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## ABSTRACT

of the dissertation submitted for the degree of Doctor of Science

## AZERBAİJANİ APPLİED ONOMASTİCS

Speciality: 5706.01 – The Azerbaijani language

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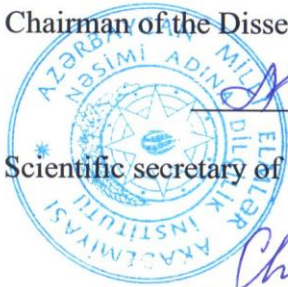                             Doctor of Philology, professor
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# INTRODUCTION

**The urgency and degree of development of the topic.** The issues of onomastics have always drawn scientists' attention and are considered to be urgent. The main regularities of the history of development and use of proper names have already been determined, its principles of classification have been substantiated, the role of the language and social factors in formation of the onomastic system has been defined, the methods of onomastic researches have been clarified etc.

Proper names are carriers of the ethnographic and cultural-historical information. During the whole development of onomastics the units of its research sphere regularly gained new meaning and new units, including terms, appeared. Onyms require comprehensive linguistic analysis in order to determine their nominative specificity and peculiarities of their use.

Applied onomastics deals with issues of nomination and name change, transcription and transliteration of foreign names, determines the names that are traditionally translated (according to pronunciation and spelling) or are not translated, creates instructions for transmission of foreign names by means of the language – recipient, studies the processes of derivation. Study of functions of proper names in literature is of great theoretical and practical interest. Knowing laws of use of onomastic vocabulary, availability of skills with names in the different communicative situations, understanding of the rich informative peculiarities of names are very important. In general, lack of the complex researches dealt with applied onomastics makes its study more urgent.

The dissertation consists of the complex analysis of the peculiarities of onyms from the standpoint of priority approaches of the issues of applied onomastics and linguistics in Azerbaijani linguistics.

The modern development stage of onomastics is characterized by increased attention to descriptive issues of onyms from the anthropocentric positions. One of the main conditions of the

anthropocentric paradigm in modern linguistics is study of the space of onomastic discourse determined by the complex set of the extralinguistic factors and social ideas. The anthropocentric paradigm allows to study the onomastic material not only from the standpoint of classical approaches but also by applying ethnolinguistics, psycholinguistics, linguoculturology, cognitive linguistics, intercultural communication and other methods.

The onomastic space of any language consists of its proper names. This space is determined by the world model in the people's cognitive notion. Proper names that are able to gain ethnocultural experience take a special place in the lexical system of a language. Onomastic units are considered to be a special subsystem of a language by everybody. They are an independent field together with their features which has its specific regularities. The character and composition of onyms depend on the influence of the different kinds of external factors, so the national and borrowed (including foreign), natural and artificial names take an important place in the list of names and create an enabling environment for the complex research of thinking, culture and language.

Onomasticon of a language consists of the main and peripheral parts. It may be said that anthroponyms and toponyms are the most studied units in all languages. This is due to the fact that they are of great interest both from the scientific and common standpoints, because anthroponyms have more onym peculiarities, they are given to everyone without exception and they constitute personal space. In numerous researches the kinds of anthroponyms and toponyms have been studied from the standpoint of manifestation of the cultural traditions of nomination, revealing of the principles and methods of etymology, anthroponymic and toponymic nomination. Toponyms, in turn, as historical witnesses of events that take place in society, in any space contain information about the environment, certain ethnos life, customs and traditions. In view of the modern society's progress the onomastic periphery is more developing and as a result the corpus of onomastic units is increasing.

This implies the necessity of comprehensive study of the modern onomastic space. The onomastic vocabulary of any language

is very rich, but quite a lot of facts, valuable onomastic material have not been researched. A significant increase in the corpus of the onomastic material, study of the new denotates of nomination have strengthened interest in the onomastic issues.

There has been an urgent need for the researches that can assess the modern state, lexicographical description of the onomastic space and determine its methodological and theoretical potential in recent years. At the present stage there is need for complex description of certain zones description of the onomastic space, and that can mean, in turn, revealing specificity of the different branches and their further research perspectives.

At a certain stage of formation study of the system of intracity objects names and assessing the role of such names from the nominator's and addressee's standpoints are very important. Penetrating into native speakers' consciousness they take part in formation of their view of the world. Description and analysis of tendencies in this sphere are important tasks of modern Azerbaijani onomastics; at the same time it can be material for the researches dealt with the nomination theory, cognitive linguistics. Study of specificity of the cognitive potential, structural-semantic peculiarities of the components of these names is very significant. It is these urgent problems that are solved in the dissertation dedicated to the analytical study of the experience gained in applied onomastics, analysis of the modern onomastic space, revealing of the different approaches in the research of onyms.

**The object and subject of the research.** The main object of the work is the system of onomastic units that form the different zones and spheres of the modern Azerbaijani onomastic space in order to carry out comprehensive solution of the set goals. The subject of the research is nomination motives, their manifestation in the onomastic spheres, the character and form of modification of onyms, creation and use of proper names in the artistic text, use of onyms in speech, their spreading from the territorial and language standpoint.

**The purpose and tasks of the research.** The purpose of the research is to reveal and analyze the derivative-functional potential of the onomastic units from the applied standpoint.

To achieve this goal it is necessary to solve the following tasks:

1. To trace the development of the onomastic researches; to give a scientific research-analytical summary of the priority directions in the general theory of onomastics; to analyze the main methods of study of onomastic material, modern researches.

2. To study and determine the content of the terminological apparatus of Azerbaijani onomastics; to substantiate a choice of common terms and give their definition; to determine the modern state of Azerbaijani onomastic terminology and analyze it;

3. To consider the problems of study of common and proper names in modern linguistics; to reveal and analyze the ways of transition of proper names into the common vocabulary, and vice versa; to determine and describe the status of deonyms, transonyms;

4. To determine the content of the onomastic space and its structure on the basis of the zone-field principle and centre-periphery relations; to reveal specificities of the semantic and word-formative models of the main and peripheral sections of the onomastic space;

5. To determine the specificity, principles of the onomastic nomination used for an effective impact on an addressee and define the main thematic groups of onyms within these principles; to reveal the modern nomination tendencies in the peripheral onymic fields; to consider the functional-pragmatic potential of the studied nomination; to describe the characteristic of the renomination processes;

6. To reveal the communicative-pragmatic potential of anthroponyms;

7. To trace the development dynamics of the ergonomic system; to assess the communicative potential of ergonymy;

8. To describe the interpretive peculiarities of city names from the addressee's and addressor's standpoint;

9. To determine the peculiarities of applied communicative technology;

10.To consider the general issues and main categories of poetic onomastics; to reveal the problems that arise during translation of the onomastic space of the different genres fiction into the other language; to determine methods of formation of their equivalents during translation;

11.To elaborate procedure of revealing names, their associative-cultural background; to identify principles and structure of lexicographical presentation of the normative scientific panorama of the world.

**The sources of the research** are onomastic literature, mass-media, fiction, onomastic dictionaries and various reference books, journals, newspapers, catalogs.

**The methods of the research.** The choice of the methods that complement the goals and tasks set in the dissertation was predetermined. The dissertation contains observation, generalization and analysis of the concrete facts, their description on the basis of the appropriate theoretical conception using the method of linguistic description. The descriptive method means collection, cataloging, systematization, consistent description and classification of the material. The structural, stylistic methods, methods of the comparative, contextual and onomastic analysis are used in the dissertation.

**The main arguments of dissertation to be defended:**

1.The modern Azerbaijani onomastic space is a system that has very complex, multi-volume structure, it is quite different for its zone-field principle and is remarkable for its special system-formation elements in each sphere. Onomasticon as a specific semiological communicative system is a special semi-system of a language. Study of the onomastic vocabulary should be realized within a certain spatio-temporal period and requires a wide philological approach, extralinguistic information. Such information, on the one hand, has historical-etymological and pragmatic content, on the other hand, it consists of total notions concentrated in a name, discursive behavior mechanisms of onyms.

2.Onomastic space reflects impact of the extralinguistic factors on the development of the onymosystem. As a result of the changing

geopolitical, social and economic priorities these factors manifest themselves in mass renomination and new nomination of objects that provide human life and activities; in restoration and revival of former, old names; in creation of the national colouring; in expansion of corps of nominated objects; in renewal of onymic composition (in involvement of the social and national language units in nomination, in joining foreign elements).

3.Evolution of onomastic space reflects dynamics and expansion of its zones. Expansion is due to changing name conception, emergence of a new name formula, active increase of corps of onyms. Special metadialect of onomastics is characterized by the vast corps of professional terms, universality and internationality of onomastic terms, openness of onomastic term system.

4.The modern nomination principles are considered in the dissertation. Study of the language means that help to create new names allows to determine nomination tendencies and regularities in modern linguistics. The lexical-semantic principle is the basis of description of onomastic derivation, appellative and transonymation processes.

5.In the process of development the Azerbaijani language faces many languages that serve as sources of adaptation of the different words. Onomastic vocabulary is an important layer among such words. Borrowed onyms are actively involved in the nominative process. Being a thesaurus of cultural information, expressing characteristic features of a certain human society proper names are often and in a convenient form adopted from the other languages.

6.Identity function which allows a nominator to reflect the traditional ethnic and intercultural values plays an important role in nomination and renomination; these values are formed during a long historical period and reflect human notions about the world, they contain human national – cultural experience.

7.Onyms have a high reflective ability in the communication process: entering a native speaker's consciousness they take part in formation of his/her world picture.

8.Ergonyms are the sphere that reflects the modern nominative processes and on the basis of this it is possible to express a thought about nominator's language, person and in the whole about the city's language environment. One of the main processes of ergonym-formation is onymization. Onymization might be accompanied by the lexical-semantic and word-formative derivation. Ergonyms demonstrate commonality of these processes. The principal nominative and identificative functions of ergonyms end with informative function. Function of language impact (expressive, attractive, mnemonic, magic, game) has also been considered to be important recently. A nominator's creative potential is fully revealed in creation of expressive names of urban facilities.

9.Nicknames as a microsystem take a special place in the onomastic space. Their scope of activities and peculiarities cause application of the different methods in nickname-formation. Stylistic, structural-semantic and other classifications of these names allow to systematize the language material.

10.The modern Azerbaijani onomastics has theoretical and methodological arsenal based on the factual material of the different kinds of proper names and achievements of general linguistics and onomastics. They help to study deeply not only anthroponyms, toponyms but also peripheral branches of onyms.

**The scientific novelty of the research.** The raising issue itself is new and perspective. The issues of applied onomastics have not been the object of the complex linguistic research yet. The dissertation is the first experiment of the complex description and analysis of the applied issues of Azerbaijani onomastics. The work contains the new factual material that has not been involved in the special linguistic analysis so far. Renaming, active onym-formation, expansion of corps of onymic units in the onomastic space are observed. The excursus in historical development of applied onomastics is carried out in the dissertation; the analytical summary of approaches to study of the onyms in the national and foreign onomastics is presented. The potential of the derivative proper names formed as a result of the semantic transition "onym – common names" is also considered. For the first time this dissertation attempts

to consider Azerbaijani onomastic system in the connection with ethnolinguistic and sociolinguistic processes. To that end, the new onomastic material has been systematized and included in the scientific turnover; formation of the onomastic system and sociolinguistic sources of its development have been revealed. The structure of onomastic dictionaries, including onomastic terminological dictionaries, have been elaborated, the structure of dictionary entries have been determined.

**The theoretical and practical significance of the research.** The basic provisions of the dissertation, its results and recommendations are significant for determination of further research strategy of Azerbaijani onomastics and for searches in the sphere of onomoterminological nomination. The realized analytical study implies elaboration of certain principles of development perspectives of onomography depending on belonging of onyms to a certain kind and also dictionary genre. The materials of the dissertation are also significant for onomastics lexicography. As the dissertation attempts to describe the general and specific features of the processes of onomastics nomination the theoretical results can be used in the systemic research of onomasticon and in the future study of nomination theory. There is a material for further theoretical generalization in the dissertation. It can help development of new scientific researches in the sphere of onomastics. Study of proper names as poetonyms is a sociophilological problem and its solution will help to understand deeply a literary – artistic text. The research makes a certain contribution to elobaration of the current problems of applied onomastics.

The basic provisions of the research can be used in preparing the course, lecture, seminars, text books, manuals on onomastics, lexicology, general linguistics, introduction to linguistics, applied linguistics, onomography, comparative linguistics, linguoculturology, intercultural communication, programs on onomastics, psycholinguistics, sociolinguistics. The results and findings of the research can be used in elaboration of the practical problems of the national onomastics, complex study of proper names, in statistical

and stratigraphic analysis of onyms, in compiling onomastic dictionaries and reference books.

**The approbation and application of research.** The main provisions of the work are reflected in the author's reports at the international and republican conferences and articles published in the different scientific issues. 1 monograph, 60 scientific articles and theses dealt with the dissertation 10 of which are related to the foreign press have been published ( One of them is on the basis of Scopus).

**The name of the organization in which the dissertation was implemented.** The dissertation has been completed at the Department of Azerbaijani linguistics of Baku State University.

**The structure of the dissertation.** The dissertation consists of "Introduction", four chapters, "Conclusion" and list of references. The "Introduction" of the dissertation consists of 8 pages, the first chapter- 55 pages, the second chapter-80 pages, the third chapter- 58 pages, the fourth chapter- 78 pages, the "List of references" - 53 pages, the " Conclusion" consists of 4 pages. The dissertation in the total consists of 339 pages, 557.974 signs.

## THE MAIN CONTENT OF THE RESEARCH

**"Introduction"** contains the substantiation of the urgency of the theme, scientific novelty, theoretical and practical significance of the work, the information about the object, subject, purpose, tasks, sources, methods of the research, the main arguments of the dissertation to be defended, the approbation and structure of the work.

The first chapter **"Applied onomastics: its formation and development perspectives"** consists of two subchapters. The first subchapter is **"The analytical review of issues of applied onomastics in world linguistics".** The history of research of applied onomastics in general linguistic is studied here.

Spelling and orthoepy of onomastic units, unification of foreign proper names, cartographic toponymy have always been a focus of researchers' attention. These issues have been considered in

the different scientific works since the' 60s of the XX century[1]. The main emphasized thought in these scientific collections is as follows: geographical names are important elements of most maps, so they must be correct and precise. From this standpoint, there is a great need for normalization of geographical names, i.e. determination of unified and stable forms of names. However, correct spelling and transcription of the different kinds of proper names are also considered. The problem of translation of proper names, the methods of their borrowing from the other languages, application of their practical transcription and transliteration have also been analyzed in the monographs[2].

The issues of applied toponymy were considered in the 1960-80s in the scientific collections of the Moscow branch of the Russian Geographical Society ("Toponymy" (Issue I-V), "Researches on toponymy", "Regional geographical dictionaries", "Toponymy of the foreign countries etc.).

Such issues as advertisments, new onomastic objects, onymography, types of onomastic dictionaries, poetonymography (lexicography of proper names in fiction), urgent problems of research of onymic vocabulary, onomastic regional studies and other applied issues play an important role among the onomastic problems discussed at the international scientific conferences. The peculiarities of the main and peripheral units of onomastic continuum were discussed in the reports.

Commissions, onomastic schools acting on the territory of Russia (for example: Ural, Volgograd etc.) are remarkable for their

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[1] Правила русской орфографии и пунктуации / – Москва: Ин-т языкозн. АН СССР, – 1962. – 176 с.; Лингвистическая терминология и прикладная топономастика / – Москва: Наука, – 1964. – 135 с.; Топонимика и транскрипция / – Москва: Наука, – 1964. – 199 с.; Орфография собственных имен / – Москва: Наука, – 1965. – 145 с.

[2] See: Старостин, Б.А. Транскрипция собственных имен / Б.А.Старостин. – Москва: Книга, – 1963. – 91 с. Суперанская, А.В. Теоретические основы практической транскрипции / А.В.Суперанская. – Москва: Наука, – 1978. – 283 с. Гиляревский, Р.С. Иностранные имена и названия в русском тексте / Р.С.Гиляревский, Б.А.Старостин. – Москва: Высшая школа, –1985. – 303 с.

work in the onomastic sphere. The issues of applied onomastics are also included in the problematique of the onomastic journals: the general theory of proper names, research methods of proper names, their origin, development in the society, problems of compilation of dictionaries and atlases, nomination and renomination, applied onomastics etc.

The theoretical problems of onomastic lexicography, specific, typological features of dictionaries of proper names, their classification, principles of compilation were discussed by many scientists (N.V. Vasilyeva, I.M. Ganjina, R.V. Razumov, Ye.M. Adamovich, S.B. Bayguttiyev, G.P. Bondaruk, A. Vanagas, L.P. Kalakutskaya, V.E. Staltmane, N.A. Petrovsky, Ye.S. Otin, O.L. Fonyakova, V.M. Kalinkin and others). The urgency of compilation of the different kinds of onomastic dictionaries, the principles of compilation of dictionary entries are substantiated and described in these works.

The centres of onomastic researches in Russia were Moscow, Yekaterinburg, Volgograd, Nizhny Novgorod, Tambov; in the former USSR – Kiev and Minsk. Traditionally, anthroponyms and toponyms are the most studied onyms. The other kinds of onyms were also studied in the researches carried out in the 2000s: pragmatonyms – the names of trademarks (O.Ye. Yakovleva), the names of musical groups (M.B. Dyuzheva), unofficial onyms (O.A. Fomenko, O.A. Leonovich).

The onomastic researches are carried out both within traditional linguistics and with considering the new scientific directions. The linguistic researches realized by involving the other subjects (culturology, sociology, psychology etc.) are also urgent. The extension of the object contributes to the consideration of such general theoretical problems as the typology of names and the clarification of the originality of onomastic system in the language. The sociolinguistic aspect of the onomastic researches that imply the factors of choice and changing personal names and surnames, reasons of name change in toponymy, study of reflection of the social-historical processes and events in onomasticon is widely explored.

At the present stage of onomastics, interest in linguoculturological problems is growing. The late XX-early XXI century is characterized by an increase in the number of studies on these problems in Russian Polish and Belorussian onomastics. Within the framework of these studies proper names are considered as peculiar signs of culture and called a cultural – historical category (S.I. Garagulya), reality (V.A. Rajina), cultureme (A.S. Bukhonkina). Proper names are included in the cultural – specific vocabulary (G.D. Tomakhin, M.V.Vereshchagin, G.K. Kostomarov and others). The culturological interpretation of anthroponyms and toponyms is realized in the Polish scientists' works (M. Malets, Z. Kaleta, E. Jetelskaya-Feleshka). The issues of linguoculturology are also considered on the material of anthroponyms (Y.A. Gurskaya), infracity names (A.M. Mezenko) and toponyms (Y.A. Valasenko) in Belorussian onomastics.

Researches of recent decades are remarkable for the growing interest in peripheral spheres of the onomastic space (socionyms, pragmatonyms, ergonyms etc.). The works dedicated to the structural – semantic description of these units expand due to the analysis of their using peculiarities (L. Besekirska, N.I. Klushina, I.V. Kryukova, O.Y. Yakovleva, N.V. Nosenko). A.A. Trapeznikova's, N.V. Nosenko's dissertations, O.I. Kopach's, O.A. Suchkova's and other scientists' articles deal with the specificity of ergonyms nomination, dynamics of development of urban ergonymic system, modern tendencies of ergonomy[3]. L.N. Fomenko and A.A.

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[3] Трапезникова, А.А. Ономастическое сознание современного горожанина (на материале эргонимии Красноярска): / Автореферат дисс. … кандидата филологических наук / – Красноярск, 2010. – 21 с.; Носенко, Н.В. Названия городских объектов Новосибирска: структурно-семантический и коммуникативно- прагматический аспекты: / Автореферат дисс. … кандидата филологических наук / – Новосибирск, 2007. – 22 с.; Копач, О.И. Названия IT-компаний Беларуси, России и США: структурно-семантические и прагматические особенности / О.И.Копач, О.А.Сучкова // Институциональные основы трансграничного предпринимательства: сборник научных статей: [В 2-х т.] – Брест: Бяла-Подляска, – т. 2. – 2015, – с. 162-167

Khalanskaya analyzed the linguistic status of ideonyms; O.I. Fedosova analyzed the linguistic status of hemeronyms[4].

The works that reflect the anthroponymic system deal with the kinds of pseudonyms, their semantic and functional peculiarities, unofficial names, development trends of urban anthroponymicon etc[5].

Some researches consider the basic provisions, characterictic feature of onomastic terminology, the stages of streamling of terminology[6].

Trademarks are specially formulated for commercial use and protected by law words and phrases. They are names of the different kinds of production and services. Trademarks as a special language fact have not been studied well from the linguistic standpoint yet. In

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[4] Фоменко, Л.Н. Эллиптическое употребление синтаксических конструкций с артиклем в заголовках британских газет / Л.Н.Фоменко, А.А.Халанская // Культурная жизнь Юга России, – 2015. № 1 (56), – с.72-74; Федосова, О.И. Лингвистический статус гемеронима (на материале российских и британских названий СМИ) // – Известия ВГПУ, – 2010. – с.76-80

[5] Мочалкина, К.С. Псевдонимы в системе современной русской антропонимии: / Дисс. … кандидата филологических наук / – Волгоград, 2004. – 184 с.; Махниборода, О.В. Неофициальные (прозвищные) имена различных объектов ономастики: структурно-семантический аспект (на материале русского и английского языков): / Автореферат дисс. … кандидата филологических наук / – Майкоп, 2010. – 19 с.; Скребнева, Т.В. Антропонимикон современного белорусского города в динамическом и социолингвистическом аспектах (на материале русскоязычных личных имен г.Витебска): / Автореферат дисс. … кандидата филологических наук / – Минск, 2010. – 25 с.

[6] Подольская, Н.В. Терминология ономастики / Н.В.Подольская, А.В.Суперанская // Вопросы языкознания, – 1969. №4, – с. 140-146; Хамаева, Е.А. О современном состоянии ономастической терминологии в китайской и русской лингвистиках // – Вестник Иркутского государственного лингвистического университета, – 2009. Выпуск № 4 (8); Казимирова, И.А. Метаязык украинской ономастики в контексте славянской традиции // Вестник Челябинского государственного университета. Филология. Искусствоведение, – 2013. № 31 (322), Вып. 84, – с. 42–44; Васильева, Н.В. О координировании ономастической терминологии // Вестник Нижегородского университета им. Н.И. Лобачевского, – 2014. № 2 (1), – с. 373–377.

the foreign scientific literature the first researches of trademarks are related to the beginning and middle of the XX century (Pound, Hinton, Bennet, Holmquist, Ladas) and they have applied, description. In Russian linguistics such researches appeared in the 1970s (A. Vasilevsky, Z. Komolova).

Research in recent decades on these problems (R. Bereznikova, Z. Komolova, T. Soboleva) are dedicated to the different aspects of trademarks. T.V. Yevsyukova gave more complete description of trademarks, the problems of their language status, considered their semantic and world-formative peculiarities.

The researches on regional toponymy clarify the reasons of name change in the region, development trends of regional toponymy, the issues of toponymic terminology[7].

The interesting studies dedicated to poetonyms have appeared in recent years, too[8].

The history of collection and study of the Turkic peoples' onomastic vocabulary is very ancient. Toponyms, anthroponyms and ethnonyms collected by M. Kashgari from the classical geographical literature and during his trips are reflected in his famous work "Divanu-lugat-it turk".

The dictionaries compiled during the different periods include the onomastic units of Turkic origin (Sh.Kutlu, U.Bahramova and E.Begmatov, A.Saykhulov, T.Januzakov, K.Yesbayeva, J.Kokov, S.Shahmurzayev, P.Rototayev, S.Ataniyazov, G.Konkashpayev, Y.Koychubayev and others).

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[7] Картавенко, В.С. Становление региональной топонимической системы (Западной регион России): / Автореферат дисс. … кандидата филологических наук / – Смоленск, 2012. – 48 с.; Дорофеенко, М.Л. Виконимия Беларуси: номинативный, лингвогеографический, лингвокультурологический аспекты: / Автореферат дисс. … кандидата филологических наук / – Минск, 2015. – 28с.

[8] Полякова, Н.А. Топология поэтической ономастики (на материале английской литературы): / Автореферат дисс. … кандидата филологических наук / – Москва, 2009. – 26 с.; Лоскутова, Е.Н. Суггестивное воздействие и лингвокультурологический потенциал поэтонимов (На материале произведений М.А.Шолохова): / Дисс. … кандидата филологических наук / – Москва, 2016. – 250 с. və s.

In Uzbekistan the onomastic researches began in the 1960s. The Uzbek toponyms were studied in detail by E. Begmatov, T. Nafasov, S. Karayev, Z. Dusimov, L. Karimova, N. Akhunova, T. Rahmatova and others. The problems of spelling and transcription of the Uzbek geographical names were analyzed in E. Begmatov's and Kh. Hasanova's scientific works. Anthroponymy and toponymy take the first place among the researches on onomastics in Uzbekistan. The other kinds of onyms were studied either partially or occasionally or were not researched at all. The first researchers of Kazakh onomastics are A. Baytursinov, Kh. Jubanov, S. Amonzholov, A. Iskakov and others. Their works consider such issues as peculiarities of onyms and their use in the language and speech, intercultural communication and others. The researches dedicated to anthroponyms prevail: they were studied in the lexical-semantic, word-formative, stratigraphic aspects. In resent years, peripheral areas of onomastics have been more researched (G. Ihsanguliyeva, S. Imanberdieva, M. Kakimova, S. Kerimbayeva and others). Cognitive, linguoculturological, pragmatic, communicative and other aspects draw attention in these researches. G. Madiyeva, G. Suyunova, A. Aksholakova, K. Dzarkinbekova and others can be noted among the modern researchers.

The researches dedicated to the geographical names, intercity names of places, phytonyms etc. have been carried out in Turkey[9], considerable work has been done on compiling onomastic dictionaries. These works are very useful manuals for giving a name to a newborn, study meaning of personal names[10]**.** The dictionaries of toponyms, phytoponyms etc. were compiled during the different

[9] Sakaoğlu, S. Türk Ad Bilimi / S.Sakaoğlu. – Ankara: Türk Dil Kurumu Yayınları, – 2001. – 156 s.; Şahin, İ. Adbilim / İ.Şahin. – Ankara: Pegem Akademi Yayıncılık. – 2015. – 160 s.; Eren, H. Yer adlarımızın dili / H.Eren. – Ankara: Türk Dil Kurumu, – 2010. – 99 s., Aliağaoğlu A. Şehirsel Toponimi (Hodonimi): Türkiye İçin Bir Tipoloji Denemesi / A.Aliağaoğlu, U.Alper // Coğrafi bilimler dergisi, – 2011. 9 (2), – s.123-133; Acar, E. Sinop ve yöresi ağızlarında mantar adları // Uluslararası Sosyal Araştırmalar Dergisi, – Nisan 2016, Cilt: 9 Sayı: 4

[10] Yurtsever, E. Türkçe adlar derlemesi / E.Yurtsever. – İstanbul: Türk Dünyası Araştırmaları Vakfı, – 1997; Püsküllüoğlu, A. Çocuk adları sözlüğü / A.Püsküllüoğlu. – İstanbul: Özgür yayınları, – 2003. – 192 s.

years[11]. The purpose of these dictionaries is to make up for lack of terms and dispel confusion.

Nomination tradition are the widely studied subject in Turkish onomastics. The scientific works on this subject consider influence of Turkic nomination on the other cultures, stages of nomination in the Turkic society, influence of social factors on the relationship between culture and a person, religious names, borrowed names, reasons of changing nomination, psychological influence of ridiculous names on their owners etc[12].

The anthroponymic researches study comprehensively correct spelling of names, peculiarities of one or the other kinds of anthroponyms, reasons of distortion of names, traditions of giving nicknames, pseudonyms, their position in the society. Small dictionaries, lists are added to such researches[13].

Modern Turkological onomastics has a theoretical and methodological base founded on the rich factual material of the different kinds of proper names, achievements of general linguistics and all this can help to study onyms more deeply.

The second subchapter of the first chapter is **"Theory and practice of researches on applied onomastics in Azerbaijani**

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[11] Yavuz, S. Yer adları (toponim) terimleri sözlüğü / S.Yavuz, M.Şenel // Turkish Studies - International Periodical For The Languages, Literature and History of Turkish or Turkic, – 2013. Volume 8/8 Summer, – p. 2239-2254; Baytop, T. Türkçe bitki adları sözlüğü / T.Baytop. 4.bsk. – Ankara: Türk Dil Kurumu, – 2015. – 512 s.

[12] Şen, S. Türklerde ad verme törenleri, adların önemi, ad verme ile ilgili gelenek ve inançlar // Güzel Sanatlar Enstitüsü Dergisi, – 2006. Sayı: 6, – s. 153-159; Sarıtaş, S. Balıkesir Üniversitesi öğrencilerinin günümüzdeki adlar ve ad verme hakkındaki görüşleri // Balıkesir Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, – Haziran 2009. Cilt 12, Sayı 21, – s. 422-433; Bayraktar, N. Türkçede renk adlarıyla özel ad yapımı // Journal of Language and Linguistic Studies, – 2013. Vol 9, No 2; Yalçınkaya, B. Almanca ve Türkçe Ad Verme Gelenekleri // AÜ DTCF Dergisi, – 2015. Cilt:55, Sayı:1, – s. 363-379

[13] Şenel, M. Adbilim açısından kişi adlarının yanlış yazımına örnek bir ad: Muhammed/t (Kars ili örneği) // Avrasya Uluslararası Araştırmalar Dergisi, – Temmuz 2015. Cilt:4, Sayı: 7, – s.124-134; Çalışkan, Ş. Türk folklorunda lakap verme geleneği: Bartın örneği // Manisa Celal Bayar Üniversitesi Sosyal Bilimler Dergisi, – Eylül 2016. Cilt: 14, Sayı: 3. Beşeri Bilimler Sayısı, – s.103-126.

**linguistics".** There have been quite a lot researches on the onomastic units in Azerbaijan since the' 60s of the XX century. There are scientific works dedicated to the different issues of applied onomastics among them.

Both theoretical and practical problems of anthroponymy are considered in some monographs[14].

One of the thought-provoking problems is transferring proper names from one language to another. There is information about rules, forms of transferring Azerbaijani onyms to the other languages, and also about distortion cases in some researches. Spelling of names, especially toponyms, in a bilingual environment is very important[15].

Orthography of proper names is in the spotlight in some researches; shortcomings that occur in using names in oral or writing forms and in press are analyzed[16].

Some researches are connected with phonetic peculiarities of onomastic units. The phonetic phenomena that manifest themselves

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[14] Qurbanov, A.M. Azərbaycan onomalogiyasının əsasları: [2 cilddə] / A.M.Qurbanov. – Bakı: Nurlan, – c. 1. – 2004. – 340 s.; Paşa, A. Azərbaycan antroponimiyasının leksik problemləri / A.Paşa. – Bakı: Maarif, – 1997. – 253 s.; Bağırov, A.N. Onomalogiya problemləri: [2 cilddə] / A.N.Bağırov. – Bakı : Elm və təhsil, – c. 1. – 2010. – 436 s.; Bağırov, A.N. Onomalogiya problemləri: [2 cilddə] / A.N.Bağırov. – Bakı : Elm və təhsil, – c. 2. – 2012. – 416 s.; Çobanov, M. Azərbaycan antroponimiyasının əsasları: Dərs vəsaiti / M.Çobanov. – Bakı: "Borçalı" NPM, – 2017. – 412 s.

[15] Yüzbaşov, R. Azərbaycanın coğrafi adları / R.Yüzbaşov, K.Əliyev, Ş.Sədiyev. – Bakı: Maarif, – 1972. – 100 s.; Махмудов, А.Р. Фонетические основы передачи азербайджанских имен собственных на русском языке и русских и русских имен собственных на азербайджанском языке / А.Р.Махмудов. – Баку: – 1973; Abdullayev, B. Coğrafi adları düzgün yazaq // Dil mədəniyyəti, – Bakı: – 1979, – s.86-91

[16] Məmmədov, N. Antroponimlər və onların yazılışı haqqında // Azərbaycan onomastikası problemləri I. – Bakı: APİ, – 1986, – s. 65-66; Ağayeva, İ. Şəxs adlarının tələffüzü və orfoqrafiyasına dair // Azərbaycan onomastikası problemləri III. – Bakı: APİ, – 1990, – s. 62-63; Adilov, M. İdarə və müəssisə adlarının orfoqrafiya problemlərinə dair // – Azərbaycan onomastikası problemləri I. – Bakı: APİ, – 1986, – s. 301-303

in names, synharmonicity, their syllabic composition, phonetic variants, poetic potential are analyzed in detail[17].

There is information about available onomastic dictionaries, lists of proper names in the different sources in some theses and articles. The principles for filing names in the lexicographical sources are explained[18]. The general idea of these research is as follows: including names in dictionaries makes it possible to get information about their nature and peculiarities and at the same time about the changes that take place in connection with the people's history, national customs and traditions, material culture.

A lot of work has been done in the field of compiling toponymic dictionaries since the 60s of the XX century. Toponymic glossaries and dictionaries were published both in the form of a book and appendix to the researches[19]**.** Dictionaries that have been compiled in the field of anthroponymic lexicography since the early 2000s should be noted. These dictionaries are primarily remarkable for the number of names included. There are units among them which consist of only personal names, anthroponyms in the whole, pseudonyms. Some anthroponymic glossaries, concise dictionaries

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[17] Əlizadə, E.Ə. Azərbaycan antroponimiyasında alliterasiya // Azərbaycan onomastikası problemləri I. – Bakı: APİ, – 1986, – s. 264-265; Hacıyeva, N. Azərbaycan dilində antroponimlərin üslubi xüsusiyyətləri / N.Hacıyeva. – Bakı: Elm və təhsil, – 2014. – 176 s.

[18] Hacıyeva, A. Azərbaycan leksikoqrafiyasında onomastik vahidlərin əksi // Azərbaycan onomastikası problemləri I. – Bakı: APİ, – 1986, – s. 296-299; Qurbanov, A. Tətbiqi onamalogiya problemlərinin tədqiqi zəruriliyi // Azərbaycan onomastikası problemləri VII. – Bakı: ADPU, – 1999, – s. 3-5; Bəşirova, D. Toponimik izahlı lüğətlərdə etnotoponimlərin tarix istiqamətində təsviri // "Azərbaycanşünaslığın aktual problemləri". Ümummilli lider Heydər Əliyevin anadan olmasının 91-ci ildönümünə həsr olunmuş V Beynəlxalq elmi konfransın materialları, – Bakı: Mütərcim, – 05-07 – may, – 2014, – s. 122-125

[19] Azərbaycan toponimləri. Ensiklopedik lüğət / – Bakı: Azərb.Ensiklop., – 2000. – 588 s.; Azərbaycan toponimlərinin ensiklopedik lüğəti: [2 cilddə] / – Bakı: Şərq-Qərb, – 2007. – 304 s.; Eyvazova, R.H. Bakı urbanonimləri / R.H.Eyvazova. – Bakı: Mars Print, – 2010. – 40 s.

were added to the scientific researches[20]. The poetic onomastic dictionaries contain the explanation of the onomastic and poetic peculiarities of some onyms[21]. There is information about the different customs of nomination in the researches dedicated to the history of name-giving tradition[22].

In the authors' opinion, influence of people's customs and traditions on personal names is undeniable. However, the different name-giving traditions in the different regions cause unsuccessful names along with successful ones. So it is important to approach the problem of name-giving very carefully.

Geographical objects are named for different reasons and principles. There are significant features and factors in the act of nomination. Researchers consider the feature of nomination to be one of the most important component of human ac tivities[23].

The authors of researches dedicated to onomastic word – formation explain the lexical units which take part in formation of

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[20] Azərbaycan dilinin böyük izahlı onomastik lüğəti / – Bakı: Nafta-Press, – 2007. – 354 s.; Paşayev, A. Azərbaycan təxəllüslərinin izahlı sözlüyü / A.Paşayev. – Bakı: Elm və təhsil, – 2012. – 412 s.; Sadıqova, S. Azərbaycan dilində səxs adlarının izahlı lüğəti / S.Sadıqova, Ş.Həsənli-Qəribova. – Bakı: Elm, – 2016. – 233 s.; Qurbanova, F. Azərbaycan şəxs adları. İzahlı lüğət / Bakı: – İMAK, – 2019. – 1328 s.; Tanrıverdi, Ə.Türk mənşəli şəxs adlarının tarixi-linqvistik tədqiqi / Ə.Tanrıverdi. – Bakı: Elm və təhsil, – 2012. – 215 s.; Qurbanov, A. Azərbaycanlı şəxs adları ensiklopediyası / A.Qurbanov. – Bakı: – 2019. – 256 s.

[21] Ağabəyli, S.S. "Koroğlu" dastanının onomastik sözlüyü / S.S.Ağabəyli. – Bakı: RS Poliqraf, – 2011. – 48 s.; Paşayev, A. "Xəmsə"də işlənən xüsusi adların izahlı lüğəti / A.Paşayev. – Bakı: Nurlan, – 2013. – 422 s.

[22] Ağayeva, F.M. Addəyişmə adətləri haqqında // Azərbaycan onomastikası problemləri I. – Bakı: APİ, – 1986, – s. 16-18; Xalıqova, R. Adqoymada tarixi-ənənəvi prinsip // Azərbaycan onomastikası problemləri IV. – Bakı: ADPU, – 1993, – s. 211-212; Şahbazlı, F. Türk adqoyma mədəniyyəti // Azərbaycan onomastikası problemləri V. – Bakı: ADPU, – 1995, – s. 156-159; Xalıqov, F. Folklorda adalma motivləri // Azərbaycan onomastikası problemləri V. – Bakı: ADPU, – 1995, – s. 33-35

[23] Гулиева, Л.Г. Выбор признака мотивации в топонимии // Azərbaycan onomastikası problemləri III. – Bakı: APİ, – 1990, – s. 141-143; Məmmədov, N. Azərbaycan Respublikası oronimlərinin nominasiyası // Azərbaycan onomastikası problemləri VII. – Bakı: ADPU, – 1999, – s. 73-77

onyms and come to the conclusion *that almost all words of the language are used in this process.* The processes of onymation, transonymation, deonymation  are analyzed in detail in these works[24].

Some researches analyze such issues as ways of formation of onomastic terms, boundary between proper names and common names, terms, nomens, terms formed on the basis of calque, onomastic terms, onomastic units etc[25].

In some works onyms are researched in the sociological direction. These works deal with the characteristic features of personal names of a certain period, influence of extralinguistic factors on formation of names, aesthetic peculiarities of personal names, formation of names in a bilingual environment, tendencies in the system of names, processes in onomastics[26].

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[24] Hacıyev, K.B. Azərbaycan dilində xüsusi adların yaranmasında təqlidi sözlərin rolu // Azərbaycan onomastikası problemləri I. – Bakı: APİ, – 1986, – s. 317-320; Əhmədov, B.B. Şəxs adları və dialektal söz yaradıcılığı // Azərbaycan onomastikası problemləri I. – Bakı: APİ, – 1986, – s. 29-32; Məmmədov, İ.O. Etnoqrafik leksika əsasında yaranan antroponimlər // Azərbaycan onomastikası problemləri IV. – Bakı: ADPU, – 1993, – s. 26-28; Xalıqova, R. Adqoymada antroponimlərin məna və izahının rolu haqqında // Tədqiqlər – 3. – Bakı: Elm, – 1999, – s. 189-191; Məmmədov, E. İşğal edilmiş Qarabağ və onun ətraf ərazilərində mövcud olan antropotoponimlərin yaranma yolları // "Azərbaycanşünaslığın aktual problemləri". Ümummilli lider Heydər Əliyevin anadan olmasının 91-ci ildönümünə həsr olunmuş V Beynəlxalq elmi konfransın materialları, – Bakı: – 05-07 – may, – 2014, – s. 445-447

[25] Quliyeva, S.M. Azərbaycan dilində onomastik terminlərin yaranması və sabitləşməsi // Azərbaycan onomastikası problemləri III. – Bakı: APİ, – 1990, – s. 244-245; Əsədov, Ə.Ə. "Onomastika" termini haqqında // Azərbaycan onomastikası problemləri III. – Bakı: APİ, – 1990, – s. 260; Bəşirova, A.Q. Elmi və texniki terminlərin formalaşmasında onomastik leksikanın rolu // Azərbaycan onomastikası problemləri I. – Bakı: APİ, – 1986, – s. 293-296

[26] Yusifov, Y.Q. Şəxs adlarının yaranmasında dilxarici faktorların rolu / Y.Q.Yusifov, A.Ş.Hacıyev // Azərbaycan onomastikası problemləri III. – Bakı: APİ, – 1990, – s. 15-18; Ağayeva, İ. Şəxs adları və estetik zövq // Azərbaycan onomastikası problemləri I. – Bakı: APİ, – 1986, – s. 49-50; Xudiyev, N.M. Sovet dövrü Azərbaycan ədəbi dilinin şəxs adları hesabına zənginləşməsi // Azərbaycan onomastikası problemləri I. – Bakı: APİ, – 1986, – s. 32-35

Emergence of new research aspects of proper name in the modern period is characterized by growing interest in onomastics in the early XXI century. Radical changes in the onomastic system of the Azerbaijani language during the period of independence became a research object in some scientific works[27].

Poetic onomastics as a field formed in the 50-60s of the XX century and studied peculiarities of using onyms in the artistic speech and language is particularly important at the present development stage of linguistics. There are a lot of research connected with this field. Researches in the field of poetic onomastics are carried out in three directions: theoretical, historical and descriptive ones. The general theory of this field is formed in theoretical poetic onomastics; the phenomena of poetic onomastics are researched in the comparative-typological aspect. The main task of historical poetic onomastics is to study poetonymy within the literary direction, in the process of development of the different literary genres and kinds. Descriptive poetic onomastics researches poetonomy of the concrete works in the synchronic aspect. Some researches that take a special place in work on determination of stylistic nature of onomastic units in the artistic language should be noted.[28] In R.J. Maharramova's, A.M. Gurbanova's, G.H. Mustafayeva's, H. Huseynova's, A. Pashayev's, A.H. Mikayilova's, N. Hajiyeva's, F. Khaligov's, H. Mirzayev's, D. Aliyeva's and others scientists' works the linguostylistic peculiarities of name categories in novel and

[27] Əhmədova, E. Müstəqillik illərində Azərbaycan onomastik leksikasında baş verən yeniləşmə (Yasamal rayonunun urbanonimləri əsasında) // Dilçilik İnstitutunun əsərləri, – 2009. №1, – s. 130-138; Abışov, E.Ş. Müstəqillik dövründə Sabunçu rayonunun toponimiyasında gedən proseslər / E.Ş.Abışov, A.Z.Verdiyev. – Bakı: Nafta-Press, – 2009. – 82 s.; Cəfərli, Y. Azərbaycan dilinin onomastikası müstəqillik dövründə / Y.Cəfərli. – Bakı: Elm və təhsil, – 2015. – 386 s.
[28] Hacıyev, T.İ. İnqilabi satirik üslubda xüsusi isimlərin işlənmə xüsusiyyətləri // Hacıyev, T.İ. Satira dili / T.İ.Hacıyev. – Bakı: ADU, – 1975. – 178 s.; Cavadov, Ə.M. Bədii əsərlərdə insan adlarının işlənməsi // Azərbaycan dilçiliyi məsələləri. – Bakı: EA nəşr., – 1967, – s. 5-15; Azərbaycan bədii dilinin üslubiyyatı. Oçerklər / – Bakı: Elm, – 1970. – 355 s.

dramatic genre, satirical literature, folklore were shown[29]. These works is a part of the researches dedicated to the study of issues of poetic onomastics. Research of onomasticon of the artistic text allows to enter the author's "laboratory" and reveal the internal patterns of organization of onomastic system and onomastic space of the work.

There are such researches that consider teaching onyms, difficulties encountered in this process, the role of onyms in enrichment of children's vocabulary[30].

The second chapter of the dissertation **"Applied onomastics as a field of linguistics"** consists of four subchapters. The first subchapter deals with the issues of onomastic terminology. It is known that onomastics is one of the rapidly developing, perspective branches of linguistics. Onomastics, like other scientific fields, has precisely defined, named system of notions and terms. *"Peculiar position of onomastics among humanitarian sciences"*[31], the specific status of proper names in the language influence the formation of onomastic terminology.

Onomastic terminology consists of collection of knowledge about scientific notions, their nature, definitions, features, system and

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[29] Məhərrəmova, R.C. Sabirin dili / R.C.Məhərrəmova. – Bakı: Maarif, – 1976. – 106 s.; Qurbanov, A.M. Poetik onomastika / A.M.Qurbanov. – Bakı: APİ, – 1988. – 40 s.; Mustafayeva, Q.H. Azərbaycan bədii ədəbiyyatında şəxs adlarının üslubi imkanları /Filologiya elmləri namizədi ... dis. / – Bakı, 1980; Mikayılova, Ə.N. Onomastik vahidlərin üslubi imkanları / Ə.N.Mikayılova. – Bakı: "Memar Nəşriyyat-Poliqrafiya" MMC, – 2008. – 302 s.; Əliyeva, D. Onomastik vahidlərin folklorda təzahürü (Oğuz qrupu türk dilləri əsasında) / D.Əliyeva. – Bakı: Mütərcim, – 2016. – 312 s.

[30] Cəfərova, N.B. İkidillilik şəraitində uşaqların lüğət ehtiyatının zənginləşdirilməsində onomastik leksikadan istifadə // Azərbaycan onomastikası problemləri III. – Bakı: APİ, – 1990, – s. 245-246; Гусейнова, Ф.Ю. Азербайджанские собственные имена в практике обучения русскому языку / Ф.Ю.Гусейнова, А.А.Байрамова // «Современные проблемы обучения языкам в вузе». Тезисы докладов и сообщений VII межвузовской научно-практической конференции (декабрь 2004 года). – Баку: Китаб алэми, – декабрь – 2004, – с. 40-41

[31] Матвеев, А.К. Ономастика и ономатология: терминологический этюд // Вопросы ономастики, – 2005. № 2, – с. 5

classifications, terms as means of expression of these notions etc. It reflects conceptual apparatus of the different national scientific traditions, linguistic directions and schools, certain authors' language theories. Great attention is paid to onomastic terminology, its formation, application and unification on a global scale. The main tasks of onomastic terminology is to reveal general patterns of the field notions, to organize terminological system, to study the relationship between the national and international elements in terminology, ways and methods of term-formation, to compile terminological dictionaries, bank of terms, development of terminological information in computer etc. The latter reflect the practical development of onomastic terminology. This proves once again that it is a field of applied linguistics.

Onomastic terms are created on the basis of the material both of the national and other languages. Although creation of the national onomastic terms is the work that requires great ability and is carried out by specialists on the basis of the language laws, certain principles and methods, it is the most profitable way and it takes place through the following methods: lexical way – by means of words in the language, for example: name, pseudonym, signature; morphological way – with the aid of the word-formative means (by joining affixes), for example: sözlük "vocabulary; glossary"; syntactic way – by combining two or more words, for example: personal name, patronymic name, common name for a man and woman (for example: Arzu, Parvin, Yadigar, Vafa – these names are both for men and women). If it is impossible to create terms on the basis of the material of the national language a term is given from the other language and used or are subjected to calque, for example: anthroponymic category, ergonym, eponym etc.

Onomastic terms can be classified from the different standpoints: 1. Universal terms occurring in all languages (toponym, ethnonym, onomastics etc.) and terms that are specific for a certain language or language group; 2. Common scientific terms (for example: system, structure, law etc.) and terms specific to the author's conception (for example: koinonym, eidonym etc.); motivated and non-motivated terms (term-names); 4. National terms

(patronymic, name-giving etc.), borrowing (onomastic areal, onomastic atlas), terms created on the basis of the Greek-Latin term-elements; 5. One-word terms ( for example: astionym, pelagonym, onomasticon etc.) and terms-word combinations (for example: anthroponymic model, hybrid name, common name for both men and women etc.); 6.Traditional terms and terms-neologisms; 7. Sectoral terms and intersectoral terms.

The requirements for the streamling of the onomastic terminology are as follows: 1. First and foremost, collect onomastic terms; 2. To use real opportunities of the national language; 3. To avoid using the artificial terms which distort the meaning of notion; 4. To adopt terms from the other language in case of emergency; 5. To give preference to the international, traditional term in case of absence of the successful equivalents of terms taking into account the current language tradition; 6. Purposeful coordination of the national and international onomastic terms; 7. To normalize terms and their use, to choose terms that meet all the requirements; 8. To standardize terms and their definitions; 9. Good organization of the terminological work and creation of single center for the management of scientific researches.

Development of certain fields of science, expansion of language relationship, increased number of scientific researches etc. require organization of work on unification and standardization of terminology at the state level. Unification means to make onomastic terms into a whole form. In this process degree of adaptation of a term in the language must be taken into account, international and traditional terms must be taken as a basis, prepared models must be used, the national onomastic terminology must be unified with the international terminology accepted in the world.

The second subchapter deals with the issues of onomastic lexicography. At the present stage researchers have a particular interest in onomastic lexicography. The onomastic material is very urgent and necessary for lexicographers. Unlike common dictionaries onomastic dictionaries are remarkable primarily for the structure of lexicographical apparatus that is caused by semantics of proper names and their other peculiarities. As a rule, these dictionaries

contain encyclopaedic and linguistic information. However, at present there is a tendency for universalization of onomastic dictionaries. Improvement of the structure is connected with the streamlining of the material collected, rational placement of dictionary entries. Actualization of anthropocentric approach in lexicography highlighted explanation of vocabulary only as a fragment of language system. Anthropocentric approach considers a certain addressee to be important during the description of vocabulary.

One of the development directions of modern lexicography is computerization of dictionaries. The main purpose of compiling an electronic dictionary is: 1) search for rear anthroponyms and study of their history; 2) search for variants of the hypocoristic forms of personal names; 3) search for idioms which include anthroponyms, ethnonyms, toponyms; 4) search for ethnonyms in the texts of the different genres; 5) study of the different forms of ethnonyms including their regional forms; 6) study of derivatives of ethnonyms; 7) search for toponyms in the texts of the different genres.

The special attention should be paid to the following factors: 1) choice of vocabulary (names); 2) way of placing names (for fast and concise information retrieval). Composition of dictionary entry: main word-onym; etymological explanation of the basis of the name; semantics of the component of the name; chronological and historical-cultural references. The materials that reflect the different forms of names can be included in the reference part of the dictionary. Availability of great reference part allows to analyze names rapidly. Using such a dictionary allows to analyze the ancient and modern forms of names in any form in the shortest time and specify their distribution areal during the different historical periods.

Scientific-technological progress in the modern world, the modern position of experience of using proper names in the different spheres of human activities and onomastic theory require compiling new explanatory dictionaries of terms. Onomastic terminological dictionaries play an important role in streamlining and systematization of onomastic terms. Widespread terms, little-known terms which have arisen recently, terms-phytonyms that are able to

fill gaps can be included in the dictionaries of onomastic terms. It is advisable to prepare such dictionaries both in print and electronic format. Such dictionaries will make sectoral terminology more comprehensible and convenient for non-researchers and non-specialists and will help to unify terminology used. Structure of such dictionaries can be in two variants – alphabetical and thematic. One of the optimal variants is to be both alphabetical and thematic. Thematic part contains explanation of terms. The second part of the dictionary should consist of alphabetical list of all terms given in the first part; the place where a term is explained (page, paragraph) must be shown.

The types, tasks, themes, vocabulary of the dictionaries are determined in order to streamline work on compiling dictionaries of onomastic terms. Compilation of vocabulary also depends on the type of the dictionary. Such dictionaries can be of the different types: 1) dictionaries which consist of only list of terms (without explanations); 2) explanatory dictionaries; 3)monolingual, bilingual (multilingual) dictionaries; 4)concise dictionaries; 5)reverse-order dictionaries; 6)frequency dictionaries; 7)common dictionaries; 8) sectoral dictionaries.

The third subchapter of the II chapter deals with nomination and name creation in onomastics. Two factors are at the focus of attention in the theory of onomastic nomination: 1)the first determination of the meaning of the name and its consolidation in human mind; 2)the development process of the nominative meaning of language units. Theory of nomination mainly considers acceptance of name by objects. Not only acceptance of name by certain fragments of reality and its realization through concrete language means but also the reason of nomination of a concrete fragment, object, creature and numerous features taken as a basic, also taking into account many data of word-formation are very important for this theory. Nomination act implies use of a certain formal feature or formal means.

Nomination process has peculiar methods and principles. Nomination method shows how a certain nomination principle is realized via certain language means. Attitude to an addressee

determines specifics of choice of the nomination method. Nomination principle is a main direction of the connection between a word and objects named. It depends on the extralinguistic factors: a kind of an object, its peculiarities, real realtions and also social-economic and political situation. Typology of onomastic nomination is formed on the basis of the following parameters: function of nomination; an object named, i.e. nominee; structure of a name; subject and an addressee. The basis of this typology is the nature of object, inner form of a name, analyzis of the semantic aspect of namegiving.

Creation of a name consists of several important elements: 1.The event named is reflected in the brain in the form of the notion and is related to a certain notion category; 2. Characteristic features are chosen in the subject named, one or two of them are the basis of nomination; 3. Word-formation act completes the process of nomination. Creation of the name takes place in two ways: formation of the proper name from the common noun and process of namegiving of the object. Ready-made names are usually used for persons. However, people make up the different names for geographical objects. Naturally occurring nomination is fixed in the language. As a rule, artificial names are created as a result of word-formation act. Nomination act and its principles as language laws, creature named are ruled by peculiarities of human psychology.

Onym-formation (onomastic derivation) is a special nomination act. Its purpose is creation of new names, modeling of new lexical units. Its creation is connected not only with constant creation of new words in quantity needed by society but also with availability of enough derivative units in the vocabulary and ensuring their normal activities. All this causes its special position in applied onomastics.

The result of the process of onym-formation depends on the special nominative environment. The nominative environment consists of several components: a kind of the object named, name-giving subject, historical period, principles of nomination, natural or artificial, primary or repeated character of nomination, human consciousness takes place in certain nominative conditions. The base

for choice of a name is vocabulary. Onyms are created on the basis of either common nouns or other groups of proper names.

The fourth subchapter of the II chapter is about cartography. Onomastic cartography is one of the directions of linguistic geography. The different onomastic facts and phenomena are considered to be objects of onomastic cartography. Onomastic cartography can be carried out in synchronic and diachronic aspects depending on the purpose and tasks of the research. Relationship between cartography and toponymy can be understood as using toponymy in the process of creating maps and application of cartographic method in toponymy. Toponyms are reflected in the map and considered to be elements of a map. Availability of toponymic material in the map makes it more visual. Toponyms and their components, areal extent, the frequency of use on a particular territory, their interregional historical-language relations, directions of settlement of peoples are reflected in the toponymic map. The map can be used in order to reveal certain names and determine their spelling. Study of some maps printed at different times for the same territory helps to trace changes that take place in geographical names over time.

Creation of national atlases which concentrate the onomastic phenomena registered in the different regions within a country is very significant. Azerbaijani onomastic atlas can be created on any kind of onomastic units. The national atlas allows to determine the areal of onomastic phenomena and reveal the onomastic peculiarities of each region, explain the early areal extent of a certain part or root of language space or its basis.

The third chapter of dissertation is **"The functional peculiarities of onomastic units"**. This chapter consists of five subchapters. The I subchapter deals with orthography of onomastic units. Orthography of proper names cannot be separated from the common orthographic rules, but there are also differences here. Sometimes use of certain letters, capital letters, hyphen, apostrophe, quotes is very important for spelling of proper names, not common nouns. Spelling of proper names often depends on regional and individual factors, areal, traditions, cartographers, passport officers

etc. As a result, sometimes some names are distorted. A for example: Abbas – Abas, Jabbar – Jabar, Mardakyan – Mardakyani etc. A number of questions arise before researches during determination of these rules: 1)separate or continuous spelling of multicomponent compound onyms. At that moment stress, connecting morphemes etc. play an important role; 2)the degree of compliance of a spelling of foreign onyms with laws of the borrowing language. It is possible to approach this problem in two ways: a foreign name is not transcribed and its original spelling is preserved; or a foreign name complies with the borrowing language to the extent possible.

Onyms can vary phonetically, accentologically, morphologically and even lexically in the broad field. The role, number of variants, social significance of variance are different in certain fields of onomastics. Variation manifests itself in anthroponyms to different degree. Every onym varies in the language of population that creates it or uses it intensively. Names have freedom of form in speech. In informal communication variants are simply accepted and do not prevent communication. In spheres of official communication variance of names can impede. Each variant is accepted as an independent name.

The II subchapter **"Pronunciation rules of proper names"** considers orthoepic specificity of onyms. Orthoepy of onomastic units includes such issues as the main peculiarities of pronunciation of names, their stress norms, pronunciation rules and laws of sounds in the certain phonetic environment.

Compound names are also formed in the process of rapproachment, joining of words. Conditions for the formation of such names influence determination of their pronunciation norms. A number of cases which influence pronunciation in such conditions must be a focus of attention.

New reductions and increased frequency of use are observed in the onomastic system in connection with the development of society. These factors serve enrichment, development of the onomastic system. So it is necessary to verify pronunciation of parts and letters of reductions according to the position and condition.

Names from the other languages enter the vocabulary of any language for the different reasons. Loanwords adjust to the nature of the national language and comply with its phonetic peculiarities. However, use of loanwords always causes certain difficulties from the orthoepic and orthographic standpoints. There are such languages that have phonetic and graphic similarity. The other ones differ in their sound and graphic distinctions. In the first case, conformity of names is easy. In the second case, there are more serious difficulties. Difficulties in use of loanwords, on the one hand, is connected with the original language, on the other hand, they are caused by the difference between the sound composition of the messenger languages and phonetic composition of the Azerbaijani language. All these peculiarities must be a focus of attention in the educational process.

The third subchapter **"Transcription and transliteration of onyms"** deals with the problem of giving of onyms in the other languages. One of the important and urgent issues of both theoretical and practical onomastics is correct transcription, transliteration and translation of the national and foreign names. Although regularities and principles of interlingual transmission of proper names have been studied to some extent in modern linguistics there are still contradictions, inaccurasies connected with this. Such difficulties arise during translation of maps, administrative sources, reference books, foreign literature. It is very important to take into account specifity of the national language and abandon mechanical use of rules of the foreign language in the national language.

Loanwords and onomastic units used in the Azerbaijani language entered its vocabulary during the certain periods of its historical development and were used very actively. They became the Azerbaijani ones completely and were accepted by everybody. Taking a conservative position a language-borrower according to its peculiarities subordinates a borrowed onomastic unit to its intralingual requirements and tries to accept the semantics of this language unit in the etymon language together with its phonetic form. Even if a proper name tries to preserve its original sound shape it has to pass the following language trajectory in the area of its

distribution: an etymon language – a source language – a language-borrower. Borrowed names are used according to the phonetic laws of the Azerbaijani language. Transmission of names from one language to the other one submits to the principles of transcription and transliteration. This work requires great sensivity. When giving common nouns, in the other language it is very important to show their meaning. The phonetic shape of the word does not play an important role. Converselly, sound shell is very necessary for giving onyms because switching to another language they preserve their original shape.

The following groups of proper names must be transcribed: personal names, patronymic names, surnames, pseudonyms, diminutive names, names of countries, cities, streets, astronyms, steamships, airplanes, spaceships etc. At that time the main purpose of transcription is to respect the principles of unambigious conformity between the original phonems and their graphic equivalents in the language-borrower. Usually a proper name is stressed in the language-borrower.

The national peculiarities of pronunciation must be also reflected in giving of titles, geographic nomenclature, grammatical and similar terms, names of letters etc. It is necessary to achieve a commonality in spelling of titles and names which are components of personal names. In geographic names word-titles must be written in any position joining a proper name (for example: Shahrud, Kirmanshah etc.). The geographic nomenclative terms in toponyms (city, town, river, mountain, lake etc.) are used either as a component of the compound name or as an explanatory term. In the first case they are not translated but can be given in abbreviated form.

Transcription or transliteration of name depends on the type of the object named, how name reflects peculiar features of the object, lexical peculiarities of words that express the object.

The fourth subchapter of the III chapter is **"A proper name at the intersection of linguistics and law. Codification of onyms".** Onyms are included in the different extralinguistic spheres including legal sphere that ensures streamlining of society. Consideration of proper names at the intersection of linguistics and law is possible due

to emergence and development of new field – legal linguistics. Urgency of the issues of the linguistic research of onyms included in the legal sphere is determined by both linguistic and extralinguistic factors.

Social, political changes in society cause emergence of the different controversial speech situations and as a result increasing number of applied issues which require special linguistic and interdisciplinary researches. Streamlining of such disputes often requires legal intervention.

Codification of onomastic units has been one of the urgent issues recently. Use, choice, registration of these names, especially personal names in society is very significant for each member of society. Anthroponyms are codified in any language and used according to the orthographic-grammar rules. The main graphic and orthographic sign of an onomastic unit is a capital letter. This is a main peculiarity which differs onyms from common nouns.

The different factors cause codification: a)factor of system; b)the national factor; c)historical factor; d)social factor; e)ethical factor. Codification of personal names allows to change and eliminate names that are inappropriate from the language and social standpoints.

There are certain difficulties during codification of surnames in comparison with personal names. Orthography of surnames as names given to kin, clan remains unchanged until its owner desires. As surnames preserve the name of the whole kin one must be very careful when changing them. A carrier of a surnames must follow up its spelling. Onyms play an important role in human and social life: everybody has a name; in everyday life person is faced with many names, documents which determine and confirm the different rights. A personal name, patronymic name, surname are incuded in the data that identify a person; they are enshrined in law as "personal data". A proper name individualizes a person, differs him/her from the other persons, is a sign of a person as a carrier of personal quality, features. Onyms have both their inherent functional peculiarities, structure and disputable potential.

Onyms carry out many functions, we consider it necessary to focus on such functions as identification and individualization. Identification is understood as recognition of objects (including persons), referring them to a certain class or recognizing them on the basis of known features. Identification function is connected with a form of a name: stability and permanence of the form of a name allow to carry out this function. This is significant for society, too: a personal name, patronymic name, surname determine a person as a participant of social relations, it can identify its carrier definitely. Actually, each object must have a unique names but practically, there is total or partial coincidence, homonymy of names, so in such cases identification is carried out using additional information about an object – date and place of birth, place of registration and other personal data.

Individualization function is connected with content of a name, a name is individualized by means of this function, it refers one or the other peculiarities to the object named.

When a proper name carries out these functions contentious situations arise. Researches refer the following to such situations: giving a name to a child; name correction; name change; transferring a name from one language to another; using a name as: trademark, a part of personal data, using a name to show authorship, using a name as manipulation tool.

The fifth subchapter is **"Conception of the Republic of Azerbaijan about onomastic activity"**. Onomastics as one of the leading directions of the national language policy in the Republic has not only scientific-practical, cultural-historical but also social-political significance. Actions for solution to the urgent problems of the development of the national onomastics are directly connected with their regulatory legal support. It has become necessary to elaborate the State Conception of onomastic work in the Republic of Azerbaijan with the purpose of the further development of systematization and coordination of work in the field of onomastics according to the democratic changes in the country. This causes consideration of the problems of the national onomastics at the state level. This Conception means both coordination, streamlining of

onomastic activity in the Republic and preservation of the national being, its relationship with universal human culture and values.

The IV chapter **"Sociolinguistics of onomastic units"** consists of eight subchapters. The first subchapter is about namegiving and name change in toponymy, normalization of toponyms. Necessity of comprehensive study of geographical names is connected with the following: they have very important political, scientific and practical significance and carry out the address function. All they have great practical significance for public administration, transport and communication, cartographic institutions, publishing houses, editorial offices of newspapers and journals and many other institutions and organizations, because correct and stable giving geographical names in official documents, scientific and reference literature, maps and etc. is very important for them.

Researches think that the reasons of name change are historical events, memoralization of person's names who played a role in the history of the country and region, distancing of old names from dissonance, renewal of a toponym within a typical word-formation model. Names are usually changed at a turning point of history. Revolutions, coup d'etat, change of state territorial belonging, as a rule, cause changing street names in toponymy, especially in cities. Toponymy of territories which are not remarkable for the historical events are less changeable. The names of physical-geographical objects are more stable than oikonyms, urbanonyms etc.

When objects themselves change, replacement of names by others is natural (for example, combining localities into one object). Sometimes names are completely subjected to changes, sometimes they are partially subjected to changes and sometimes they are not subjected to changes at all. Historical factors determine this. In any case, only analysis of the concrete historical situation allows to determine progressivity or reactionary character of restoration of the former name. Thus, replacing of one name with another is caused either by active denial of former name or by need for a proposed name.

Nomination of geographical objects situated in the territory of Azerbaijan, changing their names are carried out on the basis of the

relevant law of the Republic. All territorial units with fixed territories and permanently residing population must receive certain names. Namegiving and name change of territorial units are determined by taking into account general state interest, geographical, historical, ethnographic, national, everyday environment and other local environment, local population's opinion.

The principles of namegiving are as follows: 1. When combining two or more territorial units into one, as a rule, the name of one of the combined territorial units remains. 2. When giving name to the territorial units or changing their names repetition of available names, changing names of the territorial units connected with the national, historical, geographical and cultural heritage are not permitted. 3. Giving and changing urbanonyms are realized by taking into account the local population's opinion by the relevant executive branch. 4. Administrative – territorial districts are named according to the name of their central village or settlement. 5. Regions are named according to the name of their central territorial units. 6. All information concerning the territorial units and administrative – territorial districts located on the territory of the Azerbaijan Republic are included in the State register about territorial organization and administrative – territorial division of the Azerbaijan Republic.

The name of geographical objects can be changed in the following cases: a) if the names of the same type of geographical objects are repeated within the boundaries of one territorial units; b) if it is necessary to restore the historical name of the object; c) if a function and purpose of a geographical object change significantly; d) if names do not meet the relevant requirements.

Three categories mainly change – productive, the same and dissonant names. The appraisal "A dissonant name" is very subjective and, as a rule, is based on unawareness of local toponymy, including local geographical terms that form names of a certain region.

The principles of normalization of names are as follows: 1. The normalized names must be collected and systematized from the different sources and by expeditions. 2. One must refer to the original

source in order to avoid distortion; any fact must be written according to its original. 3. Any fact must be taken from source accurately, the place of the source must be indicated correctly and in details; the fact must be read from the source correctly. 4. The normalized form of names is determined during the analysis. 5. All names collected from the different sources and by different means extensively and systematically must be catalogued in fund. 6. Aviailability of highly qualified specialists in this work is very significant.

The following recommendation on namegiving and name change can be given: 1. The choice of a new name for a settlement should not be random. The proposed name must reflect the physical-geographical, historical, ethnographic and other peculiarities of the territory and must conform to the toponymy of this region. 2. Primarily new names or available names as their basis must be used (names of the nearest rivers, lakes, fields, forests, woods, hills, valleys, ravines, gullies and other physical-geographical objects). 3.The local geographical terms used in the dialects of the region can be also used as new proposed names. 4. The outstanding statesmen's and public-political figures', defenders' of homeland, heroes' of labor, scientists', workers' of culture names can be used on an exceptional basis. 5. Names connected with the significant historical events can be also given on an exceptional basis. 6. It would be better if a new name were a national name according to the nomination principles of the regional objects. 7. The differential names can be recommended for closely spaced homogeneous objects: old-new, upper-middle-lower, left-right, Northern-Southern-Western-Eastern-central etc. 8. A new name must be convenient for use. 9. When creating new names productive topoformants can be used.

Unauthorized changing names and borders or using distorted forms of names are unacceptable. Toponymists must deal more with etymology of geographical names in order to prevent unnecessary name change.

The second subchapter **"Urban onomastics. Urbanonymy"** analyzes onomastics space of the city. Urban onomasticon forms unique look of the city, creates quite a different image and gives

more information about the history of the city. Urban onomasticon is a closed lexical system and consists of the different interconnected semi-systems – hydronyms, oikodomonyms, ergonyms etc.

A city as a cultural universalia impacts on formation of the modern urbanonymic culture. Need for permanent study of the urbanonymic system is caused by its mobility: the dynamic development of the city, population growth, emergence of new objects cause appearance of new names on the map.

Urbanonym carries out a nominative function. It chooses an object within the city, differentiates it and names. This function is connected with its specificity. However, urbanonym serves as an address in the city, directs a person, has information about the peculiarities of an individual object. So one its functions is an informative one.

One of the main problems of urban onomastics is also nomination and renomination of intercity objects. This is one of the urgent problems of modern onomastics. There is an increasing trend towards language reform in the period of fundamental social-economic and political changes. A time-tested sphere of language reform is first of all vocabulary and system of word-formative means and this is directly related to nomination of "the new" and changing "the old".

Administrative status, territory, geographical features of Baku influenced the development of its urbanonymic system. Urbanonyms of Baku are remarkable for their history, language belonging, nomination features and structural types. There are also a lot of figurative, emotional names along with the ordinary names which carry out an address function in this system. Street names can be divided into two groups from the standpoint of reflection of Baku history: 1) the names directly related to the city history and denoting modern events and persons; 2) the ideological names, i.e. that are not directly related to city history.

The changes in the system of godonyms are often carried out in two directions: streets are named after their former residents who perished for integrity and independence of Azerbaijan and in the battles. Other streets memorialize the names of the historical heroes

of Azerbaijan and persons who have invaluable merits in the social-cultural life of the state. Now most streets really reflect a part of Azerbaijan culture and history.

The practice of nomination of city streets shows that change of principles and models of nomination can be explained by the style of the period and determined cultural development. Thus naming streets by special nouns related to the ancient periods is interpreted as manifestation of the classical tendencies; naming streets and squares by the abstract names which reflect the ideas of the period, by the outstanding persons' names is interpreted from the standpoint of romantism. Emergence of thematic ensembles conforms to the principles of pragmatism.

The III subchapter **"Ergonysms as an integral part of the onomastic space"** deals with ergonyms that are the widest and most typical layer of the urban onomasticon. Ergonomy has become one of the most active research object of linguistics over recent years. Ergonyms carry out nominative, informative, advertisement, aesthetic, memorial functions. They are classified in the different forms: pragmatic and non-pragmatic ergonyms. Pragmatic ergonyms are ergonyms which impact on an addressee.

They are divided into two groups: 1) Pragmatic-informative ones that are not of relevance to activity of facility but they give additional information which helps an addressee to create a positive image of this facility. For example, it can be information about the place of the object ("Darnagul market"); 2) Pragmatic-informative ones that try to influence an addressee by creating positive association. They are divided into three subgroups: a) they give an associative-informative addressee additional information, form positive attitude ("Operative" security service); b) ones that reflect the different philosophical, political social and other ideas (Information-Communication Technology Centre "Virtual Garabah"). C) ones based on category of timeless values (literary and artistic works, historical realities etc.) (Company "Sindbad Travel"). Non-pragmatic ergonyms are divided into two groups from the standpoint of informativeness: 1) informative ones that give information about the kind of activity of an object. Such ergonyms

describe activity of an object, sometimes they show its geographical position, in short, they present important information ("Baku Sewing House"); 2)uninformative ergonym which gives no information about an object (the restaurant "Silk Way").

The main condition of ergonym creation is its motivation. While being created a name is motivated. Motive can be forgotten over time, in some cases motive of nomination can be hidden. So the terms "motivated name" and "non-motivated name" are conditional to some extent and actually mean "possibility" or "impossibility" of disclousure of nomination motive. When giving name to certain organization, company a nominator must decide what he wants to reflect in this name. It is necessary to choose one of the peculiarities of the facility and find the motive that interests an addressee on this basis. Ergonyms often are not motivated by a certain subject or notion, they are created according to a nominator's personal idea. The purpose of nomination is primary – it determines the whole act of nomination and causes communicative effectiveness of ergonym. Directions of subjective motivation and attempts to attract an addressee's attention are more widespread directions.

Spread of new methods of commercial name creation is caused by requirements of marketing. Choice of commercial name plays an important role in creation of positive image and sale of products. Emergence of a commercial name consists of two stages: the 1-st stage is name creation. The II-nd stage is process of namegiving. A commercial name is confirmed as a communicative unit, trademark. Both of these stages are regulated both by professional creative rules and laws. These issues are reflected in the fourth subchapter **"Commercial nomination. Sociolinguistic specificity of pragmatonyms."**

Determination of language status of trademark-lexemes is very significant for development of onomastics. Pragmatonyms are verbal expression of trademark or service options. They are formed according to the language laws and are protected by law. Adoption of structural elements from the other language gives the special international character to pragmatonyms. Pragmatonyms designate such subjects that are significant from the practical standpoint in

native speakers' activity. Pragmatonyms can be classified according to the different categories ("Bello", "Sobsan", "Cif" etc.) and can be products of re-nomination according to the methods of word formation and laws of language system: "Embawood" (furniture), "Sevimli dad" – "Favorite taste" (foodstuffs) etc. Pragmatonyms show purpose ("Rastishka" (yogurt), quality ("Kristal (CF)" (meat products), kind ("Pasha tea"), manufacturer ("Nokia") etc. of production. There is no relation between the meaning of pragmatonyms-symbols and production, for example: "Surprise" (gingerbread), "Bizim ailə" – "Our family" (sunflower seeds) etc. Pragmatonym must create positive associations, has meaning associations, has meaning according to the specificity of product in order to be remembered easily. They are very productive layer of commercial nominations.

The fifth subchapter is dedicated to the advertisement names. The complex analysis of the use of onyms in the advertisement texts is very interesting. These names are means of advertisement and being repeated frequently in the advertisement texts they enter our life and are remembered. Such name form advertisement onomastikon and are considered as a unified subsystem of the onomastic sphere. They are able to have an advertisement impact on an addressee in the process of activity. There is a speaker – nominator (a naming person), an addressee (recipient) (news recipient) here.

Onyms in the advertisement text also give the impression about production, advertisment image or service in an addressee's consciousness, that forms complex of feelings and emotions at the addressee.

Nominative units formed by advertisement onyms are remarkable for their structural-semantic diversity. They are connotative names, appellatives, combinations of words, words formed from the national language material etc. Onyms given in advertisment texts in mass-media have the different peculiarities of use. Advertisment onyms structurally can consist of one graphic sign, complete sentence and letter index.

There are different kinds of onyms in the advertisement text: names of facility (ergonyms), means of transport (poreyonyms), goods (pragmatonyms), mass-media (gemoronyms), prizes (phaleronyms), the different events (geortonyms), names of works of art (artionyms) etc. For example: "Azerpocht". You send we deliver; Here only music speaks. "Radio Khazar 103 FM".

The sixth subchapter is **"Onomastic units in the virtual world"**. The development of science and technology causes emergence of language units for new objects and means of their individualization and also their nomination. One of such objects is domains in Internet. Domain (domain name) is means of individualization in the form of Latin symbols and figures; it is a conditional sign that serves individualization of information resources belonging to a physical or legal person in the zone of the national domain. Domain name is an address of network which identifies an independent object – an addressee: www.xalqqazeti.com ("Xalq qəzeti"), www.bsu.edu.az (Bakı Dövlət Universiteti), www.millikitabxana.az (Azərbaycan Milli Kitabxanası).

Domain name is unique and there cannot be several analogous domain names in Internet. Every domain is connected with such a name that it is remarkable for its uniqueness among all domains in the database.

Self-identification by means of a name is very important for communication on the Internet: it is necessary to be registered in the system when using e-mail, when entering the forum, when creating an internet diary, when contacting a blogger, i.e. to choose "nick", to create nominal address, to be registered on Internet are needed.

The development of information technology at the present stage causes emergence of the new substitute names. It is about nicknames – the names used in computer communication on the Internet. Such names are mostly created to avoid repetition. Repetition of many names causes confusion, but nick can be a single name. Its task to choose somebody from many. This function is a logical basis for nominative activity. The other function of a proper name is also connected with this – to be means of individualization and a verbal sign of human uniqueness, the "I" in comparison with the others. An

ordinary name given to a person at birth is not able to deal with this tack completely. So users who strive towards self – expression are involved in name creation: Kenan Qulieff, Azerbaycandilli Bayramova, @z@D, Gümüş, Neizvestnıy1980. Nick expresses human individuality, personal qualities, inner world.

The seventh subchapter is **"Linguoculturological aspects of onomastic units".** Onomastic material has tremendous culturological potential and allows to work with linguoculturological and pragmatic information. Intercultural communication is impossible without persons' addressing one another, without involving special language units – anthroponyms. Attention to anthroponyms is determined by their special position as the words which develop according to the language laws, but they unite ethnographic, historical, social, culturological aspects of informativeness beside the lexical components. Proper names, including anthroponyms are important components of the language, their wrong using and perception cause violation of mutual understanding in the process of intercultural communication. Personal names, patronymic names, surnames, pseudonyms, nicknames undoubtedly are a part of the lexical-semantic system, they are used within it and at the same time they are responsive to the social changes. Personal names have culturological value in any people's language. A name determines a person's way of life, so namegiving is a very important ceremony in human life.

Such names as Jahangir, Sevinj, Vagif etc. do not point to a concrete person out of the concrete situation or sphere of communication. Such names i.e. the ones that are not related to any person, can be named mass anthroponyms. The other anthroponyms are related to many people but first of all they are connected with one person. These are the famous persons' names (Shakespeare, Hajibeyov etc.). They can be named individual anthroponyms. An individual proper name has very rich content and the whole encyclopaedic information about an object is included in its meaning. This complex information about the carrier of an anthroponym can be considered the meaning of an individual anthroponym in the primary nomination.

Culture, a language, time and space, stages of social development, social-historical environment are reflected in the toponymic system of language. Toponyms used for appraisal, characterization of the different events of the reality are considered logoepictems, i.e. the traces of culture in the language or the language in the culture. For the first time the culturological term "logoepistem" was put forward by V.Y. Kostomarov and N.D. Burvikova in the meaning of an onomastics sign which requires understanding at the level of the language and culture (anthroponym or toponym)[32]. The cognitive idea is the basis of the thoughts about logoepistem.

Toponyms acquire status of logoepistem under the influence of the extralinguistic factors. Toponyms – logoepistems are an integral part of modern communication, they are linguoculturological phenomena. They are used and acting in the communicative space. Knowledge encoded in toponyms-logoepistems is well known to representative of linguoculturological union. A speaking subject can know any toponym well but he/she cannot explain correctly the modern meaning in the text of this toponym in the text. At that moment the symbolic function of the geographical name is activated.

The eight subchapter of the fourth chapter is **"Use of onyms in media-texts".** Onyms play a great role in communication process. Onomastic units as an integral part of the media-text consist of multi-volume background information. They form onomastic space of the media-text. Analysis of onomastic vocabulary in the language of mass-media allows to reveal full potential of onyms used in the mass-media texts. Onyms determine the main direction of text. There are different kinds of onomastic units in Azerbaijan press. These proper names are used for realization of authors-correspondents' communicative purposes. A title as a component of the text takes a strong position, names a text and gives the primary information about it. A successful name is very informative and increases the efficiency of the media-text. It contains certain information about the content of

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[32] Бурвикова, Н.Д. Воспроизводимые сочетания слов как лингвокогнитивная и терминологическая проблема / Н.Д.Бурвикова, В.Г.Костомаров // Филологические науки, – 2006. №2, – с.48

the publicistic work. A title must attract attention, interests readers by its content and encourages them to continue acquaintance with material / article. The titles of media-texts have very high explanatory potential, because, as a rule, titles are created according to "the principle of an inverted pyramid". This rule consists of the following: the 1-st sentence of the text, i.e. a title, reflects the main information, and the text explains, completes the information activated by the title.

"Conclusion" of the dissertation contains the generalizon of the main results and findings of the research.

1.While examining the researches on applied onomastics in linguistics we consider the following issues to be more urgent: 1) development of the interdisciplinary onomastic researches; 2) translation, or transcription / transliteration; 3) development of the onomastic researches in the aspect of the world language picture. 4) Widening of kinds of forms and genres of applied onomastics; 5) extensive use of unique potential of internet-technology; 6) researches in the linguistic-normative, methodical, cultural – aesthetic aspects. The main tendency of these researches is application of complex research methods.

2. An onomastic term is a carrier of scientific information included in the system of notions of this sphere as a certain concept. Onomastic terms as words serving terminological sphere in the terminological system acquire regularity. Terminological sphere is such a sphere that a word loses its terminological peculiarity out of it, it is the main feature that differs a term from a word, context does not play any role for it, a term is in relationship with the other terms.

3.The realization of the project of the onomastic dictionary implies search for increasing vast mass of lexical material, its choice and preservation. Quality of the lexicographical base is determined not also by valume and diversity of sources but also by the development level of lexicographical service, i.e. by quantity of presented services. Collection of onomastic material is a compiler's main task. The choosen research methods must be applied, the information which is necessary for a dictionary must be considered carefully.

4.In nomination process onyms are formed according to the essence of the reflected object, denotation. The main development ways of nomination and types of proper names are similar for all peoples. No name appears from scratch, it emerges in case of need to name an object. Any name is justified and enshrined in the language. There is no meaningless name, this meaning can be revealed by the linguistic analysis. Nomination act and its principles as named being are ruled by the peculiarities of human psychology.

5.Onomastic derivation studies the peculiarities of types of word formation, semantic and structural changes caused by influence of intralinguistic and extralinguistic factors, formation of word-formative nest, word formation system in general, the different onymic derivatives and ways of their formation.

6.Mapping of the onomastic material is one of the modern important and urgent problems. Both the available experience and modern information-communication technology can be applied in the mapping process. The correct map gives the new and necessary information both to an author and to the other researchers.

7.The orthoepic norms is a scantily studied issue in Azerbaijani linguistics. The orthoepic peculiarities of onyms have not been researched in Azerbaijani linguistics yet. Such issues as the main orthoepic peculiarities of names, their norms of stress, the orthoepic rules of sounds in the certain phonetic conditions are included in the notion of orthoepy of onomastic units.

8.Transition and transfer of names from one language to another obey the principles of transcription and transliteration. This work requires sensitivity. When giving common nouns in another language it is very important to show their meaning. The sound composition of the word does not play an important role. On the contrary, the sound composition is necessary for giving onyms, because when transitioning to another language they mainly preserve their primary composition. The receiving language tries to preserve semantics of this word. Transcription or translation of the word depends on the type of the named object, how the name reflects the specific features of the object, lexical peculiarities of the words which express the object.

9.Onyms are included in the different extralinguistic spheres, including juridical sphere that provides the legal regulation of the society. Consideration of proper names at the interface of linguistics and law is possible due to emergence and development of legal linguistics. Urgency of linguistic research of onyms that are included in juridical sphere is determined by both linguistic and extralinguistic factors.

10.Toponyms play an important role in the social life. They are very important components of relation between the peoples and states. So normalization of toponyms, bringing them into common and generally accepted form is necessary for society. However, the development of the society, changes in the social, political, economic life influence toponyms, too. From that perspective, correct and stable orthography of toponyms has both scientific and practical significance. Scientists, cartographers, print media, transport, culture, education, administrative authorities are interested in unification of toponyms.

11.Nomination of intercity objects is very serious and difficult work. Taking into consideration the great scientific and practical significance of such names, one can say that they must be given under constant review of the relevant authorities and with the mandatory participation of toponymists. Extensive discussion of any name change should become the norm. Only then it is possible to create the system of object names which will act for a long time without undergoing major changes.

12.Nomination of city objects is only a part of the general nomination process. Names are an integral part of any modern city. The scope of their spreading is gradually expanding. This increase becomes one of the important aesthetic problems of speech culture. That is further proof of necessity of language policy in ergonymy. The peculiarities of the national urbanonymicon are caused by the different factors: specificity of culture of formed and developed national urbanonymy, the social, cultural-historical traditions, the peculiarities of the language system.

13.Success of commerce depends on advertisment, success of advertisment depends on information and proper names in the text.

Effectiveness of advertisment is caused by choice of arguments and the ability to use them. Research of the language peculiarities of advertisment is very important from the standpoint of study of specificity of advertisment onyms as units of the onomastic space. They determine the style and linguopsychological peculiarities of advertisment.

14.Study of the different features of the national onomastic systems is of culturological interest. A proper name is a sign of belonging to certain ethnos and means of self-identification in the cultural context. Toponyms are a type of ethnocultural text which contains information about the peoples' history, places of residence, cultural, historical, geographical centres etc. Originality of functions of toponyms, their ability to name and characterize objects cause the different approaches to them. Anthroponyms are very important components of the language, their wrong use and comprehension leads to violation of mutual understanding in the process of intercultural communication.

15.The analysis of onomastic units in the language of mass media allows to reveal completely the potential of the onyms used in the texts of mass media. Onyms determine the main direction of the text. There are various kinds of onomastic units in Azerbaijani press. Such proper names are used in order to realize authors-correspondents' communicative purposes.

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