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Ergonomic learning of the language of the urban environment

Abstract. *The proposed article contains the materials of the currently ongoing ergonomic research focused on the development of the problem of ergodesign design related to the study of the phenomenon of human visual comfort when perceiving fragments of the urban environment. The terminological meaning of the word "ergonym" was found from the very beginning of the 20th century when there was no fixed concept yet. For this reason, the semantic meaning was inaccurate due to the greater flow of linguists and their opinion. But through the practical part, the authors managed to exclude similar onyms, thereby expanding the onomastic field. The practical part of the article consisted in the study of local ergonyms of the urban center of Western Kazakhstan, denoting objects serving motor vehicles.*

To collect onomastic research material, the following methods and techniques were used: sociolinguistic and psycholinguistic methods, level analysis when studying the linguistic characteristics of onyms; as well as general scientific methods, primarily modeling and experiment. The results of the study confirm the hypothesis that the language situation has a huge impact on the processes of formation of ergonymic space and, as a sociolinguistic phenomenon, reflects the level of the ethnic and cultural component of society.

Keywords: *language, onomastic field, onyms, ergonomics, urban environment, ergonomic space, sociolinguistic phenomenon.*

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Introduction. The study of a particular narrow ergonymic space becomes more relevant because of the change of generation and their creation of new names. And the rapid economic development of the state creates the need for the construction of highly specialized organizations, each of which requires an original nomination. Due to insufficient coverage of local onomastics the research problem arose, which focuses on the semantics and practical approach of ergonyms, which also influenced the subject of the article.

The scientific novelty of the study is focused on the absolute lack of coverage in the field of service delivery by objects engaged in motor transport. This work can be advanced and transformed when new ergonyms appear.

This work has more of an empirical character, and the research methodology is unusual because it combines the collection of material from the general to the particular and at the same time comes into contact with the public environment (socio-deductive method)

For linguistics the transonymizations formed, i.e. symbiosis of ergonyms with other names, are of particular importance and theoretical significance due to the new selection and synthesis of lexical units for the territorial area, and specifically for Uralsk.

From the point of view of linguistics, the examples of names obtained can serve to discover new methods of word formation at the junction of Latin script in the Russian and Kazakh segments.

Any linguistic field is deformed, covering all sections of linguistic knowledge as exceptional sciences, amenable to choices of choice: traditions, culture, and mentality. But at some point, these universals take on a character, which requires a special feature in onomastics. From the acquisition of an ergonomic space depends on its coverage not only for philologists, but also for representatives of other professions, since the name of the properties is related to the language of science. Walking along the street of any municipal area, you can find that you can characterize the city by the object of outdoor advertising. For graphic arts designers, this linguistic side of the sign doesn't seem like much of an interest to explore, it's probably nothing more than a possible merchandise as a way to attract customers. For a linguist, this is one of the examples of an urban onomasticon, which is published on this international language map of the city.

The problem of the linguistic study of the "language of the city" was first touched upon by A.A. Shakhmatov in 1916. According to his judgment, the basis of the academic reflection of linguistic phenomena must be historicism. However, the author does not deny its transformation under the influence of professional jargon and urban slang used by declassed groups of society. But the first linguist who showed the need to study the linguistic relief of the metropolis was the famous linguist B.A. Larin. In the article "On the Linguistic Study of the City", which was released to the public in 1928, the author noticed that linguists are regularly interested in only two areas - the literary language, which determines the generally accepted measures of word usage, and also the dialect, which usually had a demand only in rural districts.

Ergonomic features of different cities are devoted to the work of P.I. Vermishova [1], L. R. Zamaletdinova [2], O. T. Kosarenko, S. V. Kosarenko [3], I.P. Lapinskaya, M. A. Manukovskaya [4], T. V. Markheeva [5], I. N. Puchkova [6], E.V. Sudnikovich [7], T. V. Shmeleva [8], Nicholas J. Stevens [9], A. Condamines [10], M. Saparniyazova [18], D.E. Broadbent [19], I.K. Yerbulatova, G.R. Mugtasimova, Z.N. Kirillova, L. Sahin [20]. The ergonymy of many Russian cities has

been studied, but the ergonymy of Kazakhstan has practically not been subjected to such an analysis.

The ergonomic space of the urban center of Western Kazakhstan, being an integral part of the onomastic space, has a number of features and is a means of expressing the linguistic personality of the nominators, while reflecting the specifics of the entire linguistic community. The results of the study confirm the hypothesis that the language situation has a huge impact on the processes of the formation of an ergonomic space and, as a sociolinguistic phenomenon, reflects the level of the ethnic and cultural component of society.

Literature review. There are quite a lot of works devoted to onomastics. This topic began to attract the attention of researchers in several scientific fields at the beginning of the 20th century. Linguists focus on describing the speech of city residents. This section of the article is an overview of works reflecting the theme "city". This paper presents the stages of studying the "language of the city," which are characterized by various aspects and approaches. It is worth noting that the ergonomics of the city of Western Kazakhstan has not been studied by anyone before us, which is the relevance of this study.

When writing the article, the authors studied quite a lot of domestic and Russian works, including foreign authors, which influenced the modern concept of ergodesign of the urban environment. Thus, in the work «Sociotechnical urbanism: new systems ergonomics perspectives on land use planning and urban design», authored by Nicholas J. Stevens, talks about the need to change land use planning and urban design. Theory and practice have been caught in a cyclical process of reflection and review, without significant change, for more than half a century. This required disruption is not technological, but methodological, and will provide an opportunity for the optimisation of urban development and city form [9].

Anne Condamines in the article "For the development of ergonomic linguistics: the example of controlled languages" considers ergonomic linguistics as a field of linguistics that draws on the experience of ergonomics which aims at meeting specific needs, all the

while benefitting from scientific linguistic knowhow. The concept of usability, central in ergonomics as it puts people at the heart of needs, is adapted to the perspective of ergonomic linguistics. In order to put this branch of linguistics to work, we need to take into consideration on the one hand the real life corpora or language use in context, and on the other hand implement tests to evaluate their proper usage and relevance [10].

Thus, we can say that the study of the “language of the city” has taken shape in a linguistic direction, allowing it to be studied as a multi-level and multi-aspect education.

Research methodology. The proposed article contains the materials of the currently ongoing ergonomic research focused on the development of the problem of ergodesign design related to the study of the phenomenon of human visual comfort when perceiving fragments of the urban environment.

The material of the research work was more than 150 local ergonyms, which serve as the names of enterprises and organizations operating in various spheres of society in the territory of the urban center of Western Kazakhstan. Also, 24 sources were studied, 7 of them in electronic format to describe the different points of view of scientists and linguists on the problem under consideration. The terminological meaning of the word “ergonym” was found from the very beginning of the 20th century, when there was no established concept yet. For this reason, the semantic meaning was inaccurate due to the greater flow of linguists and their opinions. But through the practical part, the authors of the study managed to exclude similar onyms, thereby expanding the onomastic field.

The practical part of the article was to study the local ergonyms of the urban center of Western Kazakhstan, denoting vehicle service facilities, each of which has a number of characteristics: type of service; the range of services provided; semantic meaning and features in writing; the part of speech to which the name refers; structural content, including types of onyms; the language in which the name is read; graphics with which the designation on the letter occurs; word or phrase.

To collect the onomastic material of the study, the following methods and techniques were used: sociolinguistic and psycholinguistic methods, level analysis in the study of linguistic characteristics of onyms; as well as general scientific methods, primarily model and experimental ones.

So, for example, the sociolinguistic method was used to define the concept of ergonym and its linguoculturological status. When classifying the ergonyms of the administrative center of Western Kazakhstan, taking into account their semantic, structural, linguistic and cultural properties, the psycholinguistic method and level analysis of ergonyms were used. In order to establish the place of ergonyms in creating the cultural image of the city, we applied modeling and experimental methods.

Results and discussion. When studying the material of an ergonomic study, the problem of streamlining the term “ergonym” was identified, which to this day remains unresolved, despite the multi-temporal approach of scientists. For convenience, it was decided to divide the stage of semantic meaning transformation into three stages:

- 1) the first conceptual indications at the beginning of the 20th century;
- 2) the established term of Podolskaya, which was mentioned in the first “Dictionary of Russian Onomastic Terminology” [8, p. 68];
- 3) modern variations of the ergonym, discovered by scientists of the 21st century.

The considered ergonyms are part of the urban cultural space, which can only be understood by a specialist with relevant knowledge. West Kazakhstan ergonyms reflect cultural and value orientations of city dwellers, actively participate in the creation of the cultural image of the city.

And between these two areas, the “language of the city” remains invisible as a term that was first introduced by him. The reason for the lack of coverage of “urban folklore”, according to the scientist, is the equivalent incompleteness of historical and stylistic explanations of the literary language. Non-canonized types of written language, colloquial speech of urban residents - show a direct and huge impact on the normalized literary language, on its high forms [11].

Subsequently, the problem of the urban language was considered both in the scientific-abstract and in the humanitarian sense (the historical aspect is of particular value). In connection with the strengthening of social differentiation, it was necessary to create a linguistic direction - social dialectology (later the term was reduced to sociolect), which was characteristic of different groups according to professional and social characteristics (age, profession, gender).

This kind of archetype was discovered by a number of scientists M.N. Peterson, E.D. Polivanov, R.O. Shor, N.M. Karinsky, L.P. Yakubinsky, V.M. Zhirmunsky, A.M. Selishchev. It should be noted that the problems of this direction have not progressed due to the insufficient amount of information as examples from the urban environment.

In Russian studies, in the period between the 50s and 60s of the 20th century, interest in the linguistic everyday life of the city began to grow due to the general attention of linguists to the literary language. The prerequisites for this may be the most productive time of the Soviet creative unions. A more accurate result was the term "literary colloquial speech", mentioned in the work of one of the founders of the theory of linguistic description of colloquial speech Yu.M. Skrebnev [12]. Subsequently, this designation began to be analyzed as an oral variation of the urban style of that time.

Before the definition of a specific term in 1968, for the first time in an article by B.Z. Bukchina and G.A. Zolotova's "Word on a Sign" mentions the isomorphism of nomenclature names with their terminological counterpart "ergonym" [13, p. 36-42]. When mentioning the term "ergonym", linguists often refer to the work of N.V. Podolskaya "Dictionary of Russian onomastic terminology" (2nd edition, Moscow, 1988), considering it the only correct interpretation. But for the exact formation of the term, for further use, a number of verified data in different fields of science is required. In the case of "ergonymics", semantic boundaries will remain blurred until enough scientific papers with backed up local names accumulate.

A little later, a hypothetical construct appeared in the onomastic literature, pointing

to the commonality of ergonyms with verbal trademarks. Thus, the candidate of philological sciences I.V. Krykova in the abstract of her PhD dissertation indicates her opinion [14]. But it must be taken into account that a hypothesis does not always imply a stage that provides for the synthesis of two facts with a result for generalization. Such integration can lead to blurring of terminological boundaries. This hypothesis can be safely considered general, because it is based on empirical laws. This kind of general hypothesis is aimed at obtaining an approximate result, while limiting itself to simple research methods.

From this assumption I.V. Krykova, we have the third point in the transformation of semantic meaning - commercial ergonyms. The sphere of advertising communications is a common factor for pragmatonyms [14] (this term was included in the science of A.V. Superanskaya [11, p. 55-56]), and N.V. Podolskaya to replace the concept of "verbal trademarks" (hereinafter - VT) as a nomen denoting the type of commercial product and ergonyms. The next evidence is considered to be similar motivational models in the word-formation process. This point is really justified, because both onyms are related to the logo and to the construction of the brand name.

Often, ergonyms, as well as VT, are considered homonyms. An example is the ergonym Volkswagen. This word simultaneously refers to both an automobile corporation, that is, an official dealer organization in different cities for the purchase and maintenance of cars of a similar brand, and a brand as a VT. A. V. Bespalova, M.E. Novichikhina, A. Solomonik, G. Charmesson, N. Shimkevich worked on a similar bias towards the commercial nomination.

The most little-studied, but no less interesting, are other branches of the term "ergonym". The proper name given to a commercial enterprise caused even more scope for the study and separation of onyms. For these purposes, Ya. Rybak, O. Beley, A. Titarenko, T. Nikolaeva, V. Korshunova use the term "firmonym". A firmonym is the name of a trading company, which includes both industrial and commercial activities as a legal

entity. The verbal parallel of this term is the hyponym and hypernym, where the hyponym is the narrow essence of a broader concept, and the hypernym, in turn, is a generic concept involved in a wide range.

More borrowing in the names of commercial organizations increases the growth of the emergence of new terms. Extralinguistic cases are becoming more and more, which requires special attention from linguists.

The onomasiological classification still causes much controversy within the movable boundaries of the previously formed designation. In his dissertation abstract, published on November 4, 1998, D.A. Yalovets-Konovalova uses the "name of a commercial enterprise" (hereinafter referred to as NCE).

For the new scientists of the 21st century, Yu.V. Vayrakh has published several books on the language of the city ("Language of the City as a Subject of Study in Sociolinguistics" 2007) and, most importantly, on ergobronyms, for the first time introducing this term into use along with R. Kozlov. In Vairakh's view, an ergobronim is only one of the components of an ergonymic space, since ergonomy is "a complex heterogeneous space of names, among which ergonyms themselves stand out (names of business non-localized objects (for example, the garden partnership "Druzhba", etc.), ergourbonyms (names of urban localized commercial enterprises) and ergocomonyms (names of non-urban/rural commercial enterprises)" [17, p. 9].

The conclusion suggests itself in the form of a conceptual chain due to the fact that each of the terms is a category of onym, but carries a layering of concepts as it is defined by scientists of different times. Unlike N. Podolskaya and D.A. The ergonym Yalovets-Konovalova bears the connotation of "social associations" [16, p. 3]. Here it is worth noting the dissatisfaction on the part of M. Shimkevich, who supports the side of N. Podolskaya, using the term "commercial ergonyms", and "social associations" D.A. Yalovets-Konovalova believes that they are vague, since the author, in his opinion, did not give exact examples [15, 16].

The national and cultural background definitely influences the creation of the name. This point also includes the exact location

within whose boundaries these objects are located. For example, the West Kazakhstan region is famous for its militant people, namely the subgenres (ru) of the Junior Juz, whose passion for horses has become famous around the world. Hence, agnonyms (lexical units that are little known and little understood, but are used by certain nationalities) and hyponyms (concepts expressing a private essence in relation to another, more general concept) are created: "QORJYN (from Kazakh "basket", or rather "portable bag") - agnonym; ulager (a poem of the same name by Kazakh writer and akyn Ilyas Zhansugirov, which featured a frisky and fast horse at races with the same name ulager) - zoonim (nickname of an animal); AkZhol (from Kazakh "white road"); Altyntaga" (from Kazakh "golden horseshoe"); "Keruen" (from Kazakh "caravan"); "Algabas" (compound word ("alga" - "forward", "bas" - "step"), which may be the name of village in Almaty region, which is famous for historical figures) - comonym (name of rural settlements). According to the frequency of errors and linguistic distortions in a polylingual environment, types of interference phenomena line up in the form of a hierarchical step, where the highest is active and more visible in the language field, and the lowest are unified cases. The presented classification of interferences was developed by the authors of this article based on the results of the analysis of the identified linguistic phenomena.

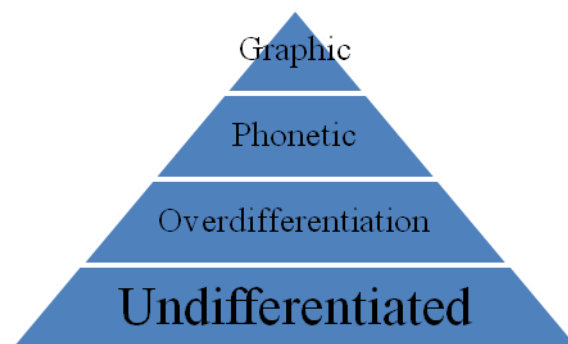


Figure 4: Pyramid of types of interference phenomena

1. Graphic interference - replacement or distortion of symbols (most often - letters) of the native language on the studied or secondary in use.

1.1 Under the influence of Russian distortion of the Kazakh language: "Zhanartu" (there is a mistake in the name (correctly - "janartu" - "renewal"). The word may be both a noun and a verb "to renew". In this case, the sonorous sound "н" is often ignored in Russian-speaking society, which radically changes the pronunciation and sometimes the meaning of the word); "Jaiyk Hyundai Motors" (There is a mistake in the name of the Kazakh potamonym (the correct name is "Jaiyk". It is worth bearing in mind that in Russian there is an analogue of this word, which is spelled quite differently - "Yaik". In this case, the deaf sound "k" is replaced by soft "k");

1.2 The difference between uppercase and lowercase spelling has no semantic meaning and does not affect the printing by the legislation of the Republic of Kazakhstan. It is only a way of highlighting for weighty or individual reasons. But it is worth including as a separate sub-item (the examples exclude cases of capitalization of the entire name, except for abbreviations, but there are such - 27 objects): "Leader PRO", "Status-AUTO", "Ural Car City-GUBER SERVICE", "OKtan".

1.3 In connection with the change of the new alphabet of the Kazakh language in the Latin script, approved by decree of the current president of Kazakhstan 21.04.2021, past variations of the Latin alphabet remain on signage, official sites and even documentation. Public discussion will take place on 06.05.2021. In this regard, there are examples that contradict the current script: "Sunkar" (there was a change of diacritical marks, namely to non-syllabic superscript marks - "Sũñqar"). Including Kazakh names written in Cyrillic will be re-translated due to the decree.

1.4 The use of two or more languages in a coherent name. Such a point can be regarded as a grammatical error in either language. The only problem is that this point is still not regulated by the authorities or by linguists. Because there must be an editor with the appropriate education between the entrepreneur, who gives the finished text to be printed, and the designer, whose job it is just to print and process the files. But only because of the unwillingness to pay for additional services on the part of commercial and non-commercial organizations, the

following mistakes are made: "DAF-Center", "Jaiyk Hyundai Motors", "Leader PRO", "Kazsaudashina" (it is desirable to use one language in the whole name. For this reason, since the word "Sauda" - "trade" - appears, it is worth replacing it with "Kaz").

2. Phonetic interference is an error that distorts the sound form and meaning of a word. For example, "Jaiyk Hyundai Motors" ("Hyundai" in Korean means "modernity. The correct Russian transliteration of this word is Hyundai. On the official website of the company the spelling "Hyundai" is used. Since in Russia the brand is often written in Latin alphabet, there are often misreadings of the Latin transliteration, such as "Hendaj", "Hyundaj", "Hundaj").

3. Over-differentiation - substitution influenced by more than two languages. For example, in integration with English: "AvtoLife", "AVTOLUX MOTORS" (dysgraphia was committed due to the polylingual environment. In place of "avto", should have been the word "auto").

4. Undifferentiation - bringing two semantic differentiating sounds (phonemes) of a non-native language under one sound of the native language, where they do not fulfill semantic differentiating functions in relation to each other. For example, "Beibars Gas" (names have a wide range of possible variations, especially when speaking of Turkic names. A possible one for Kazakh is "Beibars", since "barys" is translated to Russian as "bars").

Similarly, we can see how commercial and non-commercial organizations adapt to changing local situations: political, a change of script (writing), the predominance of a product brand.

A number of the problems put forward will help improve the field of urban print by introducing a third party in the form of an editor as an intermediary between the entrepreneur and the outdoor print designer. This will help to eliminate graphic errors, thereby delimiting the polylingual environment into separate language groups. After all, the problem of downgrading one of the languages for natural (historical) bilingualism (mostly when Kazakh is native, and Russian is secondary) still remains unsolved.

At the same time, overdifferentiation and phonetic interference can only change personally, where information and general cultural literacy will already play a role. This gap in knowledge affects the speed with which the mispronunciation of a particular brand, a brand will spread.

Conclusion. In the course of the research work, 24 sources were studied, of which 7 were in electronic format. The terminological meaning of the word “ergonym” was found from the very beginning of the 20th century, when there was no fixed concept yet. For this reason, the semantic meaning was inaccurate due to the greater flow of linguists and their opinions. But through the practical part, it was possible to exclude similar onyms, thereby expanding the onomastic field.

The practical part of the article was to study the local ergonyms of the urban center of Western Kazakhstan, denoting vehicle service facilities, each of which has a number of characteristics: type of service; the range of services provided; semantic meaning and features in writing; the part of speech to which the name refers; structural content, including types of onyms; the language in which the name is read; graphics with which the designation on the letter occurs; word or phrase. In total, 157 objects were found on the territory of the city of Uralsk.

The work has become more relevant in the process of selecting ergonomic features suitable for specialization, which are true for printed products. In addition to the nine main functions of A.V. Superanskaya, three more specific ones from I.A. Tortunova and A. V. Khodorenko were discovered. Here, adding originality to the content played a role,

which was not only related to the scale of the organization’s work, but also would cause positive emotions among potential customers, which would greatly affect the growth of visitors.

The main part of the work was a large-scale analysis, which presents all the characteristics of the organization, both specialized and linguistic. With additional graphs, tables, and charts, you can better see percentage numbers that vary significantly in comparison. For example, groups of names with Cyrillic letters still outnumber them. In the process of work at the beginning of 2021, by the Decree of the current President K.-J.K. Tokayev about the introduction of a new Latinized alphabet of the Kazakh language, which will significantly affect the existing Latin characters, documentation, urban onomastic field.

A number of issues raised will help improve the city’s typography by introducing an outside editor as an intermediary between the entrepreneur and the outdoor print designer. This will help eliminate graphical errors, thereby delimiting a multilingual environment into separate language groups. After all, the problem of reducing the level of quality of one of the languages for natural (historical) bilingualism (mainly when the Kazakh language is native and Russian is secondary) still remains unresolved.

At the same time, over differentiated and phonetic interferences can only change personally, where informational and general cultural literacy will already play a role. This gap in knowledge affects the speed at which mispronunciations of a particular brand or trademark will spread.

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Қалалық орта тілін эргономикалық зерттеу

Аңдатпа. Ұсынылған зерттеуде қалалық ортаның фрагменттерін қабылдау кезінде адамның визуалды жайлылық құбылысын зерттеумен байланысты эргодизайнерлік жобалау мәселесін дамытуға бағытталған қала тілін эргономикалық зерттеу материалдары бар. «Эргоним» сөзінің терминологиялық мағынасы әлі тұрақты ұғым болмаған кезде 20-ғасырдың басында пайда болды. Осы себепті тіл мамандарының үлкен легі мен олардың көптеген пікірлеріне байланысты семантикалық мағына да дәл болмады. Бірақ авторлар практикалық тұрғыдан ұқсас онимдерді алып тастап, осылайша ономастикалық өрісті кеңейте алды. Мақаланың практикалық бөлімінде Батыс Қазақстанның қалалық орталығына қызмет көрсететін нысандарды белгілейтін жергілікті эргонимдерін зерделеуден тұрды, олардың әрқайсысының біршама сипаттамалары бар: қызмет көрсету түрі; көрсетілетін қызметтер кешені; жазбалардың семантикалық мағынасы мен ерекшеліктері; атауға байланысты сөйлеу түрі; құрылымдық мазмұны, оның ішінде оним түрлері; атаудың оқылу тілі; жазбадағы сөздер мен сөз тіркестерінің жазылу графикасы.

Батыс Қазақстан Қалалық орталығының эргономикалық кеңістігін зерттеу ономастика ғылымы үшін үлкен маңызға ие, өйткені ол бүкіл тілдік ұжымның ерекшелігін көрсете отырып, номинаторлардың тілдік тұлғасын білдіру құралы болып табылады. Зерттеудің ономастикалық материалын жинақтау үшін мынадай әдістер мен тәсілдер қолданылды: әлеуметтік лингвистикалық және психолингвистикалық әдістер, онимдердің тілдік сипаттамаларын зерттеуде деңгейлік талдау; сондай-ақ жалпы ғылыми әдістер, ең алдымен модельдеу және эксперимент. Зерттеу нәтижелері тілдік жағдай эргономикалық кеңістіктің қалыптасу процестеріне үлкен әсер етеді және әлеуметтік тілдік құбылыс қоғамның этникалық және мәдени құрамдас бөлігінің деңгейін қалай көрсетеді деген гипотезаны қолдайды.

Түйін сөздер: тіл, ономастикалық өріс, онимдер, эргономика, қалалық орта, эргономикалық кеңістік, әлеуметтік лингвистикалық құбылыс.

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Эргономическое исследование языка городской среды

Аннотация. В исследовании содержатся материалы эргономического исследования языка города, ориентированного на развитие проблемы эргодизайнерского проектирования, связанного с изучением феномена визуального комфорта человека при восприятии фрагментов городской среды. Терминологическое значение слова «эргоним» было найдено с самых истоков начала XX века, когда еще не было закрепленного понятия. По этой причине семантическое значение было неточным из-за большего потока лингвистов и их мнения. Но посредством практической части авторам удалось исключить похожие онимы, тем самым расширив ономастическое поле. Практическая часть статьи заключалась в исследовании локальных эргонимов городского центра Западного Казахстана, обозначающих объекты, обслуживающие автотранспорт, каждые из которых имеют ряд характеристик: вид обслуживания; комплекс предоставляемых услуг; семантическое значение и особенности в написании; часть речи изучаемого названия; структурное содержание онимов; язык, на котором читается название; графика, с помощью которой происходит обозначение на письме; слово или словосочетание.

Для сбора ономастического материала исследования использовались следующие методы и приемы: социолингвистические и психолингвистические методы, уровневый анализ при изучении языковых характеристик онимов; а также общенаучные методы, прежде всего моделирование и эксперимент. Результаты исследования подтверждает гипотезу о том, что языковая ситуация имеет огромное влияние на процессы формирования эргонимического пространства и как социолингвистическое явление отражает уровень этнической и культурной составляющей социума.

Ключевые слова: язык, ономастическое поле, онимы, эргономика, городская среда, эргономическое пространство, социолингвистический феномен.

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