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ON THE QUESTION OF ONOMOPRAGMATICS (USING THE EXAMPLE OF NICKNAME NAMES OF ARCHITECTURAL AND RESIDENTIAL BUILDINGS)

Nicknames are a given part of anthroponymy, which is granted not only to peoples because of their beautiful features, but also to houses. The target of this note is the detection of skeletal as well as semantic distinguishing features of nicknames of construction and apartment buildings, the detection of key motivational properties of nicknames. Onomatology has close relationships with the situation, cultural studies, regional studies, philology, archaeology, linguistics. The academic significance of the activity consists in the typology of onomastic creations. The actual importance lies in the ability to apply the results of the study in the tasks of linguistics. Methods used: comparison, statistical calculation, semantic research. The study is able to provide a chance to establish the semantics of district toponyms. Why do multi-storey buildings need nicknames? There were constantly familiar structures of an extraordinary figure, similar as well as a figure. London Tower Bridge will soon become the most significant building in the UK. And, as this is established with the current skyscrapers, it has a name – “Shard”. This is based on his figure. This name will connect to such unreasonable names, as well as Cucumber, Electric Shaver, Archive, Terochka for the purpose of cucumbers and also wet. The piece was planned in a fragment of a napkin in a Berlin restaurant by architect Renzo Softly in 2000. He was inspired by the metal tracks, the English spires of the Venetian painter Canaletto, as well as the masts of the ships of the past.

Key words: onomastic, onomopragnatics, nicknames, culturology.

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Ономапрагматика сұрағы туралы (сәулет және тұрғын үйлердің лақап аттары негізінде)

Лақап ат – антропонимиканың бір бөлігі, ол адамдарға тек назар аударарлық қасиеттері үшін ғана емес, сонымен қатар ғимараттарға да беріледі. Бұл мақаланың мақсаты – сәулет және тұрғын үй ғимараттарының лақап атының құрылымдық-семантикалық ерекшеліктерін анықтау, лақап негізгі мотивациялық белгілерін айқындау. Ономастика тарихпен, мәдениеттанумен, елтану, филология, археология, лингвистикамен тығыз байланыста. Жұмыстың ғылыми өзектілігі ономастикалық шығармалардың типологиясында жатыр. Практикалық маңыздылығы – зерттеу нәтижелерін тіл білімі сабақтарында қолдану мүмкіндігі. Қолданылатын әдістер: салыстыру, статистикалық есептеу, семантикалық талдау. Зерттеу жергілікті жер атауларының семантикасын анықтауға мүмкіндік береді. Биік ғимараттарға лақап не үшін қажет? Ерекше пішінді ғимараттар әрқашан белгілі болды, мысалы, Пирамида. Лондон мұнарасы көпірі жақын арада Ұлыбританиядағы ең биік ғимараты болады. Қазіргі зәулім ғимараттар үшін әдеттегідей, оның лақап аты бар – „фрагмент“. Бұл оның нысанына негізделген. Бұл атау Геркин, Ұстара, Картотека, Қияр және Ірімшік, Үккіш сияқты ақымақ атауларға қосылады. Фрагментті 2000 жылы сәулетші Ренцо Пиано Берлин мейрамханасындағы майлықтың бір бөлігіне түсірген. Ол теміржолдардан, венециялық суретші Каналеттоның Лондон шпильдерінен және өткен кемелердің діңгектерінен шабыттанды.

Түйін сөздер: ономастика, ономапрагматика, лақап аттар, мәдениеттану.

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К вопросу об ономопрагматике (на материале прозвищ архитектурных и жилых зданий)

Прозвища являются частью антропонимики и даются не только людям за их примечательные черты, но и зданиям. Цель данной статьи – выявить структурно-семантические особенности прозвищ архитектурных и жилых зданий, выявить основные мотивационные признаки прозвищ. Ономастика имеет тесные связи с историей, культурологией, страноведением, филологией, археологией, лингвистикой. Научная актуальность работы заключается в типологии ономастических произведений. Практическая значимость заключается в возможности использования результатов исследования на уроках языкознания. Авторами были использованы такие методы, как: сравнение, статистический расчет, семантический анализ. Исследование может дать возможность определить семантику местных топонимов. Для чего высотным зданиям нужны прозвища? Здания необычной формы были всегда, начиная с Пирамид. Современные технологии продвинули нас в новую эру архитектуры. И у многих высотных зданий существует прозвище, а то и несколько. И как принято для современных небоскребов имеет прозвище – «Осколок». Оно основано на его форме. Лондонский Тауэр Бридж скоро станет самым высоким зданием Великобритании. И как принято для современных небоскребов имеет прозвище – «Осколок». Оно основано на его форме. Название присоединится к таким глупым названиям как Корнишон, Бритва, Картотека, Огурец и Терка для сыра.

Осколок был задуман на клочке салфетки в Берлинском ресторане архитектором Ренцо Пиано в 2000 г. Его вдохновили железные дороги, лондонские шпили венецианского живописца Каналетто и мачты кораблей прошлого.

Ключевые слова ономастика, ономопрагматика, прозвища, культурология.

Introduction

In the scientific world there is a special point, a single course of linguistic studies, dedicated to surnames, patronymics, names – onomatology. The object of the study of onomastics (onomatology) (Greek *onoma* – name + *logos* – theory) is considered to be the study of the significance of surnames and names, their events. The word “onomastics” has 2 meanings. In the 1st, this is the point of linguistics that examines individual surnames; in the 2nd, this word means a set of personal surnames (Podolskaya, 1998: 347).

Nicknames are a given share of anthroponymy, which is granted not only to people because of their beautiful features, but also to houses. The target of this note is the detection of “skeletal” as well as semantic distinguishing features of nicknames of construction and apartment buildings, the detection of key motivational properties of nicknames. Onomatology has close relationships with the situation, cultural studies, regional studies, philology, archaeology, linguistics. The academic significance of the activity consists in the typology of onomastic creations. The actual importance lies in the ability to apply the results of the study in the tasks of linguistics. Methods used: comparison, statistical calculation, semantic research.

The study is able to provide a chance to establish the semantics of district toponyms. Why do multi-storey buildings need nicknames? There were constantly familiar structures of an extraordinary figure, similar as well as a figure. The English Tower Bridge will soon be the most significant house in England. And also, as well as this is installed with the current skyscrapers, it has a name – “Shard”. This is based on his figure. This name will connect to such unreasonable names, as well as Cucumber, Electric Shaver, Archive, Terochka for the purpose of cucumbers and also wet. The piece was planned in a napkin fragment in a Berlin restaurant by architect Renzo Softly in 2000. He was inspired by the metal tracks, the English spires of the Venetian painter Canaletto, as well as the masts of the ships of the past.

Literature review

This point of lexicology is studied and also studied by scholars of the style of different states, different centuries (see, for example, the corresponding activity: V. Letter. Bondaletov 1970,1976,1977,1983; SAT. Veselovsky 1974; Conduct a conversation. Together with S. Gilyarevsky 1982, 1985, 1986; Letter. M. Murzaev 1974,1984, 2001; V. P. Neroznak 1980,1991; V. A.

Nikonov 1974,1988; taranka. v. Podolskaya 1988, 1990; A.M. Selishchev 1948; A.V. Superanskaya 1969, 1973, 1998; Lit. V. Uspensky 1962, 1972; P. Florensky 1993). In onomastics, a special area is emphasized-anthroponymy or anthroponomastics.

In the Huge Encyclopedic Dictionary "Linguistics "Anthroponymy", the onomastics item exploring anthroponyms is the given surnames of personal people: individual surnames, first name (First name or other name), first name, single surnames, nickname and also fictional (personal or mass), cryptonyms (secret surnames)". (Podolskaya, 1998: 36). According to the academic foundations, the name is made from the Mixolydian texts: asteroid – "individual " and Onoma – "name". This word was first invented in 1887 by the Portuguese linguist J. Shown by Leyte Vasconselva.

Material and methods

In order to study the district names of zones, we used similar methods, as well as comparison. We compared the nicknames of the people together with the nicknames of the buildings in order to establish the typological characteristics of the nickname. We also applied statistical calculation in order to pay for a single number of alias prefixes, suffixes and aliases. Another way that we applied was semantic pseudonym research. The subject of our study began the nicknames of the district buildings of our metropolis. The material used was compiled from various keys, especially from the spoken speech.

Personal names of geographical objects {Nevsky brochure, Chai pond, Island, River, State, Ertis, Hammer) explore toponymy/ toponomastics; names of areas of the world place

- generally recognized in science as well as nationwide pleiades, galaxies (Pegasus Pleiade, Andromeda Vagueness,) explore cosmonymy; names of single azure bodies {Venus, Planet, Sky, Red Planet) explore astronomy; surnames of personal animals, their nicknames (Ball, Cat, Squirrel, Actos, Aleirodid) are fond of zoonymy, there are also other segments.

There are unofficial personal surnames that capture a special role in anthroponymic concepts, creating their own personal unique society of surnames. In a similar way, there is an informal onomastic concept, which is considered a subject on a par with the external onomastic concept:

- society: almost everyone has got special names for friends, employees, family members, for example, Bright Red (because of the tone of the strand), Well-Fed (because of the comprehensiveness),

Angel (because of the wriggling strand) and also Prospector, Letter.

- Animals: Warrior (called rooster because of its military atmosphere), Dense individual (dense cat);
- populated areas (megalopolis , towns, squatted);

- geographical objects (the top of the world, reservoirs, rivers, etc.);

- structures (construction, apartment structures).

Onomopragmatics is a discipline about the use of personal surnames. 2 types of nouns are consciously distinguished: nominal (a group of nouns meaning qualities, significance, type of signified) and also personal surnames. Absolutely nothing can be noted about this, as well as personal surnames are usually classified (for example, Ms. Smirnova), however, without exception, we can acquire certain data about personal surnames (for example, We can establish the civilization of a person according to the surnames: Olejik.

Results and discussion

Unlike people's surnames, the surnames of construction and apartment buildings are not in demand as such: if almost any 3 persons have a name, then it is for them among peers, in a team, in a family, in this case , aliases are available only for representatives, rather than, in this case, for important buildings. As well as the theory of such a family, nicknames are given to their "carriers":

- according to external type (huge, small, charming);

- In coordination with his direction (building circus, administrative set up, cinema building).

If we say about the construction of such a nickname, in this case, given in the main nouns (candle, forest orderly, intestines, metal), in certain variants-combinations of words (3 Pigs, Pinkish housing, Snow-white housing, Demotic housing), less often-abbreviations (SDI, PED, HONEY), numbers or numbers (thousandths, 20 2).

Representing a necessary component of an onomastic place, the nickname is of no small importance in the concept of style and culture, contributes to the disclosure of the nationally civilized distinctive features of the multiethnic concept of creation. Fictional is a given private name of a subject. The main methods of motivating Nikki are considered to be external as well as internal motivation. About the external motivation, we assume the conditions that prove the formation of the nickname (prospector, letter, many physiological, schematic and other characteristic features of the structure).

Nickname	Signs
<i>Муравейник</i> Anthill	Multi - entrance house
<i>Китайская стена</i> The Chinese Wall	is a long building
<i>Стеклашка</i> Glass	Instead of the usual Windows, doors - large glass
<i>Кишка</i> Gut	Shop building, oblong
<i>Сороконожка</i> Centipede	Multi-entrance house
<i>Двадцатиподъездка</i> 20 entrances	Consists of twenty entrances
<i>Шарага</i> Vocational School	Professional technical school
<i>Близняшки</i> Twins	are two identical houses
<i>Белый дом</i> White House	<i>Akimat Building</i>
<i>СДИ</i> (Строительный Педагогический Институт) SDI	is the old name of the educational institution
<i>Пед</i> (Педагогический институт) Ped	is an abbreviated old name of the educational institution - Pedagogical
<i>Мед</i> (Медицинский) Med	is the abbreviated name of the educational institution Medical
<i>Sharaga</i>	Professional technical school
<i>Pedkora</i>	Educational building
<i>Mentovka</i>	Building of the Police
<i>Three piglets</i>	Three similar houses
<i>Candle</i>	The high multi-floor building with one entrance
<i>Lighter</i>	A building, reminding a cigarette lighter; indeed there was fire several times.
<i>Chupa-Chups</i>	A building Byterek – a tree – in Astana city
<i>Monolithic</i>	A high monolithic house
<i>Pink house</i>	A house in pink colours
<i>Chinese wall</i>	A Ministerial complex

The name of the structure, formed in coordination with the principles of internal motivation, is considered a decision in the official name of the building/At home (a huge Ural bush).

Single surnames in the 2nd nominative function are considered to be one of the key nickname. Informally, its name is usually based in a metaphor, which is considered equally as a source for understanding the bases of thinking as well as the actions of the mind of the nationally peculiar ghosts of society, reflecting the key civilized meanings. The presentation of the distinctive features of the Kazakh linguistic persona together with the use of unofficial toponymic units of Kazakhstan with civilized specifics makes it possible to identify the

concept of “state type” and also demonstrate the specifics of the worldview of the linguistic type of society of the Kazakh civilization.

The presentation of style as well as a significant element of the lesson about the people as well as the essence of thinking is considered the basis of current linguistics. The main role of style is the formation of the ideological canvas of society, in the middle of which there is not only an individual, but also an individual-the owner of reason, a style with a difficult inner society and a specific relationship to the society of objects as well as to himself.

An individual is considered to be a carrier of the state mindset, which can be studied together with style support, which is considered a significant

device for the purpose of identifying a person. Combining linguistic (skeletal) specifics together with the distinctive features of the disposition of civilization, styles differ in the degree of dynamism, rationality and emotionality, aspects of content, the degree of coverage of such or other areas of material as well as internal existence, energy and interest in specific judgments.

Unofficial personal surnames in the linguistic and cultural application of Kazakhstan, in their eyes, reflect and also provide the appearance of existence and the appearance of thinking peculiar to a particular environment, demonstrating precious sources for understanding the state culture. Being “archetypes of the inner texture” and “the main core of the person” (P. Florensky), toponyms, and in addition anthroponyms, in particular unofficial personal surnames, include a rich material used for the purpose of comprehending the person.

In the course of linguistic cultural consideration of unofficial personal surnames, the methods of linguistic and cultural studies are partially applied. The current language and the level of culture are multidimensional to such an extent that their essence cannot be investigated in any way, and also in this way, what explains the presence in this research of a system of ways that are in complementary relationships:

1. component analysis, which aims to decompose meaning into minimal semantic components and, based on dictionary definitions and contextual characteristics of NIS, helps to identify semes that are significant to us.

2. contextual research, which makes it possible to establish the importance of individual components in the formulation of secret meanings.

3. linguistic-stylistic research, which gives an exposition of the connotations acquired in one word.

4. a method of ideographic steppe, which makes it possible to trace the relationship of juicy

style money together with the civilized and state worldview of people in vast ideographic arrays.

In connection with certain issues of study, the corresponding methods have descended into the 1st project: reference, derivational, dictionary, and in addition, the developed technology of studying the material used. According to the view of A. S. Shcherbak, the inner-city urbanonym is able to retain linguistic archaisms that reflect the linguistic type of society, which is considered archaic according to comparison with the current linguistic type of society (Shcherbak, 2017). This monitoring is in the database of cognitive as well as classical layouts for the study of urbanonymic vocabulary. Scientists of onomastic vocabulary notice that the characteristic features of the course of the nomination of urbanonyms are expressed in the duality of its categorical qualities, following from this, that someone belongs to 2 spheres of style and thinking, the sphere of statics and also the sphere of dynamism, the element urbanonymic place. In this area, an individual uses a private name for the purpose of streets, squares and other zones, which leads to the emergence of new street names that expand the lexical concept of style.

The principal important functions of the surname are considered specific (or signature) as well as specific.

Pseudonyms are informal personal surnames, usually familiar to one or another relatively small the conclusion from outside the family according to the nickname 7-this is accompanied by loss of tone as well as obtaining the newest, segregational color (Suleimenova, 2002: 293).

The nickname for the purpose of the first structure is able to be unlimited, and the nickname of 1 carrier is able to demonstrate various concepts in relation to the for meaning will be distracted.

Table 1 – Nomination process

An object in the aggregate of properties and qualities	→	A tall, single-entrance building of personal names.
↓		↓
A person's idea of the features(s) of the object	→	The building is too tall, narrow
↓		↓
Materialization of representations in language	→	Nickname Candle

Table 2 shows the motivation of the Candle alias. According to scientists, the name is considered the genetic basis of absolutely all personal surnames. The alias value usually corresponds to certain data of their carriers. Together with the most ancient times and also up to the present day, the name of the tradition is in the main thing in the pronounced ethnic tradition” (Shshetin, 1966: 66).

According to S. Aksenov (Aksenov, 1988: 65), we believe that nicknames are considered characteristic features:

- the peculiarity of the conversational speech in consequence of the 2nd onomastic nomination. Auxiliary surnames are often formed in the base of a metaphor, which captures the main role from among the linguistic money of the formulation of juicy views. The name of the prem appears as a consequence of the assignment of the name of the object or the action of reality according to the monotony of specific properties together with the people or the house (the name Chupa-Chups is provided to the building “Baiterek” in Astana).

- pseudo-functional activity in the field of informal communication. Examining the area of informal communication, S. Aksenov notices that it is limited to personal, mass, home and family relationships and also does not have strict laws in any way. By using a fictional one in the speech, we “neutralize” fictitiousness, an external anthroponymic texture.

- high-quality image. According to the nickname, it functions in a “relatively small society of people” (Danilina, 1979: 293). This society of people is able to be different and is also created according to different bases: territorial, social, age and other.

- lack of adjustment (the number of nicknames, which have every chance to be during the existence of a person or structure, is not regulated in any way). In a similar way, a number of nicknames can appear in the room at the same time, which change with the period and also “have every chance of being in the relationship of the chain of the period, in this case it is possible to switch one to another, and in simultaneous relationships, in this case it is possible to coexist” (Danilina, 1979: 295). For example, there is a number of nicknames for a certain structure: A strange wall (a large structure), A dollar wall (a construction of the Ministry of Finance, a meandric ribbon).

- individual feature. If each name is capable of carrying hundreds, thousands of people, in this case only one subject or one structure will have a name. If this is repeated, this is repeated in another sphere, and it is also impossible for a single fictional

individual or structures to work in one company for the purpose of 2.

- nominative epidemic – recommended. Fictional is considered an auxiliary component of an unofficial anthroponymic texture; not every company provides its own members with a fictional one. Nominative epidemic (free) is a given symbol showing the type of use of a pseudonym, in contrast to the use of a surname. Fictional is able to display the ideological, value, mental and other beliefs of a certain community.

- displaying different feelings of the group in nicknames. If in individual surnames (in the current period) we barely establish the community’s approach to naming people, in which case, in nicknames, these relationships are formed together with the least effort. The name shows not only the name in any way, but also the name itself.

- sensual-relief coloring-is characteristic for the purpose of absolutely all nicknames. In contrast with individual surnames, which are not characterized by emotionality in any way (due to the deduction of deminutive configurations), this is their final distinguishing feature. The name is in no way transformed into intermediate surnames with- because of the distinctive features of the internal structure from the inside. They exist due to the possibility of a style for sensually living nomination (see: lexicon of psychological formulation), together with the support of which the individual expresses his own psychological position. The fictional sensual-relief coloring stems from the reverse directions in the work of texts in colloquial speech – reclamation as well as insults. From this place, as well as the distribution of the nickname into humiliating and also not humiliating in any way, however, this division is absolutely valid. Numerous owners of the nickname do not feel offended to stand out in any way.

- figurative as well as combinative. Appearance is a given visual understanding of the object or action of reality; however, appearance is not a corresponding understanding of reality in which signs are consciously chosen, which have every chance to express an approach to the depicted, to broadcast the idea. Figures appear in the mind of any person, the basis of which is considered to be the society around us.

- semantic integrity. The role of the nickname is also luxuriously connotative, manifested in an active conversational style in the work of the pseudonym.

Russian speech is the most famous speech in the multinational sphere of our people. According to the structure and semantics of the buildings’

nicknames, there are elementary names (candle, metal), personal surnames (Snow-white housing, Chupa-Chups, 3 Piglets). So the name is formed by a metaphorization: Bowel is the given name of an elongated house; Twins –it’s a nickname of two similar buildings.

Conclusion

An individual, finding himself in a variety of communicative conditions, uses his name in no way in its exclusively linguistic sense, but paints it with different extralinguistic colors, prospector.letter. forms, for the purpose of any communicative action, its own coloring of the surname of its own. In the external area of communication, an intermediate

model of the surname of one’s own, established by the environment, is used; in the informal area, any communicative situation will give the surname its own range of coloring. This coloring, in its own order, is considered a pencil of a communicative condition. And also, including the most important of this – an informal communication environment is able to form surnames (nicknames), which act only in it and also in no way switch to the service area. In personal surnames, “uniform linguistic laws are refracted in a peculiar way, and their personal patterns appear, which are not present in the language” (Petrovsky, 2000: 45). In a similar way, colloquial conversation is a given “area in which proper surnames live and are also formed” (Superanskaya, 1973: 287).

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