

Significance and Informational Function of Names in Uzbek Language

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Annotation: It is one of the important factors to take into account the information function of proper nouns when choosing object names. After all, these units can serve as a good advertisement about the object among the members of society. Also, it can be said that the use of words specific to the Uzbek language when choosing a name is a step forward to show off the identity and spirituality of our nation.

Key words: informative function, national traditions, linguistic, characteristic of expressing specific information, create informative and promotional names.

Introduction

As it is known, naming is a very complicated and sometimes long process, especially if the name is chosen for a newly created object. Naturally, every person wants the object that he finds to function for many years and its name to be preserved for many years. Sometimes a product or object is ready for operation or sale, and you have to spend time naming it. In the world standard, this process called naming (eng. **naming**: nomlash) means the meaning of the name created and processed with skill and creativity. After all, a successful name can act as a means of creating a positive impression on a buyer or client and making the first bond.

Accordingly, there are companies engaged in the task of naming objects in the business, and the first naming company started operating in San Francisco in 1941 under the name "Landor". Only this company's name creation service was part of its other services. In 1981, the "NameLab" organization, which provides a special name creation service, started its work. Later, in America, the company "Lexicon", famous for creating a name with the ability to "brainstorm" in businessmen, became famous.

It seems that as the demand for naming service grew in the world market, the need to study its tasks and the meaning of names also appeared.

In addition to solving the task of communication and influence, names perform a number of functions in the language, the main of which are:

- 1) nominative-distinctive;
- 2) informativeness;
- 3) advertising and promotion;
- 4) remembrance;
- 5) aesthetic;
- 6) function of personal property protection.

The distinguishing function of the name indicates that the named object is different from the objects in this space or similar in terms of activity. For example, there are several bookstores in one row. The main way of distinguishing them from each other and introducing them to the buyer is to call them by their store's names "BOOK WORLD" (KITOBLAR DUNYOSI), "MY BOOK IS MY SUN" (KITOBIM-OFTOBIM), "THE LIGHT" (NUR). Consumers remember the difference between bookstores based on these primary names.

Scientificessence

The name, which has the informational function of the name, partially informs the listener about the activity of the object. For example, the names of "BOOK WORLD" (KITOBLAR DUNYOSI) and "MY BOOK IS MY SUN" (KITOBIM-OFTOBIM) stores may awake the information "This is a store that sells books" in the listener. Also, words such as "world", "city", "universe" used in the names provide information about the scope of the object's activities, that is, through the name of the "BOOK WORLD" (KITOBLAR DUNYOSI) store, additional "This store has a variety of - you can find different books" additional information can also be understood. This additional information is not available in the name of the store "MY BOOK IS MY SUN" (KITOBIM-OFTOBIM). Because this simile awakes associations related to childhood in a person, and therefore this store represents hidden information about the object that sells children's books. The symbolic name "THE LIGHT" (NUR) does not awake the information that the store is intended to sell books. Only if there is an explanation of "THE LIGHT" (NUR) bookstore after this name, the listener will have the information that this store is engaged in book sales.

The advertising function of the name serves to promote the object among consumers. For example, a customer made a purchase from a store and recommended this store to a friend. In this case, the name of the object serves as an advertisement.

The memory function of the name also serves as a simple, attention-grabbing or purposeful function of this name. If the name is simple or catchy, it will be better remembered by the consumer. In some cases, the listener intends to target something: it is deliberately remembered by the listener in order to visit this store again or find a necessary object around him.

The aesthetic function of the name appears when it creates a good mood in the consumer. Suppose an object is named "NEW LIFE" (YANGI HAYOT). As soon as the consumer sees it, he gets aesthetic pleasure and his mood improves. Although the name of the beauty salon "BLACK MAGIC" (QORA SEHR) is intended to attract the attention of the consumer, it has no aesthetic value as it awakes a negative mood in a person's psyche. Because, according to national traditions, black color awakes an unpleasant mood in many people. In most cases, such names come to Europe on the basis of imitation.

Naming an object with a specific name helps the owner to protect personal property. Suppose a customer complains about a defective product. In this case, the name of the consumer is necessary to determine which store he bought from or which company's product it is.

Among the functions of the name, its informative function is a separate component. Accordingly, in many sources and in the naming of the object, more attention is paid to this issue. In the following places, we will mainly think about the informative function of names.

For successful communication, the addressee needs to send a message to the addressee using a specific symbol. It is desirable that the words used as nouns usually consist of words with a clear meaning. Only then the relationship between the product and the consumer will be stable. The

external expression of the name can be successful only if it is combined with its informativeness," says I. A. Tortunova [6].

It seems that names should convey certain information about the product or service to the reader, and from this point of view, they are treated as independent text in some sources. It is not for nothing that the linguist scientist M.V. Kitaygorodskaya calls names a separate genre of speech [3].

Names usually activate the associative-figurative memory of the receiver: first, an emotional reaction appears, then an emotional-evaluative attitude is awakened, and finally, an action, that is, a desire or unwillingness to refer to this object is manifested [1]. After all, one of the conditions for the effectiveness of names is the uniqueness of the name-giver's idea and its perception by the addressee with different individual psychological and motivational characteristics.

According to V. Kryukova, three levels of perception of names by the addressee can be distinguished:

- at the primary level, its simplicity, that is, the ability of the name to evoke several associative images in the human mind at once (semantic, phonetic, paradigmatic, etc.);
- secondary, superficial, i.e. emotional-evaluative attitude to the name;
- the third, agreement and disagreement with the nominative knowledge of the addressee and the thought intended by the nominator [4].

It is known that association is a logical connection between certain facts, events and phenomena reflected in the mind and stored in memory in psychology. Simply put, an association is something that makes us think about something else. Therefore, when the addressee first sees the name, the concepts, memories, knowledge, views, mentality, etc., formed on the basis of life experience, related to this name appear in the addressee's mind. For example, the name "SWALLOW" (QALDIRG'OCH) evokes in the addressee such associations as spring, the first harbinger of spring, a bird, the first, or the pleasant chirping of a swallow (phonetic).

Secondary, superficial, i.e. associations created by the impulse of the name create a positive, sometimes negative emotional-evaluative attitude in a person. Since the above name "SWALLOW" (QALDIRG'OCH) evokes associations related to spring in many people, it is possible to talk about a positive emotional-evaluative attitude. The emergence of a negative emotional-evaluative attitude related to this word in some people may be related to individual associations of a person, that is, unpleasant memories of a swallow or when it flew.

It is also important that the information or knowledge of the addressee about the object through the name and what the namer meant or intended to match is also important. The above name "SWALLOW" (QALDIRG'OCH) is the name given to the music school, and it can be understood that the opinion of the addressee and the nominator match. After all, the name "SWALLOW" (QALDIRG'OCH) music school" gives a person the impression that the sound of birds in the spring season pleases the heart like pleasant music. Similarly, the name of the children's choir "NIGHTINGALE" (BULBULCHA) is an example of the agreement between the addressee and the nominator.

It seems that when naming, it is appropriate to take into account all three levels of its perception by the addressee.

According to the data, a good name motivates the buyer, contributes to the formation of the company's face, and on the contrary, an unsuccessful name that contradicts the buyer's or client's ethno-cultural, ethno-linguistic knowledge can lower the company's position in the market. V.

Uspensky gave such names the term "erratonim" (from the Latin "errare" - to go astray, to make a mistake) [7, 212].

Failure to take into account that names that are usually poorly thought out or taken from a foreign language without understanding can lead to misinterpretation can leave a customer confused or have a negative impression. In most cases, such names are chosen only for their sonorousness, and their meaning is pushed into the secondary background.

For example, the educational equipment trading complex in the center of Navoi city is named "FLOWERBED" (GULZAR), and this name and its work activities are not compatible with each other. Because the word flower garden is usually used to refer to a place where flowers and ornamental trees are planted, the addressee may initially have a misunderstanding. This creates a certain difficulty for the addressee. Or the hotel "HOTEL CARAVAN SERAIL" (CARAVAN SERAIL MEHMONXONASI) is made using foreign words, and the word in the name (English serail means a house where court ladies, captives and female servants who do housework stayed during the Ottoman period). The original meaning of this word the meaning of which is not understood may give the listener wrong information about the object. Or the name "GLAMOUR" (GLAMOUR) placed on a beauty salon. Our national views do not agree with placing this word on a beauty salon. Because at the root of this word there is a hint of openness, showing off. Also, the cinema "DRIVE CINEMA" (DRAYV-KINO). The name of this cinema, which is named using foreign words, is also somewhat inconsistent with its work. From a historical point of view in the past, drive-in cinemas were brought to remote areas and were called by this name. Today, in developed countries, cinemas where viewers sit in their cars and watch movies in a large and open space are called like that.

It seems that the name of a specific object or product is not only a speech event that is read and considered by the receiver, but also a linguistic unit that provides information about this object. This information is classified as hidden information expressed by name. Hidden information is information that is not directly reflected in this name, but is consciously understood by the addressee. It is known that nowadays in linguistics, referring to the participants of communicative dialogue, specific reality, information, data, time, place, etc., through language units or other signs, is a deixis phenomenon, and the units performing the function of pointing are deictic units. For a long time, deictic units have been distinguished in linguistics mainly as demonstratives, personal pronouns, adverbs of place and time. However, on the basis of the observations made in connection with the pragmatic analysis of the text, it was found that the means of expression of deictic units are large-scale and multi-level, even through the paralinguistic means of the language, signaling tasks are performed in the process of communication. Names, which are considered as nouns in Uzbek linguistics, can be included among such symbolic units.

It is known that nouns with a specific meaning, like pronouns, do not have the meaning of referring, but are linguistic units that are considered to be a product of secondary nomination. Pronouns are second names used to distinguish one type of thing from each other, and without the context of the text, it is impossible to get accurate information about the object of its reference. In the words of linguist scientist N. Mahmudov, "Nouns are logically very close to demonstrative pronouns such as this, these, that, and those" [5] Because both proper nouns and such demonstrative pronouns are not semantically "full", that is, both of them do not directly express a specific object, but point to the same objects, show them.

Based on the analysis of names registered in some regions of our republic, it can be said that in many cases there are many cases of naming objects, manufactured products and private enterprises with

personal names: "GULI" supermarket, "JALOLBEK" do "TOKHTANIYOZ ATA" sausage products, etc. Such adverbial nouns differ from personal adverbial nouns by performing a complex deictic task. Because they acquire a complex deictic character as they simultaneously refer to the object (object, thing-subject, space, time, etc.) and person. For example: when "Chapaev" came to the cinema in Zarkent, village children of Aziz Khan's age were amazed. They saw him ten or fifteen times. (S. Ahmad.)

In the given example, the famous horse Chapaev not only refers to a historical person, but also brings out the object-object deixis, meaning a reference to a film dedicated to this person. Also, the information that "the film is about Chapaev (person)" is understood in the sentence. In this place, the word "Chapaev" acquires a complex deictic character.

In our speech, the proper nouns referring to objects are determined based on the context and speech situation. For example: Nizomjon was passing among the cars, and saw his brother sitting in the "Villis" with "Kazbek" cigarette on it. (S. Ahmad.)

In this microtext, the name "Villis" is used in the front part of the text, referring to the car, which opens the way to the object deixis. The next "Kazbek" noun forms the object deixis referring to the tobacco product based on the meaning of the verb "to smoke".

In the Uzbek language, proper nouns that name a specific object are among the pure deictics that form the deixis of space. In this case, the reference of the noun to the object is determined in the context. For example: They arrived at a hotel by the sea called "SEA" (DENGIZ). (N. Normatov. "The Twins in the Mirror")

The word sea is used twice in this microtext. The named noun "SEA" (Dengiz) and the sea itself. In this place, "the part of the ocean adjacent to the land" - the lexical meaning belongs to the noun sea, and the noun "sea" is free from this lexical meaning, it is the name given to the object - the hotel, serving as a formative indicative unit. Out of context, the meaning of the word is lost. It seems that the indicative function of nouns becomes more concrete in the context of the text.

As we mentioned above, in most cases, the names given to objects in Uzbek are named after the owners of this object or people who are dear to the owners. In particular, the educational center "AKMAL-ZIYO" and the private enterprise "MUNAVVARA KHOJI ONA". In this case, these names form the image of this person in a person's mind, the deixis of the person referring to the owner of the object, and the deixis of the space referring to a specific place. Or the name of the private enterprise "MUNAVVARA KHOJI ONA" evokes in the listener the information that it is not about the activity of the enterprise or the owner of the enterprise, but the name of the person who is dear to the owner of this enterprise. And it is often observed that such names are repeated as the names of various objects. "Bahodir" training center // "Bahodir" men's salon.

Changing the grammatical form of personal names is also good and interesting. For example, "With Farrukh", "Bakhtishka". However, such naming is not informative. Such names are often aimed at attracting the attention of the addressee.

Or names such as "FOR YOU" (SIZ UCHUN), "ALL BUYERS" (BARCHASI XARIDORBOP), "WE HAVE EVERYTHING IN YOUR POCKET" (BIZDA HAMMASI CHO'NTAKBOP) are used to motivate the consumer, but such names are far from accurate information and provide partial, i.e. incorrect, information to the addressee. In some cases, there are also names of a motivational nature, which express a different aspect of the object from other objects of this type. For example, the name "CHEAP PHARMACY" (ARZON APTEKA). The cheap part of the name arouses interest and

motivation in the buyer and indicates that it is different from other facilities engaged in medicine sales.

Occasional names with abbreviations such as "D VA LOLA", "BTK-ZAR" (brilliant, gold and silver) may be of interest to the consumer. They attract the buyer with their mystery. N. Golev calls such names index names.

It is not always possible to create informative and promotional names. Especially today, the variety of products in commercial facilities makes it a bit difficult to name it. When naming such objects, it is intended to give names containing generalizing words such as "ABUNDANT LIFE" (FAROVON HAYOT), "RICH TABLE" (TO'KIN DASTURKHON), "ALL IN ONE POINT" (HAMMASI BIRDA).

In the process of naming, the ability of the name to provide information about the object or to evoke an association that reveals its character and image eases the work of the object. For example, the name "NATIONAL DISHES" (MILLIY TAOMLAR) informs the listener that it is a restaurant where Uzbek dishes such as soup, norin, and manti are prepared. Accordingly, when choosing a name, it is advisable to use common words as much as possible. In our country, it is more customary to name a certain object after the name of the person who operates the object, his children, or his relatives. It is natural that this name does not give any information about the object.

The name of the world's best brands is universal. For example, the name of "MARS" chocolate, produced in America, suitable for both young and old, sounds the same in all languages and evokes a positive association with the planet, like mastering Mars, in the owners of any nationality.

The informative function of names in the Uzbek language has different characteristics:

1. Names that clearly refer to information such as the activity or location of the facility;
2. Names that partially refer to information such as the activity or location of the object (semi-symbolic names).
3. Names that do not refer to information such as the activity or location of the object at all (in most cases, symbolic names or symbols).

Names that clearly refer to information such as the activity of the object, or a specific feature of its product, or its location, bring convenience to the consumer. Because as soon as he reads the name, he gets a clear answer to his internal questions and determines his next action accordingly. For example, both the names given to "FRUITS" (MEVALAR) and "CITRUS FRUITS" (CITRUS MEVALAR) stores have the characteristic of expressing specific information. However, the name "CITRUS FRUITS" (SITRUS MEVALAR) can also provide the consumer with additional information about the types of fruits. That is, the additional information "Local fruits are not sold" is also hidden in this name. Or, the name "JIZZAK SOMSASI" attracts the addressee's attention with additional information that expresses pride from other objects named "SOMSA". The name of the "SAMARQAND DARVOZA" complex, located in the center of the city of Tashkent, brings convenience to the addressee as it expresses information about the location of the object. Such names help the consumer determine the next action and plan, and make the visit based on the information received.

Names that partially refer to information such as the activity or location of the object, that is, semi-symbolic names, partially answer the internal question of the consumer, but he does not have complete information before getting acquainted with the activity of the object. For example: if the

name "SKILLED HANDS" (MOHIR QO'LLAR) refers to the information about the object that offers tailoring or craftsmanship, in general, manual labor, the name "BABY" (BOLAJON) may refer to a clothing or toy store for children. Such names can arouse interest and aesthetic pleasure in the consumer. His next move will be based on guesswork.

Some symbolic names and names based on symbolic symbols can be included in the names that do not refer to information such as the activity or location of the object at all. For example, names such as "777" and "SPRING" (BAHOR) are given to the object in a symbolic sense, and these names can evoke an associative mood in the listener reminding of the spring season, or refer to events related to the lucky number 7. However, because it does not express information about the object, it arouses both interest and complexity in the consumer.

It is worth noting that there are symbolic names in the world market that are not related to the production goods, where the consumer does not have the opportunity to get specific information from the name itself, but which have gained popularity. For example, the company "APPLE" is world-famous for its bite-sized apple logo. It is known that there is no connection between the apple fruit and the computer and computer technology that the company produces. However, this name can give the listener information about the quality of the product. Because the name of this company has gained popularity in the world market with its quality products. Such names are also found in the Uzbek language. In particular, it can be observed that the name "TOKHTANIYOZ OTA" directly refers to positive information about the sausage product and its quality in many consumers.

Results

In the Uzbek language, there are also words used to express information. An example of this is the names of objects that provide social services. Such words mean the name of a specific object, but also reflect information about the activity of this object. In this case, information about the location of the object, the type of activity it is intended to engage in, appears as a propositional meaning of this word. In this case, the word performing the nominative function simultaneously performs the communicative function. For example, the word airport as a nominative unit means "airfield located on the route of the air line and equipped with the necessary facilities to ensure the regular traffic of transport aviation." However, the word AIRPORT written in capital letters on the facade of the building now acquires a positive meaning. This word represents the information "This is an airport" or "The airport is located here" in the minds of those who read it. In this case, the positive meaning of the word is realized. It seems that the situation in which the word airport is used plays an important role in acquiring a positive meaning.

Names of objects in a certain city can convey additional information about the local cultural values of this area. For example, in different regions of our republic, the names of many food facilities are named after the food that is loved in this region, or is prepared to a very reasonable standard, and is sometimes in high demand by consumers: "TUXUM BARAK" (Khorazm), "GILMINDI" (Nurota), or "NORIN CENTER", "NON KABOB" etc. in Tashkent. These names are the names of the inhabitants of this region, that is, the people of Khorezm, such as tuxumbarak and gilmindi; It also provides additional information about how Tashkent residents enjoy eating and preparing food such as norin and bread kebab. This can be understood from the fact that in other regions the name of the same food and the name of the region where the food is prepared are shown. For example, "TASHKENT NORINI" restaurant in Navoi.

Also, it can be observed that inter-ethnic relations have been formed in the names of the object: "Turkish kebab", "Euro market", "Bilimdon kids' school", "Sultan stom".

It seems that foreign words were often used without translation and even as part of names in Latin script. This means that most of the city's residents are familiar with the English language, and it shows that the presence of foreign words in the names of modern city residents has become a natural state today. Such attention-grabbing names are the trendy naming process of today. Also, the skills in the worldview of the population about the high quality of foreign goods motivates the naming of objects in this way.

Names can also convey information about time. In particular, from the name it is possible to understand the information about the time of establishment of the object or which time layer of history it is related to. For example, the activity of the object (the name of the museum) called "QATAGON KURBONLARI" goes back to history, or the name "XXI century" indicates modernity. Or objects named based on the abbreviation of words in many cases reflect the fact that they were formed in the historical period. For example: UZTELEKOM.

Summary

In most cases, the name of the object contains information about its operation. For example, from the name "HEALTH SHOP" (SOG'LIK MARKAZI) it is easy to understand that this object is engaged in the sale of drugs, that is, a pharmacy, or from the name "READING CITY" (KITOBLAR SHAHRI) that it is a place for reading, that is, a library.

Accordingly, it is one of the important factors to take into account the information function of proper nouns when choosing object names. After all, these units can serve as a good advertisement about the object among the members of society. Also, it can be said that the use of words specific to the Uzbek language when choosing a name is a step forward to show off the identity and spirituality of our nation. Because around us, it can be observed that for some reason, more emphasis is placed on using foreign words when choosing a name. The names "MISS CLEOPATRA", "MISS SAFINA" hung on the windows of women's beauty salons, which we often see on our streets, without the word "salon" are accurate information about the activity of this facility. hard to get If these beauty salons are named "JOZIBA", "QIRQ KOKIL", or "THE ONE", "MISTER KEBAB", "GRILL" instead of the names "KABOBMISAN KABOB!", " How beautiful and understandable it is to put beautiful, Uzbek names that attract the attention of the customer, such as "LUQMAYI HALAL", "DO'MBOQ JO'JALAR"!

For the consumer, the informativeness of names is a priority component, therefore, next to a name that does not mean specific information, additional comments about the type of activity and function of the object are accompanied ("FERUDIDDIN ZAKIROV" men's clothing store, "SPRING" (BAHOR) hotel, "DAVRON" cafe).

It seems that names with a certain descriptive character are informative: "POPLAY WORLD" (GULQOG'OZLAR DO'KONI) (for FLOWERAL PAPERS shop), "LONG HAIR" (SUMBUL SOCHLAR) for a beauty salon.

The relationship between the name of the object and its activity, that is, the metonymic relationship, should also be compatible. This can be observed by comparing the two names placed on the jewelry store. For example: the names "EMERALD" and "CRYSTAL". Both names refer to the field of mineralogy. But the metonymic relationship between the name of the first store and the product sold corresponds to the assumption of the buyer. In addition, Emerald is a very precious stone, which inspires, that is, attracts the buyer who sees this inscription. The name "CRYSTAL" is resounding, but it cannot evoke a clear image of the object in the buyer's imagination. Such names create various associative images in the consumer.

It turns out that the informativeness of names is based on a specific purpose. WHO is the owner of the consumer object? ("GULCHEHRA", "ZEBO HAYDAROVNA"), WHAT is the product that the facility sells or manufactures? ("SWEET PANCAKES" (SHIRIN KULCHALAR), "A CUP OF COFFEE" (BIR FINJON QAHVA)) or the activity of the object TO WHOM? ("FOR YOUTH" (YOSHLAR UCHUN), "FOR EVERYONE" (HAMMABOP), "COOL PARENTS" (MO'YSAFID OTA-ONALAR)) can receive answers to information about its intended use.

So, in the Uzbek language, proper nouns and names named after specific places and spaces are important as units that refer to space and express information. In this case, proper nouns are counted as second names, as hollow units like pronouns, without the context of the text or a specific speech situation, it is impossible to get accurate information about the object of their reference.

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