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## THE national mindset verbalization through the Tatar pragmatonims

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### Abstract

In recent years, the global linguistics developed a special trend within onomastics. This trend studies the names of product brands or a type of offered services. The scientific term "pragmatonim" started to denote such product brands. Pragmatonims often have a national focus. They contain the national language and extralinguistic information, have a multi-level semantics, including the onomastic, linguistic cultural and emotionally expressive connotations. In Tatar linguistic cultural area pragmatonims were not an object of special study till now. The purpose of this work is the study of national mentality verbalization in Tatar language pragmatonims. They use descriptive, semiotic, integrally-contrastive, statistical, linguistic cultural and pragmatic methods. In this paper we considered the pragmatonims of "national food" and "drinks" groups. The analysis of the factual material showed that the meaning of these groups is verbalized by the means of a specific nomination type, called substantial one. At that it is important to note the axiological characteristics of national food and drinks names. The national specifics associated with the history and traditions of people is clearly expressed in the studied Tatar pragmatonims. Thus, the national mentality is verbalized in Tatar language pragmatonims, the ethnic and cultural features of the Tatar people are clearly expressed. The use of pragmatonims formed on the basis of a mother tongue gives the impetus to the national culture development. The prospect of further verbal trademark research is also observed.

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### Keywords

National mentality, Onomastics, Pragmatonims, Tatar ethnic culture, Tatar language