

## NAMES OF DOLLS AND TOYS IN LINGUOCULTUROLOGY OF ENGLISH AND RUSSIAN LANGUAGES

**Alimardanova Mukhayyo Akhmatovna**

**School № 10 of Termiz city**

**Teacher of Russian language and literature**

**<https://doi.org/10.5281/zenodo.10049470>**

Human activity encompasses a multitude of ancient forms, and one such form is play. The phenomenon of play serves as the subject of study for various anthropological sciences, each examining a specific aspect of it. Within these boundaries, personality, consciousness, and self-awareness are shaped. Play is an essential element in the development of both individuals and society as a whole.

The increased attention given to this topic is primarily associated with the inclination of contemporary cultural studies to explore the cultural background of language signs, including the names of games. This inquiry arises through the cooperation between linguistics and the spiritual component, as the study of the cultural underpinnings of language signs is a significant aspect of cultural analysis.

**Key words:** *linguocultural approach, cultural phenomena, cultural value, the intention of play, character's image;*

The linguocultural approach to studying the names of cultural phenomena is based on the belief that culture embodies its values and meaning through language, which serves as the most universal means of understanding the world. Language contributes to the preservation and transmission of a shared reservoir of cultural values. Therefore, it is widely accepted that the names of games vividly reflect the characteristics of a nation's worldview. In the majority of game names, manifestations of national culture are recorded.

The national and cultural semantics of language are most fully and vividly manifested in language units such as idioms, aphorisms, proverbs, songs, and game names. It is this layer of language that directly reflects non-verbal reality, defines environmental phenomena, and captures content related to the nation's way of life. This layer of language serves as a reflection of the national worldview.

According to N.D. Arutyunova, classical games exhibit certain optional characteristics, including:

1. *Spatial and temporal location.*
2. *Presence of an opponent.*
3. *Decision-making within the game situation.*
4. *Existence of rules governing actions.*
5. *Emotional impact on players.*
6. *The outcome of the game, whether it results in victory or loss, marks its conclusion.*

Games can be seen as a form of imitation of role behavior and discourse. A.V. Kuks identifies the following features of game discourse:

1. *Two-dimensionality, which separates the real and imaginary worlds in the players' minds.*
2. *The intention of play, where participants engage in an activity that allows them to freely express their own perspectives without limitations.*
3. *The recognition and understanding of conventions within the game context [3, p. 10].*

From these perspectives, game discourse can be understood as a form of speech behavior characterized by the transition between two levels, intended for pleasure and victory, and predominantly non-material in nature.

The present article focuses on analyzing the functioning of English names in the field of toy naming, identifying onomastic shifts, and their influence on the formation of a child's native onomasticon. The names of popular toys and individual character names that contribute to the brand are comprehensively analyzed. A corpus of toy names was compiled using a purposive sampling method from children's store websites. The units of analysis were examined based on the presence of English lexical elements in the names, whether or not there were adaptations, the degree of actualization of the name's meaning, and its ability to shape the character's image. In Russia, toy names feature a significant amount of English lexicon, which can be categorized into four groups: completely non-adapted names, transliterated names, Russo-English hybrids, and translated equivalents. Non-adapted and transliterated names serve as silent labels for the toy, not actively contributing to the child's mental image of the toy. The associative and connotative potential of these names is not activated in the minds of Russian-speaking children. Translated equivalents are successfully used in the Russian language space, conveying information about the character and constructing their image. Special attention is given to the issue of forming a national onomasticon in childhood and its potential influence on the preservation or transformation of onomastic nomination models in Russian culture, as well as the role of proper names as translators of national and sociocultural information.

The onomasticon is an integral part of culture - it verbalizes culture and serves as its representative in communication, a conduit of national and sociocultural values. "The onomasticon is the repertoire of proper names for a given ethnic group, a given society, for a given period" [Podolskaya, 1978: 98]. Names form an extensive layer of culture, constituting the onomastic basis of a particular community. Lermontov, Repin, Lomonosov serve as indices of Russian culture, transmitting the values of the Russian state. Dickens, Rembrandt, Einstein symbolize British society. Onyms encounter us from birth. The first thing a child receives at birth is their name and surname, followed by their address. They are surrounded by toys with names or labels, and they try to memorize the linguistic expressions of their environment. Toys hold a special value for them, representing the world in the eyes of the child. As they grow up, they adopt behavior models of their favorite heroes, along with their names. Core cultural values are shaped from early childhood through family interactions and social environment. What surrounds our children today?

When we enter "Детский мир" (Children's World), the largest toy store in Russia, we see DS Super Hero Girls, LEGO Angry Birds, My Little Pony, NEXO Nights, Littlest Pet Shop, and so on. 93% of the toy names found in the store and on its website are in English. If we visit the website of one of the most popular toy stores, My Toy, we would find a similar picture - Paw Patrol, Minions, Monster High, Powerpuff Girls, Moana, Lalaloopsy, and more. Looking at the statistics of the most popular toys in 2016, we can see Hatchimals Spin Master Toys, Stikbot, Shopkins, Little Live Pets, Putty Super Scarab, Nerf N-Strike Elite Hyperfire Hasbro, Star Wars Rebel U-Wing, Sylvanian Families, Bunchems Megapack, Thomas & Friends Trackmaster Sky-High Bridge. This is the top ten. Among the names, there is a notable absence of Russian

words, let alone Russian names. What values are these toys instilling in our children? What culture are they transmitting? How deeply are they impacting the young minds?

The relevance of this study is determined by a significant shift in the onomasticon within the sphere of children's products, specifically in the names of toys. In Russia, there are very few toys left bearing Russian names or having Russian titles. Sometimes, the name may be written using Cyrillic characters, but it is actually a direct calque from the English language. The saturation of children's consciousness with English-speaking brands, whose representatives become beloved toys and carriers of beloved names, has a direct influence on the formation of a child's onomastic foundation. We gift a plush toy dog to a child and ask them what they will name it. In response, we may hear Brain, Rocky, or Marshall... Where have the times of Tatoshka, Zhuchka, and Sharik gone, and will they ever return?

Let's examine the names of toys found in stores such as "Детский мир" (Children's World), "My Toy," "Early Learning Center," and "Город игрушек" (Toy Town). Out of 115 names, 58 are entirely in English: Hatchimals Collegtibles, Sylvanian Families, Enchantimals, LEGO JURASSIC WORLD, My Little Pony. Ten names are hybrid names, combining Russian and English: Проект МС 2 (Project МС<sup>2</sup>), Putty супер скарабей (Putty super scarab), Thomas & Друзья Trackmaster Sky-High Bridge, Paw Patrol воздуха Patroller (Paw Patrol Air Patroller), Текста Щенок (Teksta Puppy). Sixteen names are direct transliterations into Russian: Миньоны (Minions), Лалалупси (Lalaloopsy), Литл Пет Шоп (Littlest Pet Shop), Генри Обнимонстр (Henry Hugglemonster), Леди Баг (Ladybug). Twenty-two names have been translated from English to Russian: Человек-Паук (Spider-Man), Звездные войны (Star Wars), Холодное сердце (Frozen), София Прекрасная (Sofia the First), Тачки (Cars). Two names have purely Russian origins: куклы фабрики "Весна" (Oksana, Nastya, Tanya) (dolls from the "Vesna" factory) and наборы для творчества "Звезда" (Zvezda) (art sets "Star").

The statistical analysis conducted reveals a clear dominance of English names for toys in children's stores. The majority of these names either consist of an English name or a direct transliteration into Russian. Neither of these options contribute to the assimilation and dissemination of Russian nomination patterns, the preservation of Russian nouns, or the transmission of Russian cultural values embedded in the onomasticon. Such strong anglicization of the onomastic space has a direct impact on the formation of a child's personality, their worldview, and perception of the world. We conducted a small survey among children in the senior group of a kindergarten regarding the name of their favorite toy. Only two out of 26 children mentioned that their favorite doll is named Masha, and this is due to the character from the popular cartoon "Masha and the Bear." The remaining 24 young respondents named their beloved toys with English names.

For a more detailed analysis, seven brands representing the favorite toys of modern children were selected - LEGO DISNEY PRINCESSES, LEGO NEXO NIGHTS, DC SUPER HERO GIRLS, My Little Pony, Paw Patrol, Monster High, and Peppa Pig. Let's examine each of them more closely in terms of the implementation of name value and the representation of the character in Russian culture. One of the first friends children make in their games are the characters from the cartoon "Peppa Pig" - George, Pedro, Zoe, Freddy, Danny, Suzy, Emily, Rebecca, Candy. Children as young as two or three years old actively play with these toys, whose lives are depicted in the popular animated series. All the names are transliterated versions of English and Spanish names. The original meaning is not activated in the names, which is not

considered important for the bearers of these names. The character's identity is not revealed through their name, and the lack of understanding of its meaning does not affect the perception of the story or the character's image. These names have replaced the once-popular Russian names such as Masha, Dasha, Katya, Olya, Marina, Leshka, Kolya, Sasha, and Vitya. Therefore, from an early age, children develop an onomastic model that differs from their native language. In English-speaking culture, these names contribute to the formation of a national onomasticon and traditional nomination patterns.

As children grow up, they receive toy horses as gifts. Bright characters from the animated series catch their attention from store shelves - Pinkie Pie, Cheerilee, Applejack, Fluttershy, Twilight Sparkle, Rainbow Dash, Miss Pommel, Rarity, Princess Celestia, Flower Wishes, Cadence, Diamond Mint, Honey Rays. The majority of these names are English onyms without any adaptation to the cultural or linguistic context. Out of the 13 toy horses, only two have transliterated names. As observed from the onomastic material, the names possess an explicit internal form that is actualized in the representation of each horse. For English speakers, these names symbolize the attractive appearance or personality traits of the horse characters (as they are anthropomorphic and have speaking roles). However, for a Russian-speaking child, such names carry no significant meaning, as they do not characterize the horse or add additional connotations to its image. These onyms solely function as labels, thereby impoverishing the meaningful potential of the name and blurring the onomastic models of the Russian language.

It is worth noting that the onomastic foundation of children under five years old is not sufficiently developed. It includes not only the names of family members and friends but also a significant number of names of beloved toys and popular children's brands. This onomastic material has a direct influence on the formation of nomination patterns, the onomastic basis of the child, their perception of reality, and the development of the "own" versus "foreign" mechanism, which is an integral part of any culture. Therefore, it is important to emphasize the necessity of adaptation and search for equivalents for toy names since the perception of the world and its linguistic categorization, established during childhood, accompanies a person throughout their life. The formed nomination patterns influence their future preferences and their attitude towards their native onomasticon and culture.

### References:

1. Игрушки на английском языке - Kigetss <https://kigetss.com/toys-english-vocabulary-for-kids/>
2. Наименования детских магазинов: прагматический аспект (на ... <https://cyberleninka.ru/article/n/naimenovaniya-detskih-magazinov-pragmaticheskiy-aspekt-na-materiale-frantsuzskogo-angliyskogo-i-russkogo-yazykov>
3. Игрушки на английском языке с переводом и произношением <https://kreekly.com/lists/igrushki/>
4. Статья по английскому языку на тему "Использование кукол и ... <https://infourok.ru/statya-po-anglshiyskomu-yaziku-na-temu-ispolzovanie-kukol-i-naglyadnihz-igr-na-urokah-angliyskogo-yazika-3858252.html>