

# Motivational Basis Of Gameronims In The Uzbek Language

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**Abstract:** This article examines the linguistic aspects of the formation of gemeronims – the names of mass media outlets – in the Uzbek language. It analyzes how various motivational factors such as territorial, socio-political, professional, gender-related, cultural, and psychological elements are reflected in media naming practices. The study also presents scientific conclusions on the nomination process of gemeronims in Uzbek and their communicative functions within society.

**Keywords:** Proper noun, hemeronym, mass media, newspaper, magazine, TV channel, radio, TV show, radio broadcast, website.

**Introduction:** The life of people today cannot be imagined without print and electronic media. It can be seen that they have grown both numerically and qualitatively because of the great emphasis on the media after the independence of our country. Of course, the problem of choosing a name for them also lies in this place. They are gaining relevance as a process that fully meets the requirements of the period – obeys certain language standards, is perfectly worked linguistically, does not adversely affect the reader (listener), but is in accordance with the traditions of national-cultural etiquette of our language and has such characteristics of advertising that suddenly attract the attention of the reader (listener) as a process dependent on linguistic and extralinguistic factors.

Names of mass media, which are part of famous nouns in the world linguistics and played an important role in all stages of human history – hemeronym (from Greek *gemero* (hemero), “day”, “onim” (onuma) “name”) are being studied in different aspects. Hemeronyms are appropriate names of periodical publications (newspaper, magazines, etc;) which are one of the onomastic units, as well as various information programs on television, radio, and the Internet. Along with linguistic features, famous names embody historical-cultural, ethnographic, aesthetic, geographical information. They are also of great

historical and cultural significance in the development of the nation and its language. It can be said that famous horses are a great cultural and linguistic heritage, in which the historical memory of our people is expressed.

In the language system, any name arises as a result of some necessity. The name of a newspaper, magazine, TV show, or website is not just chosen - it embodies a specific idea, purpose, audience, or territorial symbol.

People are forced to distinguish between the things they encounter during their lives. When a person's name something, he certainly pays great attention to one of its many signs. These signs are the basis for the name of these things. Naming something, distinguishing it from others, distinguishing it is determined by the customs, spiritual world, language, social views of the people living in this area, and the level of development of the society in general. That is why the names characteristic of the previous stage of the development of the society may seem simple in the next stage, and also the naming patterns or nominative devices specific to a certain period may not correspond to the next one. For this reason, in the category of hemeronyms, it is natural to have stratification characteristic of different periods.

Any name in the language system is formed not by chance, but based on a specific need and purpose. The

names of newspapers, magazines, television shows, radio broadcasts and internet sites are no exception.

Hemeronyms are the type of nouns that are most dependent on historical and, accordingly, ideological factors. In periodical mass media, affiliation with one or another ideology is reflected and leaves a very important mark on the discourse of a particular publication. The change of media names from time to time fully confirms this point.

Hemeronyms are divided into the following types according to the motive of the name:

#### 1. Hemeronyms named after the names of the region.

Hemeronyms can be intended for people living in a certain area. In particular, the increase in the number of state-owned print (newspapers, magazines) and electronic (radio, television) mass media is the reason for their territorial limitation.

Newspapers are divided into central newspapers, district newspapers, enterprise and institution newspapers according to the distribution area. Currently, each region of Uzbekistan has one or more newspapers. Special newspapers are published in all major cities and districts of our republic.

At the same time, large enterprises, organizations and institutions also have their own newspapers.

The names of regional newspapers mainly reflect the name of that region or regional center. Including "Xorazm haqiqati", "Toshkent oqshomi", "Buxoronom", "Namangan haqiqati", "Zarafshon", "Surxon tongi".

The names of district newspapers are also based on the name of the area (district) where the newspapers is published: "Chinoz hayoti", "Yangiyo'l", "Ohangaron haqiqati", "Qibray sadosi", "Urganch oqshomi".

Since these newspapers names contain "keywords", that is, the name of the region or district, it is possible to quickly understand which area they belong to. Of course, in the names of this type of newspaper, there were also places where the names of regions or districts were not mentioned.

"Keywords" were also used in naming newspapers of large enterprises and institutions. For example, "Iqtisodchi" (published by Tashkent State University of Economics), "Pediatri" (published by Tashkent Pediatric Medical Institute), "To'qimachi" (published by Tashkent Textile and light Industry Institute), "O'zbekiston Milliy universiteti" (published by National University of Uzbekistan), "Metallurg minbari" (published by JSC Metallurgical Combine of Uzbekistan).

Radio and television, which are electronic mass media, are also divided into central and regional types according to the distribution area. 16 out of 70 television stations operating in our country, 7 out of 35 radio station broadcast across the country. Television and radio broadcasting companies such as "O'zbekiston", "O'zbekiston 24", "Madaniyat va ma'rifat", "O'zbekiston tarixi", "Mahalla", "Yoshlar" are broadcast throughout the republic. In addition to these, there are also regional EM and radio channels, which are also mainly based on place names. "Qoraqalpog'iston teleradiokompaniyasi", "TTV" (Tortkol Television), "ETV" (Ellikkala Television), "Nukus FM" radio, "Andijon teleradiokompaniyasi".

It can be seen that the names of the regions are also used in the naming of Internet sites. For example, xorazm.uz (Khorezm region governmental website), such as urganchshahar.uz (the official website of the Urgench City administration), namangan24.uz (the website of Namangan news), khorazm.natlib.uz (the website of the Khorezm electronic library), nukustumanakm.uz (the website of the information resources center of Nukus district), uchquduq.uz (the official website of the administration of Uchquduq district). The use of domain names in internet sites names facilitates user identification.

Hemeronyms named on the basis of socio-political processes in society.

The names of the mass media, especially at the end of the 20th century, clearly or indirectly express the idea of huge changes in the socio-economic, political and cultural life of Russia and the region. This was expressed, first of all, in abandoning the use of the words with ideological symbols of the past era - sovietisms in hemeronyms.

Changes in the socio-political system led to an active change in the name of the mass media, the name of which contained the words of the past era, and this name change began after we gained independence. We can see this in the titles of a number of newspapers, magazines, shows and broadcasts. "Yosh leninchi" (1925), "Turkiston" (1992), "Yoshlar ovozi" (2017), "Lenin uchquni" (1929) and "Tong yulduzi" (1992). In addition, hemeronyms appeared, representing the updates and changes related to the socio-political processes in our society. That is, as a result of opening a wide path to the activities of political parties in our country, party publications such as "Adolat", "Milliy tiklanish" began to be published, and the official websites of each political party began to operate. With the formation of the ownership class "Mulkdor" and "Fermer" are the names of newspapers, magazines and programs such as "Yangi O'zbekiston" newspaper,

“Yangi Davr” (“Yoshlar” TV channel), “Yangilanayotgan yurt” (“Uzbekistan” TV channel) and etc.

Hemeronyms denoting intended for representatives of a certain field.

Newspapers, magazines, shows or broadcasts may be intended for people in a certain field and may publish and display materials intended for representatives of this field on their pages, such hemeronyms include words that are intended for people in this field. The hemeronyms that make up this group are intended not only to be relevant for people in this field, but also to introduce others to the news of this field.

a) Hemeronyms related to the field of education: “Ma’rifat” newspaper, “Ta’lim, fan va innovatsiya”, “Maktab va hayot”, “Boshlang’ich ta’lim”, magazines, “Ziyoli Minbari” (Uzbekistan TV channel); “Milliy ta’lim”, “Uyg’onish ma’rifati” (“Culture and Enlightenment” TV channel); ziyo.uz, ziyonet.uz, arxiv.uz, aim.uz, kitob.uz, idum.uz, kitobxon.uz, edu.uz. With the help of words such as “education”, enlightenment “ziya” used in this type of hemeronyms it is possible to know that they cover issues related to education;

b) Hemeronyms related to the field of medicine. “O’zbekistonda sog’liqni saqlash”, “Shifo-info”, “Stomatologiya dunyosi” newspapers, “Nevrologiya”, “Sharq tabobati”, “Infeksiya, immunitet va farmakologiya” magazines; apteka.uz, clinics.uz, policliniki.uz, shifonur.uz etc;

c) Hemeronyms related to the economic sphere. “Iqtisodiy gazeta”, “Tadbirkor va iste’molchi”, “Soliq va bojxona xabarlari”, “Bank axborotnomasi”, “Turizm”, “Bozor, pul va kredit”, bank.uz, deposit.uz (all banking products in one places), bhms.uz (accounting legislation site), etc;

d) Hemeronyms related to the legal field Newspapers “Huquqshunos”, “Inson va qonun”, “Huquq”, “Kuch adolatda”, “Adolat yog’dusi” magazines; “Adolat qo’rg’oni”, “Mening huquqim” (“Uzbekistan” TV channel); such as lex.uz (national database of information on legislation of Uzbekistan), consumer.uz (site of the Consumer Rights Protection Agency);

e) Hemeronyms related to the field of art: “Madaniyat”, “O’zbekiston adabiyoti va san’ati” newspapers, “Baxshiyona” (Culture and Enlightenment TV channel) “Navo”, “Navo nashidasi” (“Navo” TV channel); muz.uz (the first original Uzbek music site), arbobl.uz, toshmadaniyat.uz, meros.uz etc.;

f) Hemeronyms related to the field of information technologies: “Megabyte” magazine, terabyte.uz (Information technology news), PC.uz

(Uzbekistan’s computer market), www.uz (national search engine), etc;

g) Hemeronyms related to the religious sphere: “Islom nuri” newspaper, “Hidoyat”, “Islom va tafakkur” magazines; “Hidoyat sari”, “Imom Buxoriy saboqlari” (“Uzbekistan” TV channel); islom.uz, azon.uz, ahlisunna.uz, qadriyat.uz, muslim.uz, hadis.uz, mehrob.uz, muxlis.uz, hidoyat.uz etc;

h) Hemeronyms related to the railway industry: such as “Temiryo’lchi” newspaper, “Temir yo’l transporti: dolzarb masalalar va innovatsiyalar”, “Temiryo’lchi so’zi”, “ToshTIMI axboroti” magazines;

i) Hemeronyms related to the the construction industry: “O’zbekiston bunyodkori” newspaper, “Zamonaviy uylar”, “Arxitektura. Qurilish. Dizayn” magazines;

j) Hemeronyms related to the field of ecology: “Eko-muvozanat”, “Eko muloqot” newspapers; “Eko olam”, “Ekologiya xabarnomasi” magazines; ecoedu.karsu.uz (Single Digital Ecological Pedagogical system) botany.uz palatka.uz kabi;

k) Hemeronyms related to the field of sports. “O’zbekiston futboli”, “Sport” newspapers; “Kurash olami” magazine; stadion.uz, onside.uz, tribuna.uz, olamsport.uz and others.

4. Hemeronyms denoting intended for representatives of a certain gender.

Hemeronyms can be expressed using gender-specific words. For example, “Gulchehralar” newspaper. It is known that women are compared to flowers, and the word “face” is also widely used to describe women’s faces. According to this aspect, it can be known that the newspaper is a publication intended for a female audience. “Bekajon”, “Zulfiyaxonim” newspapers; “Saodat”, “Sanam”, “Kelinchak”, “Dugonalar” magazines; Shows such as “Men onaman”, “Yosh onalar maktabi” (Yoshlar TV channel), “Gulshan aro gulchehralar” (Yoshlar radio), “Ayol baxti” (“Mahalla” radio) indicate that they are intended for women.

5. Hemeronyms representing concepts related to the human figure and value.

In our country, great attention is paid to the honor and dignity of a person. Of course, these changes are also reflected in hemeronyms.

Including “Qadriyat”, “Qadr ziyosi” newspapers for a healthy generation magazine “Mening bog’im” (TV channel Uzbekistan), “Yoshlar siyosati amalda” (TV channel Yoshlar), “Inson aziz” (TV channel “Mahalla”).

Gemeronyms in Uzbek are valuable not only as a linguistic unit, but also as an echo of certain historical

and social phenomena. The various motives in their naming open up new opportunities for the study of the nomination process in linguistics. Gemeronyms are one of the important indicators that determine the cultural and spiritual development of society.

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