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GLOBALLASHUV SHAROITIDA SHAXSIY NOMLASH TIZIMLARINING TRANSFORMATSIYASI: LINGVOKULTUROLOGIK VA KVANTITATIV YONDASHUVLAR

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Annotatsiya

Ushbu maqolada globallashuv sharoitida antroponimik tizimlarning yangilanish jarayonlari lingvokulturologik va lingvostatistik yondashuvlar asosida tahlil qilinadi. Tadqiqot ingliz va o‘zbek antroponimik tizimlarini qiyosiy tahlil qilishga asoslanib, shaxsiy ismlarning shakllanishi, transformatsiyasi va boyishini o‘rganishga qaratilgan. Alohida e‘tibor globallashuv ta’sirida yuzaga kelayotgan asosiy tendensiyalarga — ismlarning internatsionallashuvi, fonetik soddalashuvi, gender neytral ismlarning ommalashuvi, ommaviy axborot vositalari va pop madaniyat ta’siri, shuningdek, an’anaviy va diniy nomlash modellari tiklanishiga qaratiladi. Natijalar shuni ko‘rsatadiki, zamonaviy antroponimik tizimlar global madaniy ta’sirlar va milliy an’analar o‘rtasidagi murakkab o‘zaro ta’sir natijasida rivojlanadi. Shaxsiy ismlar nafaqat identifikatsiya vositasi, balki madaniy xotira va ijtimoiy identifikatsiyaning muhim belgisi sifatida namoyon bo‘ladi.

Kalit so‘zlar: antroponimiya, globallashuv, lingvokultura, lingvostatistika, shaxsiy ismlar, madaniy identifikatsiya.

ТРАНСФОРМАЦИЯ СИСТЕМ ЛИЧНЫХ ИМЁН В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ: ЛИНГВОКУЛЬТУРОЛОГИЧЕСКИЕ И КОЛИЧЕСТВЕННЫЕ ПОДХОДЫ

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Аннотация

В статье рассматриваются процессы обновления антропонимических систем в условиях глобализации с позиций лингвокультурологического и лингвостатистического подходов. Исследование основано на сопоставительном анализе английской и узбекской антропонимических систем с акцентом на формирование, трансформацию и обогащение личных имён. Особое внимание уделяется ключевым тенденциям, обусловленным глобализацией: интернационализации имён, их фонетическому упрощению, росту популярности гендерно-нейтральных имён, влиянию медиа и популярной культуры, а также возрождению традиционных и религиозных моделей именования. Результаты показывают, что современные антропонимические системы развиваются в результате сложного взаимодействия глобальных культурных влияний и национальных традиций. Личные имена выступают не только средством идентификации, но и важным маркером культурной памяти и социальной идентичности.

Ключевые слова: антропонимия, глобализация, лингвокультура, лингвостатистика, личные имена, культурная идентичность.

TRANSFORMATION OF PERSONAL NAMING SYSTEMS IN THE CONTEXT OF GLOBALIZATION: LINGUOCULTURAL AND QUANTITATIVE APPROACHES

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Abstract

This article examines the processes of renewal in anthroponymic systems in the context of globalization from linguocultural and linguostatistical perspectives. The study is based on a comparative analysis of English and Uzbek anthroponymic systems, focusing on the formation, transformation, and enrichment of personal names. Particular attention is paid to key globalization-driven tendencies, including the internationalization of names, phonetic simplification, the increasing popularity of gender-neutral names, the influence of media and popular culture, as well as the revival of traditional and religious naming patterns. The findings demonstrate that contemporary anthroponymic systems evolve through the complex interaction between global cultural influences and national traditions. Personal names function not only as means of identification but also as significant markers of cultural memory and social identity.

Keywords: anthroponymy, globalization, linguoculture, linguostatistics, personal names, cultural identity.

In the contemporary era of globalization, linguistic systems are undergoing significant transformations under the influence of social, cultural, and technological changes. One of the linguistic domains that clearly reflects these processes is the anthroponymic system, which includes personal names used within a particular linguistic and cultural community. Anthroponyms not only serve as markers of individual identification but also function as carriers of cultural memory, social values, and historical traditions. Therefore, the study of personal naming systems provides valuable insights into the interaction between language, culture, and society.

Globalization has intensified intercultural communication and facilitated the rapid exchange of cultural elements across national boundaries. As a result, anthroponymic systems in many languages have begun to demonstrate new tendencies of renewal and transformation. These tendencies are manifested in the growing popularity of internationally recognizable names, the borrowing of foreign anthroponyms, the reinterpretation of traditional naming patterns, and the emergence of hybrid or culturally adapted personal names. Such processes illustrate how global cultural flows influence local linguistic traditions while simultaneously preserving elements of national identity.

In this context, the comparative analysis of anthroponymic systems becomes particularly relevant. The English anthroponymic system, shaped by a complex historical interaction of Germanic, Latin, Norman-French, and other linguistic influences, has long served as a source of internationally widespread personal names. At the same time, the Uzbek anthroponymic system reflects centuries-old cultural traditions rooted in Turkic, Persian, and Arabic linguistic layers. Under the influence of globalization, both systems demonstrate noticeable changes in their lexical composition, frequency distribution, and sociocultural functions.

The present study aims to investigate the tendencies of renewal in anthroponymic systems during the globalization era, focusing on the linguistic and cultural factors that contribute to these changes. Particular attention is given to the processes of borrowing, adaptation, and the growing diversity of personal names in English and Uzbek naming practices. By analyzing these processes, the research seeks to reveal how global cultural dynamics interact with national naming traditions and contribute to the ongoing development of anthroponymic systems.

The intensification of global cultural influences has led to the emergence of universal tendencies in name selection across many regions of the world. Among these tendencies are the widespread dissemination of internationally recognizable English names, a growing preference for phonetically simple variants suitable for global communication, the increasing popularity of gender-neutral names, and the rapid incorporation of names associated with media and popular culture into the anthroponymic system.

At the same time, processes aimed at preserving local cultural identity are also

strengthening, resulting in the revival of anthroponyms belonging to traditional, religious, or historical layers. Thus, under the conditions of globalization, anthroponymic systems develop along two seemingly opposing vectors: on the one hand, the tendency toward universalization, and on the other, the strengthening of national and cultural identity.

In contemporary scholarly literature, the renewal of anthroponymic systems is often explained by factors such as increasing migration mobility, the growth of transnational marriages, the intensified need for self-representation in social media environments, and the continuous flow of global information. As the English scholar Brammwell emphasizes, a personal name functions as a powerful symbolic marker reflecting an individual's cultural origin, social position, historical roots, and identity within society. Names thus appear as linguistic units closely connected with cultural memory and social structure. This perspective provides an important theoretical foundation for understanding the expansion and renewal of personal naming systems in the global era.

The concept of communicative ethnography proposed by Hymes also supports this view, emphasizing that linguistic units—including personal names—are products of social activity, cultural processes, and communicative needs. Therefore, as globalization leads to rapid transformations in cultural interaction and communication practices, these changes are inevitably reflected in naming systems [1; 245 p].

The process of name selection is determined not only by individual preference but also by the broader social environment, cultural values, and aesthetic norms prevailing in society. In particular, S. Lieberman interprets naming systems as dynamic processes closely associated with social taste and cultural fashion within a given society. According to his view, the popularity of certain names during a particular period, as well as the gradual disappearance of others, is directly related to cultural tendencies and social changes [2; 6–7 p].

Many scholars have promoted the use of quantitative and mathematical methods in linguistic research. These approaches have been widely applied in studies involving the linguistic description of terminology, conceptual systems, and theoretical models. In this context, the works of several researchers have gained particular methodological importance.

Specifically, V. Ya. Bunyakovsky made a significant contribution to the development of mathematical statistics and probability theory, which later provided a theoretical foundation for linguostatistical research. Consequently, the distributional features of linguistic units began to be analyzed using probabilistic models [3; 47 p].

A. A. Markov further advanced probability theory through the development of Markov chains. This theory enabled the analysis of sequences of linguistic units as probabilistic models. Markov's studies demonstrated that statistical relationships between elements of a language system could be identified through textual data analysis, marking an important step in the formal modeling of linguistic structures [4; 591–600 p].

G. Yule, a British researcher, investigated statistical relationships and frequency distributions in language data, demonstrating that mathematical methods can reveal recurring linguistic patterns. Similarly, the German scholar E. Köstemann contributed to the systematic and quantitative analysis of linguistic content [5; 25–26 p].

According to A. V. Gladkiy, the development of mathematical methods in linguistics has progressed from statistical description to formal-semantic modeling. Initially, linguistic units were treated as empirical data for statistical analysis, but over time, probabilistic models and mathematical approaches became integral tools for identifying internal regularities within language systems [6; 22–24 p].

Similarly, Patrick Hanks emphasizes the semantic and cultural dimensions of personal names, arguing that they operate within complex cultural frameworks where linguistic structure interacts with historical traditions and social practices (Hanks, 2003). From this perspective, changes in naming practices during globalization are not random but reflect broader cultural

transformations [7; 82–85 p].

One of the most noticeable tendencies in contemporary anthroponymic systems is the growing internationalization of personal names. Due to global communication, migration, and media influence, names that are easily recognizable across cultures are increasingly gaining popularity.

Table 1

Major Globalization-Driven Tendencies in Anthroponymic Systems

Tendency	Description	Examples
Internationalization of names	Increasing popularity of globally recognizable names	Emma, Sofia, Daniel, Liam
Phonetic simplification	Preference for short and easily pronounceable names	Mia, Leo, Noah
Gender-neutral naming	Growing use of names applicable to both genders	Alex, Taylor, Jordan
Media influence	Names inspired by film, literature, or celebrities	Arya, Elsa, Logan
Revival of traditional names	Renewed interest in historical or religious names	Muhammad, Yusuf, Maryam

As demonstrated in the table above, globalization not only introduces new names into national anthroponymic systems but also reshapes the principles of name selection. Short, phonetically simple, and internationally adaptable names increasingly dominate modern naming practices.

Another important factor contributing to the renewal of anthroponymic systems is the expansion of global media and digital communication. Popular culture—including cinema, television series, and social media platforms—plays a significant role in the diffusion of personal names. In many societies, the popularity of certain names has been directly linked to fictional characters or public figures.

In addition, migration and transnational mobility significantly influence naming traditions. Families living in multicultural environments often select names that are culturally neutral or internationally recognizable to facilitate social integration. As Stanley Lieberman notes, naming patterns often follow cultural fashions and social trends, demonstrating how personal names function as indicators of broader cultural transformations [2; 6–7 p].

However, alongside processes of internationalization, a counter-tendency toward the preservation and revival of traditional names can also be observed. Many societies actively maintain naming practices that reflect their historical heritage, religious values, and national identity. This phenomenon illustrates the dual nature of globalization: while global influences encourage the spread of universal naming patterns, local traditions continue to shape national anthroponymic systems.

From a linguocultural perspective, anthroponyms can therefore be considered important markers of cultural identity. They encode information about historical traditions, religious beliefs, and social structures within a particular linguistic community. As noted by Mateos et al., naming systems remain closely connected with ethnic and cultural identity even in highly globalized societies [8; 2–3 p].

Thus, the renewal of anthroponymic systems in the global era represents a complex interaction between global cultural flows and local traditions. The coexistence of innovation and continuity demonstrates that personal naming systems serve as dynamic linguistic mechanisms reflecting broader sociocultural transformations.

Conclusion

The study of anthroponymic systems in the context of globalization demonstrates that

personal naming practices represent a complex interaction between global cultural influences and local socio-cultural traditions. Personal names are not merely linguistic labels used for identification; rather, they function as significant sociocultural markers reflecting historical heritage, cultural values, religious beliefs, and patterns of social organization.

The analysis reveals that globalization has introduced several prominent tendencies in contemporary naming systems, including the internationalization of personal names, the preference for phonetically simple and globally adaptable forms, the growing use of gender-neutral names, and the influence of global media and popular culture. At the same time, the preservation and revival of traditional names confirm that globalization does not eliminate national identity but coexists with it.

Therefore, anthroponymic systems can be regarded as dynamic linguistic structures that reflect both stability and transformation within society. Their evolution is shaped by migration, intercultural communication, media influence, and changing social values, while still maintaining connections to cultural heritage.

Future research should focus on quantitative and linguostatistical analyses, as well as comparative cross-cultural studies, to identify deeper patterns in the development of contemporary naming systems and to further explore the relationship between language, culture, and globalization.

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