

STYLISTIC AND PRAGMATIC FUNCTIONS OF PRAGMATONYMS IN  
ADVERTISING DISCOURSE

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E-mail: [munavvara3597@gmail.com](mailto:munavvara3597@gmail.com)**Abstract**

In linguistics, the text is considered one of the largest and most complex units of speech activity. It is interpreted as an integral communicative structure composed of logically interconnected sentences and textual units that express a particular meaning.

The role of textual units in linguistics is highly significant, as they play a central role in conveying the structure, content, and communicative purpose of a text. Textual units are interconnected, creating logical coherence within the text and contributing to the clear and comprehensible expression of ideas. Furthermore, they are essential in shaping the stylistic features of a text.

**Keywords**

advertising discourse, stylistic functions, pragmatic functions, brand naming, linguistic pragmatics, discourse analysis, marketing communication, semantic strategies.

**Introduction.** The study of the stylistic functions of textual units holds important scientific value in linguistics and text linguistics. Through these units, the author's communicative intention, the style of the text, and its expressive impact are manifested. Analyzing stylistic functions enables a deeper understanding of textual structure and meaning, as well as the identification of characteristics of different text styles. Therefore, the investigation of stylistic functions of textual units is regarded as one of the relevant issues in modern linguistic research.

According to I.R.Galperin, a text is a product of written speech characterized by completeness, integrity, and coherence, consisting of a title and a number of specific linguistic units (supra-phrasal units). He emphasizes that grammatical and semantic completeness are the main features of text as a linguistic unit<sup>1</sup>.

V.A.Lukin defines a text as a message that exists in the form of a sequence of signs, possessing a formal-semantic structure based on formal coherence, semantic integrity, and the interaction between them<sup>2</sup>.

Pragmatonyms belong to the class of proper nouns that denote the names of specific products, types of services, trademarks, or commercial entities, and they are considered an independent field of study within onomastics. Within the onomastic approach, the nominative, semantic, and functional properties of proper names have been extensively examined, and they are characterized as individualizing units within the language system. Modern pragmalinguistics, however, provides a broader interpretation of the role of such naming units in the communicative process and their functions in speech. Representatives of text linguistics evaluate the text as a

<sup>1</sup> Xo'jayev N.S. Matn va uning tilshunoslikda tutgan o'rni // "O'zbek filologiyasi: muammo va yechimlar" mavzusidagi respublika ilmiy-amaliy anjumani materiallari. – Toshkent, 2023. – DOI: <https://doi.org/10.5281/zenodo.15243795>

<sup>2</sup> Xo'jayev N.S. Matn va uning tilshunoslikda tutgan o'rni // "O'zbek filologiyasi: muammo va yechimlar" mavzusidagi respublika ilmiy-amaliy anjumani materiallari. – Toshkent, 2023. – DOI: <https://doi.org/10.5281/zenodo.15243795>



semantically and pragmatically integrated system, emphasizing the discursive significance of nominative units within it.

In contemporary linguistics, pragmatonyms are regarded as one of the key components of advertising discourse. A pragmatonym is understood as an onomastic unit that denotes the name of a product or service and is often used as a trademark. Such names carry a significant semantic and pragmatic load in advertising communication and serve to convey specific information to consumers.

According to A.A.Makarenko, pragmatonyms in advertising texts function not only as nominative units but also as means of communicative influence. In addition to identifying the advertised object, they attract the recipient's attention, create a positive perception of the product, and express the core idea of the advertising message<sup>3</sup>. Therefore, pragmatonyms are considered an important component of advertising communication.

From this perspective, pragmatonyms are not merely naming devices, but active components that participate in shaping the semantic and stylistic structure of a text. They can perform functions such as expressing evaluative attitudes, enhancing expressiveness, reflecting specific cultural or social contexts, and generating intertextual references. Particularly in literary and journalistic texts, pragmatonyms serve as an important means of revealing character traits, defining the temporal and spatial coloring of events, and realizing the author's communicative intention. In advertising discourse, they ensure the pragmatic orientation of the text by influencing the audience, forming associative representations, and strengthening brand identification.

Consequently, the study of pragmatonyms as textual units requires a comprehensive analysis not only of their structural and semantic features but also of their stylistic and pragmatic functions.

The stylistic functions of pragmatonyms as textual units are understood as their ability to perform aesthetic, expressive, and communicative functions within the structure of a text. Such units do not merely serve as nominative elements; they also actively participate in shaping the internal semantic cohesion and stylistic integrity of the text. Their main functions can be outlined as follows:

#### 1. Nominative–Individualizing Function<sup>4</sup>.

A pragmatonym distinctly identifies a specific object and differentiates it from other similar entities. This feature stems from the individualizing nature of proper nouns.

*Artel muzlatgichi – zamonaviy texnologiya va ishonchli sifat ramzi. Artel bilan uyingizda haqiqiy qulaylikni yarating. (The Artel refrigerator is a symbol of modern technology and reliable quality. Create true comfort in your home with Artel.)*

#### 2. Cohesive Function<sup>5</sup>.

The repeated use of a pragmatonym throughout a text serves as a referential unit, ensuring semantic coherence and forming the central focus of the text.

*Pepsi bilan kuningizni boshlang. Pepsi – do'stlar bilan uchrashuvda ham, sayrda ham eng yaxshi tanlov. Chunki Pepsi – bu yoshlar energiyasi. (Start your day with Pepsi. Pepsi is the best choice both for meeting friends and for outings. Because Pepsi is the energy of youth.)*

<sup>3</sup> Макаренко А.А. Прагматонимы как инструмент привлечения внимания в англоязычной рекламной коммуникации // Научные исследования: теория и практика. – 2014. – С. 390–393.

<sup>4</sup> Супераанская В. А. Общая теория имени собственного. – М.: Наука, 1973.

<sup>5</sup> Beaugrande R.-A., Dressler W. *Introduction to Text Linguistics*. – London: Longman, 1981.



### 3. Characterological (Descriptive) Function<sup>6</sup>.

In literary texts, pragmatonyms may indirectly reveal a character's social status, worldview, or cultural background.

*Zamonaviy yoshlarning tanlovi – Artel texnikasi. Uyda qulaylik, hayotda zamonaviylik – bularning barchasi Artel bilan. (The choice of modern youth is Artel technology. Comfort at home and modernity in life – all with Artel.)*

### 4. Expressive-Emotional Function<sup>7</sup>.

In a given context, naming units may acquire additional emotional coloring, thereby enhancing the expressive impact of the text.

*Issiq yoz kunida bir qultum Chortoq mineral suvi – bu haqiqiy tetiklik va zavq! (On a hot summer day, a sip of Chortoq mineral water is true refreshment and pleasure!)*

### 5. Evaluative (Axiological) Function<sup>8</sup>.

Through pragmatonyms, the speaker's positive or negative attitude can be expressed; this is closely related to the pragmatic orientation of the text.

*Sifatni qadrlaysizmi? Unda tanlov aniq – Nestlé mahsulotlari. Ishonchli sifat, mazali ta'm! (Do you value quality? Then the choice is clear – Nestlé products. Reliable quality and delicious taste!)*

### 6. Socio-Cultural Background Function<sup>9</sup>.

A particular brand or trade name may reflect the spirit of a specific period, social environment, or cultural context.

*Do'stlar davrasida, bayram dasturxonida – UzCarlsberg ichimligi bilan kayfiyat yanada ko'tariladi. (Among friends and at festive gatherings, the mood is elevated even more with UzCarlsberg beverages.)*

### 7. Pragmatic (Persuasive) Function<sup>10</sup>.

In advertising and mass media texts, pragmatonyms serve as a means of influencing the audience, persuading them, and attracting their attention.

*Bugunoq Artel kir yuvish mashinasini xarid qiling! Zamonaviy texnologiya, tejamkor energiya va ishonchli sifat – hammasi bir joyda! (Purchase an Artel washing machine today! Modern technology, energy efficiency, and reliable quality – all in one place!)*

The stylistic functions of pragmatonyms in texts are realized through a wide range of linguistic devices. In particular, graphic, phonetic, morphological, syntactic, and lexical-semantic means are actively employed in their formation. Graphic devices serve to attract attention by modifying the visual form of the pragmatonym or highlighting certain elements, whereas phonetic devices, such as sound repetition, rhyme, and rhythm, contribute to the memorability and acoustic appeal of the name.

Furthermore, pragmatonyms possess significant stylistic potential. They can be created through figurative devices such as metaphor, metonymy, hyperbole, and wordplay. Such techniques enhance the expressiveness of advertising texts and contribute to the formation of an emotional response toward the product on the part of the consumer. As a result, pragmatonyms emerge as an important stylistic device that increases the persuasive impact of advertising discourse.

<sup>6</sup> Реформатский А. А. Введение в языкознание. – М.: Аспект Пресс, 1996.

<sup>7</sup> Galperin I.R. *Stylistics*. – Moscow: Higher School, 1977.

<sup>8</sup> Leech G. *Principles of Pragmatics*. – London: Longman, 1983.

<sup>9</sup> Van Dijk T.A. *Text and Context*. – London: Longman, 1977.

<sup>10</sup> Ермолович Д. И. Имена собственные: теория и практика межъязыковой передачи. – М., 2001.



Thus, pragmatonyms in advertising texts function not only as nominative units but also perform communicative and stylistic roles. They enrich the semantic and pragmatic structure of advertising discourse, attract consumer attention, and play a crucial role in increasing the effectiveness of advertising messages.

Advertising names, or pragmatonyms, constitute an important stylistic device in advertising communication. They perform not only the function of naming and identifying a product, but also enhance the impact of advertising texts by shaping various associative, semantic, and emotional representations in the consumer's mind.

Researcher I.V.Kryukova distinguishes several types of associative images related to advertising names<sup>11</sup>. This classification makes it possible to identify the stylistic functions performed by pragmatonyms in advertising texts.

First, the **figurative-associative image** is distinguished. In this case, the advertising name evokes associations in the consumer's mind with a particular object, phenomenon, or cultural image. For example, some pragmatonyms generate associations with household items, food products, or historical and cultural symbols. Such names symbolically represent the characteristics of the advertised product and ensure its figurative perception.

Second, the **semantic image** is identified, which is connected with the lexical meaning underlying the advertising name. Pragmatonyms of this type form specific representations in the consumer's mind through their semantic content. For instance, advertising names based on mythological or cultural concepts associate the product with certain symbolic meanings.

Third, the **phonosemantic image** is distinguished. In this case, the stylistic effect of the advertising name is related to its phonetic structure, that is, its sound composition. Certain sound combinations may evoke particular emotional or aesthetic impressions in the consumer's mind. As a result, the phonetic form of the pragmatonym enhances the expressiveness of the advertising text.

Fourth, the **structural word-formation image** is identified. Here, the structure and word-formation model of the advertising name create associations with other linguistic units in the consumer's mind. For example, names formed according to familiar word-formation patterns increase the stylistic attractiveness of the advertising text and ensure memorability.

Fifth, the **paralinguistic image** is distinguished. This type is related to the graphic form of the advertising name, color choice, or other visual elements, which enhance the aesthetic and emotional impact of advertising communication. Paralinguistic means serve as an additional stylistic factor that reinforces the semantic content of the pragmatonym.

Sixth, the **contextual image** is identified, which is associated with the meanings that arise from the advertising name within a specific advertising text or communicative situation. In this case, the pragmatonym interacts with the overall semantic and stylistic structure of the text, thereby increasing its effectiveness.

It should be emphasized that the types of associative images distinguished by I.V.Kryukova reveal the stylistic potential of pragmatonyms in advertising texts. These images integrate the semantic, phonetic, structural, and visual aspects of advertising names, ensuring the expressiveness and persuasive impact of advertising communication.

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<sup>11</sup> Крюкова И. В. **Рекламное имя: от изобретения до прецедентности** : автореф. дис. ... д-ра филол. наук : 10.02.19 – теория языка. Волгоград, 2004. С. 24.



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