

PRAGMATIC, SEMANTIC, STRUCTURAL AND PHONETIC FEATURES OF NICKNAMES AND PSEUDONYM

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Abstract: This article "Pragmatic, semantic, structural and phonetic features of nicknames and pseudonym" is devoted to the analysis of pragmatic factors underlying the creation of emotional and evaluative potential of nicknames and nicknames. This chapter also attempts to systematize semantic, word-formation and phonetic means of representation of the studied secondary nominations. In addition, it conducts a study of word-formation models in suffixation, word composition; the structural types of complex nicknames and nicknames, as well as those formed by abbreviations, are described.

Key words: Pragmatic, semantic, structural, phonetic, word-formation, "emotional", "emotive", "expressive".

Introduction

Human consciousness is characterized not only by the desire for an objective reflection of the world, but also by qualification and evaluation activity. Pragmatic structures of consciousness are the initial ones and are responsible for the subjective assessment of everything observed and experienced by a person. But in order to properly navigate the world and act optimally in it, in order to correctly assess the world, an extra-pragmatic, objectified knowledge of the world is necessary, i.e. it is necessary to know its essential features, connections and patterns as deeply and comprehensively as possible. This objectified knowledge is organized in cognitive structures that form a powerful basis for orientation in the world, for pragmatic activity. Subjective interests feed on objective knowledge''

Methods And Materials

The research methods, including descriptive, component, contextual, and comparative analysis methods, are adequate to particular tasks and correspond to the general purpose of the study.

Many scientists consider expressiveness and emotionality as one. Thus, an undifferentiated understanding of these concepts can be found in V.V. Vinogradov: "The word overflows with expressive colors of the social environment. Reflecting the personality (individual or collective) of the subject of speech, characterizing his assessment of reality, it characterizes him as a representative of a particular social group. This circle of shades expressed by the word is called the expression of the word, its expressive forms. Expression is always subjective, characteristic, personal".

The problem of the correlation of expressiveness and emotionality, according to Yu.M. Skrebnev, is complicated by the fact that "... expressiveness not only has no generally accepted content, but ontologically by nature belongs to the category of concepts of indefinite scope". The identification of the concepts of expressiveness with the concept of emotionality leads, in turn, to the undifferentiated use of the terms: "emotional", "emotive", "expressive", "affective", "emotionally expressive".

For I.R. Galperin, "emotionality" is a broader concept, including the concept of "expressiveness". He says that "among the various emotional means of language there is a whole class of words whose characteristic feature is expressiveness".

However, there is a completely different approach to this problem, which consists in the fact that expressiveness as a category is broader than emotivity in language. Such an opinion

is held, for example, by such scientists as E.M. Galkina-Fedoruk, V.N. Telia, N.A. Lukyanova. The fact that in English expressive vocabulary includes words devoid of emotivity (for example, to rush, to roar, resplendent), and words with emotivity (for example, stinker, scoundrel, speechify), indicates that expressiveness is broader than emotionality. The use of expressions in speech gives a special flavor and expressiveness to the whole utterance.

Results And Discussions.

In this article, the pragmatic, semantic, structural, phonetic features of nicknames and nicknames were investigated. The results of this study can be summarized in the following conclusions:

1. Human consciousness is a unity of pragmatic and cognitive structures into which subjective and objectified knowledge fits. Therefore, every concrete meaning is qualified as an element of these two structures of consciousness.

2. Lexical meaning can combine both components in its structure - cognitive and pragmatic, but can be limited to one of them (for example, in the case of pragmatically neutral words, in which only the cognitive component of the content is represented). Words that combine both types of content in their meaning fall into two groups:

- a) words whose meaning structure is dominated by a cognitive component;
- b) words whose meaning structure is dominated by a pragmatic component.

3. Nicknames and nicknames refer to pragmatically marked vocabulary, in the structure of the meaning of which the pragmatic component dominates. Nicknames always have a pronounced emotional-evaluative character and are included in the category of expressive vocabulary. Unlike nicknames, not all nicknames have an expressive form, even if the pragmatic component prevails. As a rule, these are anthroponyms that have a neutral form.

4. Pragmatic factors underlie the creation of the evaluation potential of nicknames and nicknames. In the case of nicknames, such factors are the following:

- a) ethnocentrism,
- b) stereotyping,
- c) prejudice and negative attitude towards certain social groups arising for a number of reasons:
 - difference in verbal and nonverbal behavior (ethnic nicknames);
 - shortcomings of various nature (ethnic, school nicknames, as well as nicknames of criminals, political and public figures);
 - dissatisfaction with one's own place in the social structure of society and dissatisfaction with the events taking place in society (nicknames of politicians);
- d) a positive attitude towards certain individuals, manifested in the expression of approval, praise, love, affection, tenderness (sports nicknames, family nicknames).

All types of ratings are presented in nicknames: from disparaging to diminutive. Animal nicknames, on the contrary, are characterized mainly by a positive assessment. As a rule, they emphasize the advantages of pets.

5. The analysis of semantic features of nicknames and nicknames showed that the lexical and semantic means of creating these secondary nominations are metaphor, metonymy and antonymy (both metaphorical and metonymic). The formation of the meaning of secondary names occurs due to the simultaneous realization of the systemic meaning and the occasional meaning. As a result of such interaction, a system of two concepts about one subject arises: the properties of the one in question are viewed through the properties of the one whose name it is designated by.

Conclusion

A study of the pragmatic features of nicknames and nicknames showed that both categories of names are pragmatically marked. The main factors influencing the creation of the evaluation potential of nicknames are ethnocentrism, stereotyping, prejudice and negative attitude towards social groups. The latter may arise on the basis of differences in verbal and nonverbal behavior (ethnic nicknames), shortcomings of various nature (school nicknames, ethnic nicknames, nicknames of politicians, criminals), dissatisfaction with one's own place in the social structure of society and dissatisfaction with events taking place in society (political nicknames). The nicknames of athletes and family nicknames reflect a positive attitude, the manifestation of which is the expression of approval, praise, love, affection, tenderness.

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