativity of the language owner who created it. When creating a name, new semantic units are created in the language or additional meaning is added to the word, sometimes the existing lexical unit acquires a completely different meaning, a new essence.

It is known that each addressee, within the framework of personal interests, aims to exert a verbal influence on the participants of the conversation: he tries to convince the client of his conclusions, to influence his thoughts. Such a need and desire necessitates the choice of clear communicative strategies and tactics aimed at the speech effect by the addressee.

THE MAIN FINDINGS AND RESULTS

Characteristically, conflicts of interest between people create various pragmatic barriers in the communication process. This increases the addressee's need to choose different communication strategies depending on their plans, goals, and intentions. If the subject has a clear communicative goal, he or she will usually look for ways to achieve it. When the speaker's purpose is not directly expressed in speech, he expresses his communicative intention in explicit or implicit forms of expression.

It is known that in the organization of the communication process, the addressee adheres to the *communicative goal + communication motive + unit of verbal action*. The addressee also has some communicative purpose in composing a simple sentence. Reflecting on this, Sh.Safarov states that "the purpose of communication should not be limited to the exchange of information, but to influence the" partner "in the transmission of information, to convince him of something, to subdue him, to motivate him to action." (1)

The addressee predetermines which communication strategy to choose in relation to the addressee in the implementation of a communicative goal and performs verbal actions accordingly.

The Role of Communicative Strategy and Tactics in Name Creation

O.Issers argues that the term *strategy* is derived from military terminology and refers to a sequence of carefully thought-out actions aimed at achieving a goal. Later, the term began to be used in linguistic terminology as well. In particular, in linguistics, the concept of *speech strategy* is understood as a number of speech actions that are tasked with achieving a specific communicative goal. (2)

The set and types of communicative tactics that are chosen in the implementation of the speech process are also important. A tactic is a set of verbal actions aimed at implementing a communicative strategy. Typically, multiple speech tactics are performed under one strategic goal. N. Kazakova notes that "in a strategy based on cooperation, it is possible to use tactical linguistic methods and tools, such as humorous, sincere, friendly tactics of expression, critical thinking in a conflicting speech situation, reprimand, interrogation." (3)

The issue of communicative strategy and tactics is one of the practical aspects of the theory of *speech influence*. In many cases, a verbal influence is understood as a verbal action considered in terms of its expediency and motivational conditionality. Any form of communication is based on a goal that further regulates the activities of the interlocutor. Communicative strategies are based on the planning of speech through specific language tools, depending on the purpose of communication, the interests and relationships of the addressee and the addressee. Hence, the communicative strategy is implemented through 'speech planning'.

In his monograph, M. Khakimov, based on the views of G. Abdurahmanov and S. Mamajonov, concludes: "If we can not express something clearly, we should be angry not with our language, but with our illiterate skills." He goes on to say that "such a method and manner of expression determines the communicative strategy of the speaker" and that "the expression of communicative intent in a different context in an act of expression specific to the speaker's speech reflects the concept of communicative tactics." (4)

According to Sh. Kalandarov, the communication strategy is a set of circumstances specific to the preparatory part of the overall process, planned in advance by the speaker and aimed at the communicative goal. The driving force of any communication strategy is communicative intention, ie the goal of the speaker is to integrate all the conditions necessary for the effective implementation of the communication process. (5)

It should be noted that some linguists have used the terms "speech strategy" and "*communication strategy*" in relation to the concept of communicative strategy, and the terms "speech tactics" and "*communication tactics*" in relation to communicative tactics.

It is well known that there are different ways to achieve a communicative goal in the speech process and this is related to the choice of strategies. The speaker can pursue several goals under one motive and subordinate communication tactics to that goal as well. According to O.Issers, "usually even a simple request strategy has several goals in mind, first, a strategy to accomplish it, a strategy to prevent failure; second, the strategy of self-expression of the addressee; thirdly, to establish a good relationship between the addressee and the addressee, ie a strategy of cooperation."(6)

In pragmalinguistics, there are different approaches by researchers in determining the types of communicative strategies and tactics. In our opinion, the choice of communication strategy and tactics, taking into account his sign of information in the creation of the name, depends on the individual style, skill, linguistic ability of Neymer. The information sign of the names of production, trade objects, enterprises, firms, products is their important aspect. Such names should provide primary information about the nature of the object or product being named. For example, a store name should provide general information about the main products (food, clothing, shoes, etc.) sold in that store. Or the name chosen for the ice cream produced should at least indicate its type (chocolate, strawberry, walnut, etc.).

The communicative function of names is reflected in the relationship of production, trade objects, enterprise, firm, product name and consumer. In the process of obtaining information by name, the consumer enters into an invisible communicative relationship with production, trade facilities, enterprises, firms. That is, the name provides the consumer with information about production, trade facilities, products, and the consumer directly receives this information.

Sometimes the formation of various associations associated with a name in the mind of a language owner who has heard or read the name also indicates the formation of a communicative bridge between the name and the consumer. For example, the names of LLC "SAODAT DON MAHSULOTLARI", "LOLA TABOBAT", APTEKA-24, "SHIFO NUR" remind of the type of activity in which they are engaged. This situation indicates that an intellectual connection has occurred between the name and the consumer.

Linguist D. Lutfullaeva emphasizes that the communicative function of names is determined on the basis of communicative effectiveness, the communicative effectiveness of the name to convey certain information to the consumer and thus establish a relationship with him. But there are also names that do not have communicative effectiveness. For example, the names of "GAVHAR COMPLEX", "DAMU NE'MAT", "MAHMUD BARAKA IJARA", "MAXSUS DX" LLC registered in Chilanzar district of Tashkent cannot provide information about the consumer. Similarly, the names of the companies "KHAMIDULLOH VA KHAIRULLOH BARAKA", "MUHAYYO GAFUROVA", "IMONA BEHZOD" do not carry any information other than the name of the founder of the organization. This prevents these names from communicating indirectly with the consumer.

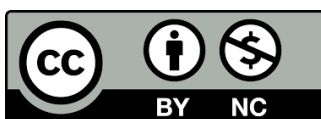**The Role of Communicative Strategy and Tactics in Name Creation**

The fact that the name of the enterprise, institution, firm, trade object or product in foreign languages that are incomprehensible to the owners of the language also prevents the establishment of communicative communication with the consumer through the name: "LARA MOON", "KOFFEEBRO", "OLD- SPECIAL LAWYER", "MAXHELP", "XPRESS-NEWS", "MAKSBI" and etc.

CONCLUSION

Thus, communicative strategy and tactics are a specific form of realization of the addressee's communicative goal in name creation. The extent to which this communicative goal is achieved is determined by the verbal impact the name has on the addressee. The right choice of communicative strategy and tactics plays an important role in creating a name. Therefore, the study of communicative strategy and tactics in the creation of the name is one of the most pressing problems in the pragmalinguistic aspect.

REFERENCES

1) Safarov Sh. Pragmalinguistics. Tashkent: National Encyclopedia of Uzbekistan, 2008. - p. 54.
2) Issers O.S. Communicative strategies and tactics of Russian speech. - M., 2008. - p.54.
3) Qazaqova N. Pragmalinguistic study of the prose works of Ghafur Ghulam: Filol.fan. fals on. d-ri (PhD) ... diss. Namangan: 2019. - p. 38.
4) Hakimov M. Basics of Uzbek pargmalinguistics. - Tashkent: Akademnashr, 2013. - p. 22.
5) Qalandarov Sh. Euphemization of folk proverbs in the Uzbek linguocultural environment: Philol. fan. fals on. d-ri (PhD) ... diss. Kokand: 2019. - p. 54.
6) Issers O.S. The work shown. - p. 101.
7) Sabirova, M., & Saparniyazova, M. (2021). Naming Of Newspaper Text: Pragmatic Properties Of The Title. *The American Journal of Social Science and Education Innovations*, *3*(02), 18-22.
8) Esanovna, D. L., & Saparniyazova, M. (2019). Naming: The technology of creating a name in the language. *Test Engineering and Management*, *81*(11-12), 4183-4189.
9) Lutfullaeva, D., Saparniyazova, M., & Davlatova, R. (2020). Criteria for creating a name in the uzbek language. *Journal of Critical Reviews*, *7*(16), 3142-3145.
10) Saparniyazova M., O'rozov J. O'zbek tilida nom yaratishning milliy-madaniy xususiyatlari. _T.: Ishonchli hamkor, 2021.
11) Esanovna, Durdona Lutfullayeva, and Muyassar Saparniyazova. "Naming: The Technology of Creating a Name in the." (2019).