Project coordinator:
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Project purpose: to facilitate the process of naming production, trade facilities, products, its brand, to prevent fabric names that are alien to the national traditions and mentality of our people, to introduce new names in the Uzbek literary language, informing the public about the basics of naming technology, providing them with guidelines, creating a reserve of brand names in order to ensure compliance with the requirements.

Main objective: The project "Naming in the Uzbek language: creating a regulatory framework", which is implemented in five areas, firstly, to accord the status of the Uzbek language as the state language, to regulate brand names of trade facilities, products, manufacture in the Uzbek language, to develop national standards of brand name creation in accordance with the norms of the Uzbek language and our mentality.

Expected result: the scientific basis, principles, strict plan and content of the project will be determined, local and international academic research will be studied and analyzed; The Naming Laboratory will be established at the Alisher Navo'i Tashkent State University of Uzbek Language and Literature; organizational work will be established to form a database of thematic names in the Uzbek language; manufacture and trade facilities in Shayhantahur district of Tashkent, their brand names, linguistic and statistical analysis; to launch a channel "Uzbek nomlash" on social networks and conduct mass experiments; to promote a Naming culture among the population through mass media press; to work on the scientific book "Linguistic bases of name formation in the Uzbek language" including the Introduction and the first chapter. The Naming Dictionary of the Uzbek Language (by fields) will be published.

Scope: It can be used by teachers and students of higher and secondary special educational institutions, as well as marketing specialists, entrepreneurs for the development of the state language and businesses.

Project implementation: The practical project No. A-OT-2019-10 "Creating a regulatory framework for naming in the Uzbek language" (900.000000 soums) is designed for 2019-2022.