



<https://doi.org/10.70728/b.series.fil.v08.i05.069>

THE USE AND IMPORTANCE OF SECONDARY NAMES IN MEDIA

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Abstract Secondary names are the units of the language that carry alternative and figurative function of naming. They occur in the language through semantic transformation such as metaphor, metonymy, symbolism, epithet and others, playing an important role in shaping public perception and constructing media narratives. The article aims at identifying the linguistic, cultural, and communicative functions of secondary names and analyzing their impact on audience interpretation of media content.

Key words: media, secondary names, linguistic, cultural, value, stereotype

Annotatsiya Ikkilamchi nomlar muqobil va majoziy nomlash funksiyasini bajaruvchi til birliklaridir. Ular tilda metafora, metonimiya, ramziylik, sifatlash kabi ma’no ko‘chish usullari yordamida yuzaga kelib, jamoatchilik fikrini shakllantirish hamda ommaviy axborot vositalari tilida tasviriylilikni oshirishda muhim ahamiyatga ega. Ushbu maqolada ikkilamchi nomlarning lingvistik, madaniy, kommunikativ vazifalarini aniqlash bilan birga ularning media kontentini auditoriya tomonidan talqin etilishidagi ahamiyatini ochib berish maqsad qilingan.

Kalit so‘zlar: media, ikkilamchi nomlar, lingvistik, madaniy, baho, stereotip

Introduction

Secondary names, also known as secondary nominations, are expressive alternative names used instead of direct naming. In media discourse, they appear in the form of epithets, nicknames, metaphors, periphrases, symbolic labels, and figurative references. Modern media actively uses secondary names to attract readers’ attention, influence public opinion, create emotional effect, and shape cultural perception. Expressions such as “Iron Lady,” “King of Pop,” “Silicon Valley,” or “Big Apple” demonstrate how secondary naming condenses complex meanings into memorable linguistic forms. The topic is especially important in the era of globalization and digital communication because media

language spreads rapidly across cultures and languages. Secondary names not only reflect linguistic creativity, but also reveal social values, ideology, stereotypes, and cultural identity. The study of secondary names is beneficial for linguistics because it connects semantics, pragmatics, sociolinguistics, discourse analysis, and cognitive linguistics. For journalists and media specialists, understanding secondary naming helps explain how media manipulates emotions and creates persuasive narratives. Readers benefit by developing critical awareness of media language and hidden connotations. Furthermore, research on secondary nomination contributes to intercultural communication studies by showing how global media transforms local cultural symbols into internationally recognizable expressions.

Methodology

This article applies several linguistic research methods. The descriptive method is used to explain the theoretical foundations of secondary nomination and its role in media discourse. Semantic analysis helps identify the implied meanings, connotations, and emotional associations carried by secondary names. Pragmatic analysis is employed to examine how media uses these names to influence readers, shape ideology, or create persuasive effects. Discourse analysis is used to study the contextual function of secondary names in newspapers, television, online platforms, and social media. Comparative analysis allows the article to compare examples from Western, Russian, and Uzbek media traditions and to observe how globalization changes naming practices across cultures. Linguocultural analysis is also applied to reveal cultural symbols, historical references, and national values embedded in secondary names. Together, these methods provide a comprehensive understanding of how secondary names function not only as linguistic units but also as tools of communication, cultural representation, and media influence.

The theory of nomination has been widely studied in Western linguistics, Russian linguistic traditions, and Uzbek linguistics. Western scholars such as G. Lakoff and M. Johnson emphasized the cognitive and metaphorical nature of language, explaining how figurative naming reflects conceptual thinking [5]. Their work on conceptual metaphor theory demonstrated that secondary names are not random stylistic devices but products of cognitive categorization. R. Barthes also explored the symbolic and ideological role of language in media, showing how naming practices create myths and social meanings [2]. Studies in media linguistics and discourse analysis further investigated how newspapers and television use symbolic names to shape public perception.

Russian linguistics made a significant contribution to the theory of secondary nomination. Scholars such as N. D. Arutyunova [1] and V. N. Telia [9] examined nomination processes from semantic, pragmatic, and linguocultural perspectives. Telia

especially focused on the connotative and cultural aspects of nominative units and phraseology. Russian linguists viewed secondary nomination as a process in which existing lexical units acquire new meanings through metaphorization, metonymy, and contextual reinterpretation. Research in Russian linguistics also emphasized the connection between nomination and national worldview, especially in journalistic and political discourse.

In Uzbek linguistics, research on nomination theory has expanded in recent years. Scholars such as Sh. Rahmatullayev [6] and A. Hojiyev [3] studied semantic structures, lexical meaning, and naming processes in Uzbek. Modern Uzbek researchers have analyzed secondary nomination within cognitive linguistics and linguocultural studies. Recent studies by O. Fazilov [4] and other Uzbek scholars examined the differentiation between primary and secondary nomination and highlighted the role of metaphorical naming in contemporary Uzbek discourse. Research has also focused on media language, phraseological units, and cultural semantics. However, the transformation of secondary names in globalized digital media and social networks remains insufficiently explored in Uzbek linguistics. This article aims to contribute to that area by examining how international media discourse influences local naming practices and cultural interpretation. Theoretical discussions on secondary nomination continue to evolve because media communication constantly generates new symbolic names and labels. Digital platforms accelerate the spread of such expressions across languages and cultures, making this field increasingly important for interdisciplinary linguistic research.

Media discourse frequently uses secondary names to convey evaluation, ideology, and cultural symbolism. One well-known example is the expression “Iron Lady” used for Margaret Thatcher. The metaphor emphasizes strength, authority, and political rigidity. The name became internationally recognized and transformed Thatcher’s political image into a cultural symbol of determination. Another example is “King of Pop” for Michael Jackson. This secondary name elevates the singer beyond ordinary celebrity status and presents him as a dominant cultural figure in global music history. The expression “Big Apple” referring to New York City demonstrates how secondary naming creates positive emotional associations. The name symbolizes opportunity, success, and urban energy. Similarly, “Silicon Valley” functions not only as a geographical term but also as a symbol of innovation, technological progress, and global capitalism. In Uzbek media, expressions such as “Oq oltin” (white gold) for cotton reveal economic and cultural values attached to agriculture. The metaphor reflects the historical importance of cotton in Uzbekistan’s economy and identity.

Another important example is the use of animal metaphors in political media, such as “hawk” and “dove” to describe aggressive or peaceful politicians. These secondary names

simplify complex political ideologies and make media narratives more understandable for audiences. Due to globalization, many secondary names now circulate internationally through social media, films, and digital journalism. English-language expressions often enter Uzbek and Russian media without translation, creating hybrid linguistic forms. For example, international media labels such as “superstar,” “influencer,” or “tech giant” have become common in local discourse. This transformation shows how globalization encourages linguistic borrowing while also changing cultural perceptions and local media language.

Results and discussion

The analysis demonstrates that secondary names play an essential role in modern media communication because they condense complex information into emotionally expressive and culturally meaningful linguistic forms. Media discourse rarely uses secondary names accidentally; instead, such names are strategically selected to influence readers’ perception, simplify ideological narratives, and create memorable public images. Secondary names function as tools of evaluation because they often contain hidden positive or negative connotations. Expressions such as “Iron Lady” or “King of Pop” do not simply identify individuals; they shape social perception and construct symbolic identities that become part of collective cultural memory. Secondary names are closely connected with cultural values and historical context. National media tends to create names reflecting local traditions, beliefs, and economic priorities. At the same time, international media circulation increasingly introduces globally recognizable secondary names into local languages. This process demonstrates the influence of globalization on media discourse. English-language media, due to its dominant international position, significantly contributes to the spread of symbolic names and metaphoric labels across cultures.

Digital media accelerates the production and dissemination of secondary names. Social networks, blogs, online journalism, and meme culture rapidly create new symbolic labels that may become globally recognized within days. This phenomenon increases the dynamic nature of media language and demonstrates the importance of studying secondary nomination from cognitive, pragmatic, and sociolinguistic perspectives. Digital communication also encourages brevity and emotional expressiveness, making secondary names highly effective tools for attracting audience attention.

From a linguistic perspective, secondary names enrich vocabulary and enhance expressive possibilities of language. They demonstrate the interaction between semantics, pragmatics, and culture. They also provide valuable material for studying metaphor, symbolism, ideology, and intercultural communication. For media studies, understanding secondary naming helps explain mechanisms of persuasion, framing, and public image

construction. Readers who recognize implied meanings behind secondary names become more critical consumers of media content. The research confirms that secondary nomination is not merely a stylistic phenomenon but an important communicative strategy in contemporary media discourse. Its study contributes to modern linguistics by connecting discourse analysis, cognitive linguistics, media studies, and cultural studies. Future research may further investigate the influence of artificial intelligence, internet culture, and multilingual media environments on the formation and transformation of secondary names.

Conclusion

Secondary names are powerful linguistic tools that shape meaning, cultural identity, and public perception in media discourse. They function not only as expressive stylistic devices but also as instruments of ideology, persuasion, and cultural symbolism. The study shows that secondary nomination reflects social values, historical context, and globalization processes. Modern digital media has accelerated the spread and transformation of secondary names across languages and cultures. Research on this phenomenon is important for linguistics, media studies, and intercultural communication because it reveals how language influences thought, emotion, and collective perception. Further investigation of secondary naming in digital communication will remain highly relevant in the future.

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