

**SCIENCE**  
**PROBLEMS.UZ**

ISSN 2181-1342

Actual problems of social and humanitarian sciences  
Актуальные проблемы социальных и гуманитарных наук

**Ijtimoiy-gumanitar  
fanlarning dolzarb  
muammolari**

2-maxsus son  
(5-jild)

**2025**

**SCIENCEPROBLEMS.UZ**

**IJTIMOIIY-GUMANITAR FANLARNING  
DOLZARB MUAMMOLARI**

*№ S/2 (5) - 2025*

**АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО-  
ГУМАНИТАРНЫХ НАУК**

**ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES**

**TOSHKENT-2025**

## **BOSH MUHARRIR:**

Isanova Feruza Tulqinovna

## **TAHRIR HAY'ATI:**

### *07.00.00- TARIX FANLARI:*

Yuldashev Anvar Ergashevich – tarix fanlari doktori, siyosiy fanlar nomzodi, professor, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Mavlanov Uktam Maxmasabirovich – tarix fanlari doktori, professor, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Xazratkulov Abror – tarix fanlari doktori, dotsent, O'zbekiston davlat jahon tillari universiteti.

Tursunov Ravshan Normuratovich – tarix fanlari doktori, O'zbekiston Milliy Universiteti;

Xolikulov Axmadjon Boymahammadovich – tarix fanlari doktori, O'zbekiston Milliy Universiteti;

Gabrielyan Sofya Ivanovna – tarix fanlari doktori, dotsent, O'zbekiston Milliy Universiteti.

Saidov Sarvar Atabullo o'g'li – katta ilmiy xodim, Imom Termiziy xalqaro ilmiy-tadqiqot markazi, ilmiy tadqiqotlar bo'limi.

### *08.00.00- IQTISODIYOT FANLARI:*

Karlibayeva Raya Xojabayevna – iqtisodiyot fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Nasirxodjayeva Dilafuz Sabitxanovna – iqtisodiyot fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Ostonokulov Azamat Abdukarimovich – iqtisodiyot fanlari doktori, professor, Toshkent moliya instituti;

Arabov Nurali Uralovich – iqtisodiyot fanlari doktori, professor, Samarqand davlat universiteti;

Xudoyqulov Sadirdin Karimovich – iqtisodiyot fanlari doktori, dotsent, Toshkent davlat iqtisodiyot universiteti;

Azizov Sherzod O'ktamovich – iqtisodiyot fanlari doktori, dotsent, O'zbekiston Respublikasi Bojxona instituti;

Xojayev Azizxon Saidaloxonovich – iqtisodiyot fanlari doktori, dotsent, Farg'ona politexnika instituti

Xolov Aktam Xatamovich – iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Shadiyeva Dildora Xamidovna – iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent v.b, Toshkent moliya instituti;

Shakarov Qulmat Ashirovich – iqtisodiyot fanlari

nomzodi, dotsent, Toshkent axborot texnologiyalari universiteti

### *09.00.00- FALSAFA FANLARI:*

Hakimov Nazar Hakimovich – falsafa fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Yaxshilikov Jo'raboy – falsafa fanlari doktori, professor, Samarqand davlat universiteti;

G'aybullayev Otabek Muhammadiyevich – falsafa fanlari doktori, professor, Samarqand davlat chet tillar instituti;

Saidova Kamola Uskanbayevna – falsafa fanlari doktori, "Tashkent International University of Education" xalqaro universiteti;

Hoshimxonov Mo'min – falsafa fanlari doktori, dotsent, Jizzax pedagogika instituti;

O'roqova Oysuluv Jamoliddinovna – falsafa fanlari doktori, dotsent, Andijon davlat tibbiyot instituti, Ijtimoiy-gumanitar fanlar kafedrasini mudiri;

Nosirxodjayeva Gulnora Abdukaxxarovna – falsafa fanlari nomzodi, dotsent, Toshkent davlat yuridik universiteti;

Turdiyev Bexruz Sobirovich – falsafa fanlari bo'yicha falsafa doktori (PhD), dotsent, Buxoro davlat universiteti.

### *10.00.00- FILOLOGIYA FANLARI:*

Axmedov Oybek Saporbayevich – filologiya fanlari doktori, professor, O'zbekiston davlat jahon tillari universiteti;

Ko'chimov Shuxrat Norqizilovich – filologiya fanlari doktori, dotsent, Toshkent davlat yuridik universiteti;

Hasanov Shavkat Ahadovich – filologiya fanlari doktori, professor, Samarqand davlat universiteti;

Baxronova Dilrabo Keldiyorovna – filologiya fanlari doktori, professor, O'zbekiston davlat jahon tillari universiteti;

Mirsanov G'aybullo Qulmurodovich – filologiya fanlari doktori, professor, Samarqand davlat chet tillar instituti;

Salaxutdinova Musharraf Isamutdinovna – filologiya fanlari nomzodi, dotsent, Samarqand davlat universiteti;

Kuchkarov Raxman Urmanovich – filologiya fanlari nomzodi, dotsent v/b, Toshkent davlat yuridik universiteti;

Yunusov Mansur Abdullayevich – filologiya fanlari nomzodi, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Saidov Ulugbek Aripovich – filologiya fanlari nomzodi, dotsent, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi.

#### *12.00.00- YURIDIK FANLAR:*

Axmedshayeva Mavlyuda Axatovna – yuridik fanlar doktori, professor, Toshkent davlat yuridik universiteti;

Muxitdinova Firyuza Abdurashidovna – yuridik fanlar doktori, professor, Toshkent davlat yuridik universiteti;

Esanova Zamira Normurotovna – yuridik fanlar doktori, professor, O'zbekiston Respublikasida xizmat ko'rsatgan yurist, Toshkent davlat yuridik universiteti;

Hamroqulov Bahodir Mamasharifovich – yuridik fanlar doktori, professor v.b., Jahon iqtisodiyoti va diplomatiya universiteti;

Zulfiqorov Sherzod Xurramovich – yuridik fanlar doktori, professor, O'zbekiston Respublikasi Jamoat xavfsizligi universiteti;

Xayitov Xushvaqt Saparbayevich – yuridik fanlar doktori, professor, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Asadov Shavkat G'aybullayevich – yuridik fanlar doktori, dotsent, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Ergashev Ikrom Abdurasulovich – yuridik fanlari doktori, professor, Toshkent davlat yuridik universiteti;

Utemuratov Maxmut Ajimuratovich – yuridik fanlar nomzodi, professor, Toshkent davlat yuridik universiteti;

Saydullayev Shaxzod Alixanovich – yuridik fanlar nomzodi, professor, Toshkent davlat yuridik universiteti;

Hakimov Komil Baxtiyarovich – yuridik fanlar doktori, dotsent, Toshkent davlat yuridik universiteti;

Yusupov Sardorbek Baxodirovich – yuridik fanlar doktori, dotsent, Toshkent davlat yuridik universiteti;

Amirov Zafar Aktamovich – yuridik fanlar doktori (PhD), O'zbekiston Respublikasi Sudyalar oliy kengashi huzuridagi Sudyalar oliy maktabi;

Jo'rayev Sherzod Yuldashevich – yuridik fanlar nomzodi, dotsent, Toshkent davlat yuridik universiteti;

Babadjanov Atabek Davronbekovich – yuridik fanlar nomzodi, dotsent, Toshkent davlat yuridik universiteti;

Normatov Bekzod Akrom o'g'li — yuridik fanlar bo'yicha falsafa doktori, Toshkent davlat yuridik universiteti;

Rahmatov Elyor Jumaboyevich — yuridik fanlar nomzodi, Toshkent davlat yuridik universiteti;

#### *13.00.00- PEDAGOGIKA FANLARI:*

Xashimova Dildarxon Urinboyevna – pedagogika fanlari doktori, professor, Toshkent davlat yuridik universiteti;

Ibragimova Gulnora Xavazmatovna – pedagogika fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Zakirova Feruza Maxmudovna – pedagogika fanlari doktori, Toshkent axborot texnologiyalari universiteti huzuridagi pedagogik kadrlarni qayta tayyorlash va ularning malakasini oshirish tarmoq markazi;

Kayumova Nasiba Ashurovna – pedagogika fanlari doktori, professor, Qarshi davlat universiteti;

Taylanova Shoxida Zayniyevna – pedagogika fanlari doktori, dotsent;

Jumaniyozova Muhayyo Tojiyevna – pedagogika fanlari doktori, dotsent, O'zbekiston davlat jahon tillari universiteti;

Ibraximov Sanjar Urunbayevich – pedagogika fanlari doktori, Iqtisodiyot va pedagogika universiteti;

Javliyeva Shaxnoza Baxodirovna – pedagogika fanlari bo'yicha falsafa doktori (PhD), Samarqand davlat universiteti;

Bobomurotova Latofat Elmurodovna — pedagogika fanlari bo'yicha falsafa doktori (PhD), Samarqand davlat universiteti.

#### *19.00.00- PSIXOLOGIYA FANLARI:*

Karimova Vasila Mamanosirovna – psixologiya fanlari doktori, professor, Nizomiy nomidagi Toshkent davlat pedagogika universiteti;

Hayitov Oybek Eshboyevich – Jismoniy tarbiya va sport bo'yicha mutaxassislarni qayta tayyorlash va malakasini oshirish instituti, psixologiya fanlari doktori, professor

Umarova Navbahor Shokirovna– psixologiya fanlari doktori, dotsent, Nizomiy nomidagi Toshkent davlat pedagogika universiteti, Amaliy psixologiyasi kafedrasi mudiri;

Atabayeva Nargis Batirovna – psixologiya fanlari doktori, dotsent, Nizomiy nomidagi Toshkent davlat pedagogika universiteti;

Shamshetova Anjim Karamaddinovna – psixologiya fanlari doktori, dotsent, O‘zbekiston davlat jahon tillari universiteti;

Qodirov Obid Safarovich – psixologiya fanlari doktori (PhD), Samarkand viloyat IIB Tibbiyot bo‘limi psixologik xizmat boshlig‘i.

*22.00.00- SOTSILOGIYA FANLARI:*

Latipova Nodira Muxtarjanovna – sotsiologiya fanlari doktori, professor, O‘zbekiston milliy universiteti kafedra mudiri;

Seitov Azamat Po‘latovich – sotsiologiya fanlari doktori, professor, O‘zbekiston milliy universiteti;

Sodiqova Shohida Marxaboyevna – sotsiologiya fanlari doktori, professor, O‘zbekiston xalqaro islom akademiyasi.

*23.00.00- SIYOSIY FANLAR*

Nazarov Nasriddin Ataqulovich –siyosiy fanlar doktori, falsafa fanlari doktori, professor, Toshkent arxitektura qurilish instituti;

Bo‘tayeov Usmonjon Xayrullayevich –siyosiy fanlar doktori, dotsent, O‘zbekiston milliy universiteti kafedra mudiri.

---

## **OAK Ro‘yxati**

Mazkur jurnal Vazirlar Mahkamasi huzuridagi Oliy attestatsiya komissiyasi Rayosatining 2022-yil 30-noyabrdagi 327/5-son qarori bilan tarix, iqtisodiyot, falsafa, filologiya, yuridik va pedagogika fanlari bo‘yicha ilmiy darajalar yuzasidan dissertatsiyalar asosiy natijalarini chop etish tavsiya etilgan ilmiy nashrlar ro‘yxatiga kiritilgan.

---

**“Ijtimoiy-gumanitar fanlarning dolzarb muammolari”** elektron jurnali 2020-yil 6-avgust kuni 1368-sonli guvohnoma bilan davlat ro‘yxatiga olingan.

**Muassis:** “SCIENCEPROBLEMS TEAM” mas’uliyati cheklangan jamiyati

### **Tahririyat manzili:**

100070. Toshkent shahri, Yakkasaroy tumani, Kichik Beshyog‘och ko‘chasi, 70/10-uy. Elektron manzil:

[scienceproblems.uz@gmail.com](mailto:scienceproblems.uz@gmail.com)

### **Bog‘lanish uchun telefon:**

(99) 602-09-84 (telegram).

**MUNDARIJA**

**07.00.00 – TARIX FANLARI**

<i>Vaxidov Suxrobjon</i> O'ZBEKISTONDA ZIYORAT TURIZMINI RIVOJLANTIRISHDA ZIYORATGOHLARNING ROLI .....	10-14
<i>Mamatqulov Bekzod, Negmatova Dilafro'z</i> O'ZBEKISTON RESPUBLIKASIDA FARMATSEVTIKA SANOATINING RIVOJLANISHI: TARIXIY TAHLIL VA NATIJALAR (1991-2024 YILLAR) .....	15-20
<i>Esonov Ziyodbek Yuldashevich</i> FARG'ONA VODIYSINING O'RTA ASRLAR DAVRI KULOLCHILIK HUNARMANDCHILIGI TARIXIDAN .....	21-25
<i>Raxmatov Ramshod Raximovich</i> XX ASRNING BOSHLARIDA BUXORO VA TURKISTON IJTIMOYIY-IQTISODIY HAYOTIDA AFG'ONISTON OMILI .....	26-30
<i>Abduraxmonov Adxamjon Soxodilla o'g'li</i> SOVETLAR DAVRIDA FARG'ONA VODIYSI SHAHARLARIDA MADANIY HAYOT (Z. M. BOBUR NOMLI ISTIROHAT BOG'I MISOLIDA) .....	31-37
<i>Ergashev Ahmad Abdug'offorovich</i> PAXTAKOR-79 FOJIASI: O'ZBEK FUTBOLINING SSSR OLIY LIGASIDAGI RIVOJLANISH TRAYEKTORIYASIGA TA'SIRI (1979-1991) .....	38-44
<i>Ergashev Umar Kuziyevich</i> O'ZBEKLARNING "QOVCHIN" URUG'IGA DOIR MULOHAZALAR (QASHQADARYO VOHASI).....	45-49
<i>Bebitov Maqsud, Jo'raqulova Mukambar</i> JALOLIDDIN RUMIY: TURKISTON VA ANADOLU O'RTASIDAGI MA'NAVIY KO'PRIK .....	50-57

**08.00.00 – IQTISODIYOT FANLARI**

<i>Isayev Kobiljon Abdukodirovich</i> SANOAT KORXONALARIDA IQTISODIY INKLYUZIYA FAOLIYATINING IJTIMOIY-IQTISODIY SAMARADORLIGINI ANIQLASH USULLARI .....	58-69
<i>Амбарцумян Анастас Алексеевич</i> ВНЕШНЕЭКОНОМИЧЕСКОЕ СОТРУДНИЧЕСТВО УЗБЕКИСТАНА И РОССИИ: СОСТОЯНИЕ И ПЕРСПЕКТИВЫ .....	70-78
<i>Zokirjonov Muhammadsodiq, Mirzayeva Fotima</i> KAPITAL AKTIVNI VAHOLASH MODELI (CAPM)NING NAZARIY VA METODOLOGIK ASOSLARINI RIVOJLANISH XUSUSIYATLARI .....	79-91
<i>Исламтдинова Дина Файзрахмановна</i> СОВЕРШЕНСТВОВАНИЕ ОРГАНИЗАЦИОННО – ЭКОНОМИЧЕСКОГО МЕХАНИЗМА В ОТРАСЛИ КОНЕВОДСТВА .....	92-98
<i>Jumayeva Guzal, Jumadullayeva Durdona</i> JAHONDA KORPORATIV BOSHQARUV TENDENSIYALARI VA O'ZBEKISTON TAJRIBASI .....	99-105

<i>Rustamov Jamshed Boturjonovich</i> BIZNES-TA'LIMI XIZMATLARINI KO'RSATUVCHILARNING MARKETING FAOLIYATINI TAKOMILLASHTIRISH MASALALARI .....	106-110
--	---------

### **09.00.00 – FALSAFA FANLARI**

<i>Xolmirzaev Nodirjon Nizomjonovich</i> SHAHARSOZLIKDA ZAMONAVIYLIK VA MILLIYLIK MASALASI .....	111-114
<i>Mamanov Jamoliddin Abduraximovich</i> YOSHLARDA MILLIY IDENTIKLIKNI SAQLASHNING OMILLARI .....	115-123
<i>Eshpulatov Inoyat Saparovich</i> FAXRIDDIN ROZIYNING INSON FALSAFASI .....	124-128
<i>Fayziyev Xurshid Jumayevich</i> VOLTERNING DEISTIK MATERIALIZMI VA UNING O'ZIGA XOS XUSUSIYATLARI .....	129-133
<i>Rustamaliyev Mirjalol Hayrullo o'g'li</i> BARQAROR RIVOJLANISHDA DAVLAT BOSHQARUVINING AXLOQIY VA FALSAFIY MUAMMOLARI .....	134-138
<i>Abdumalikov Abdulatif, Juraboyeva Dilmura</i> YANGI O'ZBEKISTONDA JAMIYAT, INSON VA TABIAT MUNOSABATLARINING UYG'UNLIGI .....	139-143

### **10.00.00 – FILOLOGIYA FANLARI**

<i>Axmedov Oybek Saporbayevich</i> BOSHLANG'ICH TA'LIM INGLIZ TILI DARSLARIDA OG'ZAKI NUTQNI SHAKLLANTIRISH .....	144-152
<i>Алиева Эльвина, Расулова Дильбар</i> ТИПОЛОГИЯ КОНВЕРГЕНЦИИ В ЛИНГВИСТИКЕ .....	153-158
<i>Mirzayeva Kamola</i> “DEVONU LUG'ATIT TURK” ASARIDA KIYIM-KECHAK NOMLARI .....	159-164
<i>Abdullayev Akmal Amirovich</i> TOSHKENT VILOYATI ETNOTOPONIMLARINING SHAKLLANISHIDA ETNIK GURUHLAR MIGRATSIYASINING TA'SIRI .....	165-169
<i>Sayfullayeva Dilnoza Dilshod qizi</i> XUDOYBERDI TO'XTABOYEVNING “BESH BOLALI YIGITCHA” ROMANIDA MUALLIF BIOGRAFIYASI IFODASI .....	170-174
<i>Rahmonova Surayyo Ne'matovna</i> MERONIMLARNING GRAMMATIK VA STRUKTURAVIY XUSUSIYATLARI .....	175-179
<i>Чернова Наталья Васильевна</i> ОЦЕНКА И ДИАГНОСТИКА ФРАЗЕОЛОГИЧЕСКОЙ КОМПЕТЕНЦИИ СТУДЕНТОВ НЕЯЗЫКОВЫХ ВУЗОВ .....	180-184
<i>Abdusalomova Aziza Homidovna</i> SA'DIY SHEROZIY SHE'RIYATINING ANGLIYADAGI TARJIMALARIDA POETIK SHAKLNING USTUVORLIGI .....	185-192

<i>Morozova Anastasiya Vladimirovna</i> SEMANTIC AND PRAGMATIC ANALYSIS IN THE NAMES OF DINING ESTABLISHMENTS .....	193-196
<i>Murotaliyeva Maftuna Shukurullo qizi</i> P.D.JEYMSNING DETEKTIV ASARLARIDA INTERTEKSTUALLIK .....	197-200
<i>Ismatova Shaxnoza Axror qizi</i> DAVLAT RAHBARLARINING BAYRAM TABRIKLARI: LINGVISTIK, STILISTIK VA PRAGMATIK TAHLIL .....	201-205

## **12.00.00 – YURIDIK FANLAR**

<i>Qayumov Zoir Ergashevich</i> O‘ZBEKISTONDA YURIDIK JAVOBGARLIKDAN OZOD QILISH INSTITUTI RIVOJLANISHINING O‘ZIGA XOS XUSUSIYATLARI .....	206-210
<i>Tajaliyev Ilyosbek</i> PIROTEKNIKA BUYUMLARINING QONUNGA XILOF MUOMALASINING UMUMIY TAVSIFI VA TURLARI .....	211-215
<i>Sanayev Botir</i> SUN‘IY INTELLEKT TEXNOLOGIYALARIDAN FOYDALANISHDA YETKAZILGAN ZARAR UCHUN YURIDIK JAVOBGARLIK MUAMMOLARI .....	216-221
<i>Alisherova Nozima Nizamidin qizi</i> PORA OLIH JINOYATLARINI KVALIFIKATSIYA QILISH MASALALARI .....	222-230
<i>Avezov Dilshod Sadulayevich</i> SPECIFIC FEATURES OF EARLY TERMINATION OF LOCAL DEPUTY POWERS ON OBJECTIVE GROUNDS .....	231-234
<i>Mirzayev G‘olibjon Halimovich</i> PROKURATURA ORGANLARI FAOLIYATI SAMARADORLIGINI BAHOLASH TUSHUNCHASI, AHAMIYATI VA ZARURATI .....	235-242

## **13.00.00 – PEDAGOGIKA FANLARI**

<i>Zubaydullayev O‘ktam Raim o‘g‘li</i> BO‘LAJAK O‘QITUVCHILARNI ART–PEDAGOGIKASI ASOSIDA KASBIY FAOLIYATGA TAYYORLASHDA ZAMONAVIY TA‘LIM TEXNOLOGIYALARIDAN FOYDALANISH METODIKASI .....	243-248
<i>Turdimuratov Dilmurad Yuldashevich</i> JISMONIY TARBIYA MASHG‘ULOTLARI JARAYONIDA YUQORI SINIF O‘QUVCHILARINING IRODAVIY SIFATLARINI SHAKLLANTIRISH.....	249-255
<i>Egamberdiyeva Zarina Oltiboyeva</i> GEOAXBOROT TEXNOLOGIYALAR FANINI O‘QITISHDA GAMIFIKATSIYA METODIKASINI QO‘LLAB TAKOMILLASHTIRISH MASALALARI .....	256-260
<i>Abdiyev Jahongir Ruzibayevich,</i> INTELLEKTUAL QOBILIYATLARNI INOBATGA OLGAN HOLDA TALABALARNING ILMIY TADQIQOTCHILIK FAOLIYATINI TAKOMILLASHTIRISH .....	261-265
<i>Alimkulov Jamshid</i> BO‘LAJAK GEOGRAFIYA O‘QITUVCHILARINING LOYIHALASH KOMPETENTLIGINI RIVOJLANTIRISH MUAMMOLARI .....	266-272



*Kurbanov Olim Esirgapovich*

TARIX FANI MUTAXASSISLIGI MAGISTRATURA TALABALARINING TADQIQOT

KOMPETENSIYASINI SHAKLLANTIRISH: TARIX VA ZAMONAVIYLIK ..... 273-277

**Received:** 10 March 2025  
**Accepted:** 15 March 2025  
**Published:** 25 March 2025

*Article / Original Paper*

## **SEMANTIC AND PRAGMATIC ANALYSIS IN THE NAMES OF DINING ESTABLISHMENTS**

**Morozova Anastasiya Vladimirovna**

Termez State Pedagogical Institute

E-mail: [anasteywa555@gmail.com](mailto:anasteywa555@gmail.com)

**Abstract.** This study explores the issue of restaurant naming from a semantic-pragmatic perspective. A restaurant's name serves as a crucial link between the business and its customers, significantly influencing the success of its market presence and branding. The research aims to examine the semantic-pragmatic features of restaurant names. By analyzing selected examples, the study identifies and describes key techniques used in naming and branding. The collected empirical data is categorized based on Y.S. Bernadskaya's naming technique classification, with certain refinements introduced by the author. The findings outline the core principles for selecting restaurant names, providing a quantitative analysis of the identified naming methods. The study concludes that an absolutely perfect name does not exist; rather, its effectiveness depends on factors such as the restaurant's size, location, and target audience. When selecting a restaurant name, it is essential to consider factors such as thematic associations (reflecting the establishment's profile), cultural significance, phonetic appeal, and lexical meaning.

**Keywords:** branding, naming, ergonym, semantics, pragmatics, restaurant naming, restaurant image, name euphony.

## **UMUMIY OVQATLANISH JOYLARI NOMLARINING SEMANTIK-PRAGMATIK TAHLILI**

**Morozova Anastasiya Vladimirovna**

Termiz davlat pedagogika instituti

**Annotatsiya.** Ushbu maqolada restoran nomlash (neyming) muammosi semantika va pragmatika nuqtai nazaridan tahlil qilinadi. Restoran nomi kompaniya va mijoz o'rtasidagi bog'liqlikni shakllantiruvchi asosiy omillardan biri bo'lib, mahsulot yoki xizmatning bozordagi muvaffaqiyatiga bevosita ta'sir ko'rsatadi. Tadqiqotning asosiy maqsadi – restoran nomlarining semantik va pragmatik jihatlarini o'rganishdir. Restoran nomlash bo'yicha olingan turli misollar tahlil qilinib, nomlash va brend yaratishda qo'llaniladigan asosiy usullar aniqlangan hamda ularning xususiyatlari tavsiflangan. Jamlangan empirik ma'lumotlar Y.S. Bernadskaya klassifikatsiyasi asosida nomlash texnikalariga ajratilgan bo'lib, muallif tomonidan ushbu tasnifga muayyan tuzatishlar ham kiritilgan. Xulosa qismida restoran nomini tanlash tamoyillari ochib berilib, qo'llanilgan texnikalar bo'yicha miqdoriy tahlil o'tkazilgan va asosiy natijalar chiqarilgan. Ideal nom tushunchasi mavjud emas, chunki nom tanlovi restoran hajmi, joylashuvi, maqsadli auditoriyasi va boshqa bir qator omillarga bog'liq. Restoran nomini tanlash jarayonida uning mazmuniy bog'liqligi (muassasaning yo'nalishi), madaniy konteksti, brend tovushi hamda nomning leksik ma'nosi e'tiborga olinishi lozim.

**Kalit so'zlar:** brending, neyming, ergonim, semantika, pragmatika, restoran neymingi, restoran imiji, nomning ohangdorligi.

DOI: <https://doi.org/10.47390/SPR1342V5SI2Y2025N30>

### **Introduction.**

With the growing number of catering establishments and the resulting increase in competition, the importance of restaurant names that effectively convey the identity of the

establishment and capture the attention of potential visitors has become more significant than ever. Researchers specializing in naming and branding emphasize that «as the market economy evolves, a business's name has become a key component of its image» [2, p. 50]. However, while this concept is well established in many regions, it is still in its early stages of development in our country.

The study aims to examine the semantic and pragmatic characteristics of restaurant names.

Restaurant names served as the primary research material. A total of 125 restaurant names were collected and analyzed from the online restaurant and café directory «Guida alberghiera» [7].

### **Literature review and methodology.**

**Introduction** The selection of an aesthetically appealing and memorable name presents a common challenge for restaurateurs. Various linguistic and stylistic techniques are employed to achieve euphony in restaurant naming. According to V.M. Maltseva, euphony refers to «a combination of sounds that are convenient for pronunciation and pleasing to the ear, aligning with societal norms of word formation and pronunciation while utilizing various phonetic techniques such as sound repetition, anaphora, epiphora, and rhythmic structuring» [5, p. 122]. Another key factor in naming a restaurant is the principle of economy. As noted by T.A. Kadolo, «this principle manifests at different levels of commercial enterprises through a process of condensation, allowing for the efficient transmission of cultural meaning in a succinct manner» [3, p. 25]. Furthermore, M.G. Kurbanova highlights that effective trade enterprise names should not only inform customers about the nature of the business but also attract attention, be easily memorable, elicit positive associations, and remain comprehensible to a broad demographic [4, p. 30]. Additionally, many scholars emphasize the pragmatic function of commercial names, considering them as a communicative bridge between the business owner and potential customers [6, p. 103].

**Classification of Naming Strategies** Several scholars have proposed different classifications for naming strategies in commercial enterprises, including V.N. Domnin, Y.S. Bernadskaya, Ch. Charmasson, and I.S. Berezin. After examining these frameworks, the classification by Y.S. Bernadskaya appears to be the most concise and comprehensive, delineating six principal techniques for naming a business [1, p. 48-51]. This classification serves as the foundation for the present study on restaurant naming conventions.

### **Discussion and results.**

**Analysis and Findings** The study identifies several dominant patterns in restaurant naming. One prevalent strategy involves the incorporation of numerals, observed in 37 restaurant names within the dataset. Examples include 4 Fiumi (Four Rivers), 7 Nani (Seven Dwarfs), Vicolo 88 Garden (88th Lane), and Two Sizes. The choice of numerals often reflects historical or symbolic significance. For instance, Vicolo 88 Garden retained the number 88 from its previous address on Vicolo dell'Orso 88, leveraging customer familiarity and the positive connotations of the number 88, which symbolizes prosperity and success.

Another common approach entails the use of references to speed and efficiency, as exemplified by Formula 1 Pizzeria, which aligns its brand identity with the concept of rapid service and motorsport enthusiasm. The decor reinforces this theme, featuring racing-related imagery.

The second widely employed strategy involves rhyme and phonetic harmony, appearing in 19 restaurant names. Examples include Panino Divino (Divine Bun), Cantina e Cucina (Wine Cellar and Kitchen), and Zizzi Pizza. These names often feature rhythmic elements, consonant repetition, or identical syllables, enhancing memorability and brand recognition.

The third category encompasses geographical references, comprising 13 names in the analyzed sample. Many establishments reference Italian regions or cities, such as Vecchia Roma (Ancient Rome), Loro di Napoli (They are from Naples), and Sportiva Roma (Sporty Rome), to emphasize regional culinary heritage. In contrast, other names, like La Montecarlo or Nottingham, signal foreign influences and exotic culinary traditions.

Proper names constitute another significant category, divided into two subgroups: personal names linked to the owner and «speaking» names associated with historical or mythological figures. The first subgroup includes names such as Pierluigi, Da Gianni, and Da Milvio, where personal names enhance brand authenticity and emphasize family heritage. The second subgroup, containing 10 names, includes King David, Amadeus, and Ali Baba, which evoke cultural or historical associations, thereby enriching brand identity and narrative.

Another notable approach involves references to wildlife, observed in 15 names. Examples include La Mimosa (Mimosa), Pomodoro e Basilico (Tomato and Basil), and Il Dragone d'Oro (Golden Dragon). Such names utilize natural imagery to evoke emotional appeal and create distinctive brand identities. For example, La Lupa (The She-Wolf) references the legendary founding of Rome, reinforcing its connection to traditional Roman cuisine. Similarly, Il Dragone d'Oro signals a likely association with Chinese cuisine.

A more creative yet less common strategy employs wordplay and puns, with only six instances identified. Notable examples include Pork'n'Roll, ParmAroma, Spirito DiVino, and Braci e Abbraci. These names often derive from phonetic similarities or playful linguistic modifications. For instance, Pork'n'Roll mimics «rock'n'roll» while integrating «pork» to reflect the restaurant's specialty. Spirito DiVino exploits the dual meaning of «divino» (divine) and «di vino» (of wine), reinforcing its wine-related theme. Similarly, Braci e Abbraci modifies the phrase «baci e abbracci» (kisses and hugs) by substituting «baci» with «braci» (coals), underscoring the restaurant's grilled specialties.

Additionally, the study identifies a naming technique based on morphological word formation, particularly suffixation. Italian suffixes are categorized as either diminutive or augmentative. Augmentative suffixes include -one and -ccione, as seen in Da Baffone (The Moustache). Conversely, diminutive suffixes such as -ino, -ina, -cino, -cina, -etto, and -etta appear in names like Pecorino (Sheep), Pupina (Little Puppet), and Peperoncino (Pepper). However, restaurateurs apply such suffixes cautiously, given their strong connotative impact, which can elicit both positive and negative perceptions.

### **Conclusion.**

The findings indicate several key trends in restaurant naming. First, despite their abstract nature, numerals remain one of the most frequently utilized naming strategies. Second, phonetic techniques such as rhyme and consonance contribute to name memorability and brand recognition. Third, the inclusion of geographical names, personal names, and references to nature helps establish cultural or emotional connections with customers. Lastly, while wordplay and morphological modifications are less commonly used, they provide a distinctive identity to restaurants willing to embrace linguistic creativity. Overall, the strategic selection of

a restaurant name involves a balance of phonetic appeal, cultural significance, and marketing effectiveness, contributing to a compelling brand identity.

**References/Литературы/Adabiyotlar:**

1. Bernadskaya Y.S. Text in advertising: textbook. – M.: UNITY DANA, 2008. – 288 p.
2. Zelenina T.I., Butorina N.V. Communicative and pragmatic aspect of ergonyms (on the material of the Russian language) // Vestnik Udmurdsкого universitet. Series of history and philology. 2016. T. 26, vol. 6. – P. 50-53.
3. Kadolo T.A. Main trends in modern emporonymy: the principle of economy // Bulletin of N.F. Katanov Khakass State University. 2016. №15. – P. 25-28.
4. Kurbanova M.G. Ergonyms of the modern Russian language in the communicative-pragmatic aspect // Humanitarian researches. 2012. № 1. – P. 29-36.
5. Maltseva V.M. On the problem of euphony of ergonyms // Actual problems of studying language, literature and journalism: contamination and convergence of humanitarian thought. Abakan, 23-24 November 2016. – P. 121-127.
6. Serova L.F. Wordplay in commercial ergonyms (on the material of the French language) // Bulletin of Kemerovo State University. 2015. № 2-1 (62). – P. 103-106.
7. Guida alberghiera. Elenco guida dei ristoranti in Italia: [website]. URL: <http://www.aipn.it/ristoranti/lazio/roma.htm> (date of reference: 12.08.2018).

# SCIENCEPROBLEMS.UZ

## IJTIMOYIY-GUMANITAR FANLARNING DOLZARB MUAMMOLARI

*№ S/2 (5) – 2025*

## АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО- ГУМАНИТАРНЫХ НАУК

## ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES

**“Ijtimoiy-gumanitar fanlarning dolzarb muammolari”** elektron jurnali 2020-yil 6-avgust kuni 1368-sonli guvohnoma bilan davlat ro‘yxatiga olingan.

**Muassis:** “SCIENCEPROBLEMS TEAM”  
mas’uliyati cheklangan jamiyati

**Tahririyat manzili:**

100070. Toshkent shahri, Yakkasaroy tumani, Kichik Beshyog‘och ko‘chasi, 70/10-uy. Elektron manzil:

[scienceproblems.uz@gmail.com](mailto:scienceproblems.uz@gmail.com)

**Bog‘lanish uchun telefon:**

(99) 602-09-84 (telegram).