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ABSTRACT. The article examines the problem of the linguocultural aspect of the study of toponyms. Particular attention is paid to work carried out in line with the cognitive and functional approaches to the analysis of toponymic material. The main directions of research of toponyms within the framework of these approaches are described.

Key words: toponym, toponymy, onomasiology, cognitive approach, structure of knowledge, conceptual structure of toponym, cognitive mechanisms, toponymic picture of the world.

The period of the late 20th - early 21st centuries is characterized by increased scientific interest in research in the field of onomastics in general and toponymy in particular, an understanding of the importance for linguistics of finding answers to various questions facing toponymy (Greek *topos* - place + *onyma* - name, title) - a branch of linguistics that deals with the study of geographical names (toponyms), identifying their originality, the history of their occurrence and analysis of the original meaning of the words from which they are derived. Toponyms are an integral part of the vocabulary of any natural language.

According to V.V. Molchanovsky, a toponym is a repository of knowledge about the country, a custodian and transformer of historical and cultural information about an ethnic group: “The national and cultural component of the semantics of toponyms is distinguished by its special regional representativeness and the richness of cultural and historical associations.” Onomastic material has huge cultural potential, declares the fact of the cultural and historical value of the geographical name.

Of course, the toponym is distinguished by its strict regional affiliation. On the one hand, a geographical name conveys significant information of an extralinguistic nature, and on the other hand, it makes this same information closed to the “uninitiated” who do not possess the necessary background knowledge, which is concentrated in onomastic vocabulary. The figurative nomination contained in a toponym “is always nationally specific in the sense that it consolidates what has historically developed in the consciousness of the people.

The cultural component in language is studied by linguoculturology - “a complex scientific discipline of a synthesizing type that studies the relationship and interaction of culture and language in its functioning and reflecting this process as an integral structure of units in the unity of their linguistic and extra-linguistic (cultural) content using systemic methods and with an orientation towards modern priorities and cultural institutions (a system of norms and universal values)”. The task of linguoculturology is a holistic description of language and culture synchronously interacting in discourse. Linguoculturology deals with the identification and presentation of specific language units, the semantics of which reflects Russian culture in the language. From the point of view of linguoculturology, the toponym, of course, is of particular interest. A toponym functions at two levels of the communicative space of a linguistic personality - at the level of language and at the level of culture. A toponym, like any proper name, is a specific conglomerate of linguistic and extralinguistic plans; information about the word is intertwined with regional and cultural information about the object.

Linguocultural analysis of toponyms allows us to consider them as a repository of knowledge about the language and culture of the country. Geographical names are a reflection of the history of a nation; they record various periods of development and prosperity of the language and culture of society.

The study of geographical names is one of the current problems modern linguistics, because, appearing in different historical periods, toponyms develop depending on the characteristics of the development of society, reflecting its various layers of life and activity. A person selects from the outside world and then assigns in the name only that which correlates with his knowledge about the surrounding reality, reflects his personal view of the world and corresponds to his existential values Toponyms of a

certain region constitute its onomastic space. From the point of view of the national-ethnic and historical specificity of onomastic ideas, the term “onomastic space” is usually used in two senses:

- 1) as a general linguistic category, that is, a system of onomastic units that serve for a special (more specific, individualized) identification of objects of reality;
- 2) as a category of a certain language in a particular period of its history.

Onomastic space always depends on belonging person to a certain culture, territory and era. Toponyms store significant cultural information and the national culture of an ethnic group.

A geographical name may appear as a result of any political or economic changes in society, and then store cultural and historical information about its era for a long time, passing it on to subsequent generations. Toponyms contain information about the life and beliefs of people, their historical contacts; they “encode” information about the language, culture and history of the people.

The worldview of a nation as a whole is determined not only by a rational and logical understanding of the world, but also by contemplation, feeling, comprehension and assessment of the world, which are realized in the naming of toponyms, due to which it can be argued that they play an important role in the cultural and philosophical perception of the life of the nation. Geographical names can rightfully be attributed to linguoculturological phenomena that function in the communicative space of a linguistic personality, forming and carrying a unique national flavor. The connection between a toponym and the designated object is complex; it is not direct, but indirect. The meaning of a toponym is not so much the relation to the designated object itself, but rather to its image in the mind of the individual.

Geographical names act as units of natural language with the cultural semantics of a cultural code and perform the functions of verbalized signs of culture, updating associative connections of a cultural and historical nature in the recipient’s mind. It is known that successful intercultural and interlinguistic communication involves harmonious assimilation of linguistic patterns and the necessary background knowledge of a foreign language culture, knowledge of the national and cultural characteristics of the native speaker people.

Toponyms are an important part of the cultural and philosophical perception of the life of any ethnic group, since they consolidate socio-historical experience - universal and national, and store and transmit cultural information. Toponymy itself can be figuratively represented as a kind of mirror of human history. In general, toponyms play a significant role in the formation of the cognitive base of a linguistic personality in the process of its formation.

The attitude towards the basic unit of toponymy, the toponym, is also changing radically, which is interpreted not only as a unit of language (linguistic aspect), but also as a linguocultural aspect, as an ethnocultural phenomenon (ethnocultural text) as a structure of knowledge. The versatility and diversity of functions of geographical names - toponyms have led to different approaches to their study. The ethnolinguistic approach, presented in the works of A. S. Gerd, N. I. Tolstoy, E. L. Berezovich, and the linguocultural approach, found reflected primarily in the works of the founders of the linguistic and cultural theory of words E. M. Vereshchagin, V. G. Kostomarov and V. D. Bondaletov.

The functional load of a toponym and its stylistic functions are largely determined by the genre of literary works. Thus, in J. R. R. Tolkien’s epic “The Lord of the Rings,” toponyms form the core of the onomastic space of the virtual world of fantasy works, since they are the ones who concentratedly carry linguoculturological, ethnic, and cultural-historical information.

The study of the functioning of toponyms in American journalistic discourse using cognitive analysis techniques revealed the peculiarities of the formation of mental spaces based on toponyms, as well as the main types of interaction of these mental spaces - comparison, assimilation and opposition.

The use of a pragmatic approach made it possible to identify such functions of toponyms in journalistic discourse as identifying, intensifying, evaluative and characterizing, the function of attracting the attention of the addressee, the background function and the function of switching temporary and event context.

Interest in modern toponymy is determined by the intensive growth of those subject areas and directions that are interdisciplinary in nature. Such interdisciplinary areas of homonymous science include toponymic studies that integrate linguistics, geography, history, sociology, cartography, etc.

Thus, the analysis of diverse linguistic material leads the authors to a theoretically significant conclusion about the relationship between the communicative and discursive conditions for the use of toponyms, between the stylistic and genre affiliation of the text and the role that toponyms play in it. In conclusion, we note the following. In general, a review of the literature showed that in the study of geographical names there is a close relationship between traditional research and new directions caused by changes in scientific paradigms of linguistic knowledge. Addressing the problem of the human factor in language based on toponymy, the organization of knowledge and its influence on the choice of geographical name allowed scientists to draw important conclusions about the patterns of toponymy and reveal the cognitive mechanisms underlying education geographical name, and interpret toponyms as a verbally fixed system of naive everyday, cultural and historical-social knowledge and ethnocultural experience obtained as a result of the long development of the people; toponyms are a unique means of reflection, identification and assessment of the surrounding world, geographical space and people; they allow us to discover the connection between language and mentality, language and national identity; toponyms have great functional potential, which is revealed differently in different communicative and discursive conditions. Intercultural and interlinguistic communication processes in the modern world intensify the study of connections between toponymy and linguistic and cultural characteristics of native speakers. In our case, the research is based on the materials of the Crimean Tatar language - a language that, due to certain circumstances, has not received a full-fledged modern description in this aspect. The need for a comprehensive description of the geographical names of the Crimean Peninsula, in which the linguocultural component will be considered as a full-fledged component, is very relevant.

The study of toponyms from the point of view of linguoculturology as an element of the toposystem allows us to determine its place both in the language system and in the conceptual picture of the world of a particular linguocultural community. Place names play an important role in the formation of national and, therefore, linguistic consciousness. They correspond to a system of culturally marked values and ideas and serve as unique markers of an individual's belonging to the corresponding linguistic culture.

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