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DSc. 03/04.06.2021.Fil/72.03 RAQAMLI ILMIY KENGASH

SHAROF RASHIDOV NOMIDAGI SAMARQAND DAVLAT
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BUZRUKOVA MAXINA MUXAMADXONOVNA

TURISTIK DISKURSNING LINGVOMADANIY XUSUSIYATLARI VA
TARJIMA PRAGMATIKASI
(INGLIZ, RUS VA O‘ZBEK TILLARI MATERIALIDA)

10.00.06 – Qiyosiy adabiyotshunoslik, cho‘g‘ishtirma tilshunoslik va tarjimashunoslik

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KIRISH (fan doktori [DSc] dissertatsiyasi annotatsiyasi)

Dissertatsiya mavzusining dolzarbligi va zarurati. Jahon tilshunosligining zamonaviy yo‘nalishlari va xalqaro turizmning tez rivojlanishi hozirgi davrda turistik diskursning lingvomadaniy xususiyatlarini o‘rganish va ularni tarjima qilish masalasi muhimligini kuchaytirmoqda. Jahon tilshunosligida izchil rivojlanayotgan psixolingvistika, kognitiv tilshunoslik, lisoniy madaniyatshunoslik, pragmalolingvistika va korpus tilshunosligi yo‘nalishlari doirasida antropotsentrik tamoyillarni va tahlil usullarini shakllantirgan holda, til tizimini kommunikativ faoliyat omillari bilan bog‘liq holda tadqiq qilishni talab etmoqda. Ayniqsa, pragmalolingvistika sohasidagi izlanishlar til va nutq hodisalarining kommunikativ va pragmatik xususiyatlarini aniqlash orqali ularni turli madaniy muloqot kontekstlarida samarali qo‘llash imkoniyatini taqdim etmoqda. Global turizm muloqoti turli lisoniy madaniyat vakillarining nutqiy o‘ziga xosliklarini o‘rganishning dolzarbligini ko‘rsatmoqda. Ayniqsa, ingliz, o‘zbek va rus tillaridagi turizm terminologiyasining lingvomadaniy xususiyatlarini tahlil qilish va tarjimada bu tillar o‘rtasidagi madaniy tafovutlarni hisobga olish orqali samarali kommunikativ ko‘priklar yaratish bugungi kunning muhim talabidir. Ushbu tadqiqot turistik diskursda madaniy kodlar va ramzlar orqali milliy madaniyatni saqlab qolish va ularni global miqyosda to‘g‘ri aks ettirishga qaratilgan amaliy tavsiyalar ishlab chiqishga qaratilgan bo‘lib, bu sayohatchilarga madaniy boyliklarni kengroq tushunishga yordam beradi.

Dunyo tilshunosligida, turistik diskursning lingvomadaniy xususiyatlarini chuqur o‘rganish orqali global turizm jarayonida madaniyatlararo aloqa va milliy qiyofani saqlab qolish, sayyohlarning turli madaniy meroslarga bo‘lgan qiziqishini oshirish, hamda turizm sohasida xizmat ko‘rsatish sifatini yaxshilashga xizmat qiluvchi vositalarni yaratishning dolzarbligi namoyon bo‘lmoqda. Shu tariqa, tadqiqot natijalari o‘zbek turizm industriyasi va xalqaro miqyosdagi madaniy muloqotga o‘ziga xos hissa qo‘shishi bilan alohida ahamiyat kasb etadi.

Yangi O‘zbekistonda ijtimoiy-iqtisodiy, madaniy-ma‘rifiy islohotlarning keng ko‘lamda olib borilishi o‘zbek olimlari oldiga ham qator vazifalarni qo‘ymoqda. Shu jumladan, xorijiy tillar nazariy asoslarini tadqiq etish orqali til ta‘limining samaradorligini oshirish masalasi barchaning e‘tiborida turibdi. Mamlakatimizda xorijiy tillar ta‘limiga alohida e‘tibor yuqori darajada qabul qilinayotgan hujjatlarda o‘z aksini topmoqda. Xususan, 2021 yil 19 maydagi PQ-5117 son Prezident qarorida qayd etilganidek, “Xorijiy tillarni o‘rgatishni ta‘lim siyosatining ustuvor yo‘nalishi sifatida rivojlantirish, ushbu yo‘nalishda ta‘lim sifatini tubdan oshirish, sohaga malakali kadrlarni jalb etish, aholi o‘rtasida xorijiy tillarga qiziqishni oshirish”¹ bo‘yicha qator vazifalar belgilandi. Mazkur vazifalarni amalga oshirish keng ko‘lamli tillararo cho‘g‘ishtirma tadqiqotlar olib borilishini taqozo etadi.

¹ O‘zbekiston Respublikasi Prezidentining “O‘zbekiston Respublikasida xorijiy tillarni o‘rganishni ommalashtirish faoliyatini sifat jihatidan yangi olib chiqish chora-tadbirlari to‘g‘risida”gi 2021 yil 19 maydagi PQ – 5117 – son qarori // <https://lex.uz>

O‘zbekiston Respublikasi Prezidentining 2019 yil 8 oktyabrdagi PF-5847 son “O‘zbekiston Respublikasi oliy ta’lim tizimini 2030-yilgacha rivojlantirish konsepsiyasini tasdiqlash to‘g‘risida”gi, 2020 yil 20 oktyabrdagi PF-6084-son “Mamlakatimizda o‘zbek tilini yanada rivojlantirish va til siyosatini takomillashtirish chora-tadbirlari to‘g‘risida”, 2022 yil 15-yanvardagi PF-52-son “Turizm, madaniyat, madaniy meros va sport sohalarini yanada rivojlantirish uchun qo‘shimcha sharoitlar yaratish to‘g‘risida”, 2022 yil 28 yanvardagi PF-60-son “Yangi O‘zbekistonning taraqqiyot strategiyasi to‘g‘risida”gi Farmonlari, shunigdek, 2017 yil 20 apreldagi PQ-2909-son “Oliy ta’lim tizimini yanada rivojlantirish chora-tadbirlari to‘g‘risida”, 2018 yil 5 iyundagi PQ-3775-son “Oliy ta’lim muassasalarida ta’lim sifatini oshirish va ularning mamlakatda amalga oshirilayotgan keng qamrovli islohotlarda faol ishtirokini ta’minlash bo‘yicha qo‘shimcha chora-tadbirlar to‘g‘risida”, 2021 yil 19 maydagi PQ-5117-son “O‘zbekiston Respublikasida xorijiy tillarni o‘rganishni ommalashtirish faoliyatini sifat jihatidan yangi bosqichga olib chiqish chora-tadbirlari to‘g‘risida”, 2022-yil 18-fevraldagi PQ-135-son “Turizm va madaniy meros vazirligi faoliyatini tashkil etish to‘g‘risida”, 2024 yil 12 yanvardagi PQ-19-son “O‘zbekiston tarixi va madaniyati, o‘zbek tili va adabiyotini o‘rganishni xorijiy davlatlarda keng targ‘ib qilish bo‘yicha chora-tadbirlar to‘g‘risida”gi Qarorlari hamda mazkur faoliyatga tegishli boshqa me‘yoriy-huquqiy hujjatlarda belgilangan vazifalarni amalga oshirishda ushbu dissertatsiya tadqiqoti muayyan darajada xizmat qiladi.

Tadqiqotning respublika fan va texnologiyalari rivojlanishining ustuvor yo‘nalishlariga mosligi. Dissertatsiya tadqiqoti respublika fan va texnologiyalar rivojlanishining I. “Axborotlashgan jamiyat va demokratik davlatni ijtimoiy, huquqiy, iqtisodiy, madaniy, ma‘naviy-ma‘rifiy rivojlantirishda innovatsion g‘oyalar tizimini shakllantirish va ularni amalga oshirish yo‘llari” ustuvor yo‘nalishiga muvofiq bajarilgan.

Dissertatsiya mavzusi bo‘yicha xorijiy ilmiy tadqiqotlar sharhi². Turistik diskursning tadqiqiga oid muammolar dunyoning yetakchi ilmiy markazlari va oliy ta’lim muassasalarida o‘rganilmoqda. Ushbu yo‘nalishdagi tadqiqotlar jahon turizm tashkiloti (World Tourism Organization – WTO), Universite Toulouse de Jean Jaures (France), Xalqaro ekoturizm jamiyati (The International Ecotourism Society – TIES), University of Melbourne (Avstraliya), Universite de Monreal (Canada), The university of Calgary, World Tourism Education and Research Centre (Canada), School of Leisure and Food Management Sheffield Hallam University (Great Britain), International Centre for Tourism and Hospitality Research, Bourmouth University (Buyuk Britaniya), Korea Development Institute (Janubiy Korea), Universite de Jeneve (Suisse), Bocconi University (Italiya), Universiya Di Trento (Italiya), M.V.Lomonosov nomidagi Moskva davlat universiteti (Rossiya), O‘zbekiston milliy universiteti, O‘zbekiston davlat jahon tillari universiteti, Samarqand davlat universiteti, “Ipak yo‘li” turizm va madaniy meros xalqaro

² Ma’lumotlar universitetlar veb-sahifalaridan olingan: <https://www.cam.ac.uk/>, <https://www.ids-mannheim.de/>, <https://www.laccd.edu/>, <https://www.uchicago.edu/>, <https://www.bsuedu.ru/bsu/>, <https://www.vspu.ru/>, <https://www.utm.ru/>, <https://www.vsu.ru/>, <https://www.uzswlu.uz/>, <https://samdchi.uz/>.

universiteti, Samarqand davlat chet tillar instituti, Buxoro davlat universitetlarida (O'zbekiston Respublikasi) amalga oshirilmoqda.

Bugungi kunda turistik diskurs xalqaro miqyosda o'zining lingvomadaniy xususiyatlari va tarjima pragmatikasi orqali o'ta muhim madaniyatlararo kommunikatsiya vositasi sifatida madaniy almashinuvni ta'minlashda va turizm sohasi bo'yicha axborotni samarali uzatishda muhim ahamiyat kasb etmoqda. Lingvomadaniy tadqiqotlar dunyo bo'ylab turizm xizmatlarini rivojlantirish jarayonida ko'plab madaniy va milliy mazmundagi o'ziga xos elementlarning, jumladan, milliy atamalar va etnografizmlarning tarjima qilinishini o'rganadi. Melbourne Universitetida (Avstraliya) turizm sohasida madaniy boylikni aks ettirishda atamalarining tarjimaga xos pragmatik jihatlari o'rganilmoqda, shuningdek, Bocconi Universitetida (Italiya) sayohatchilarning madaniy ehtiyojlarini qondirish va tarjima orqali madaniy ahamiyatga ega ob'ektlar haqidagi ma'lumotlarni yetkazish bo'yicha tadqiqotlar olib borilmoqda, Jahon Banki (World Bank Group – WBG) va OECD tomonidan “yashil innovatsiyalar” va ekoturizm xizmatlarini taqdim etishda ekologik ahamiyatga ega atamalarining samarali tarjima qilinishi hamda ularning turizm matnlarida madaniy merosni aks ettirishda qanday rol o'ynashi tadqiq qilinmoqda, “Ipak yo'li” turizm va madaniy meros xalqaro universiteti tomonidan olib borilayotgan tadqiqotlar turistik diskursning madaniy va iqtisodiy ahamiyatini oshirishda milliy xususiyatlarga xos bo'lgan atama va metaforalarning tarjima pragmatikasiga qaratilgan.

Muammoning o'rganilganlik darajasi. Til va turizm faoliyatidan foydalanuvchi o'rtasidagi munosabat har doim ajralmas duet bo'lib kelgan, chunki til anonim va noma'lum manzilni turistlarni jalb qiluvchi turizm obyekti yoki yo'nalishiga aylantiradi, turizm esa ma'lumot berish, jalb qilish va targ'ib qilish maqsadida ijobiy voqelik yaratish uchun tilga xizmat qiladi. Bugungi kunda turizm jahon iqtisodiyotining boshqa muhim sohalari bilan bir qatorda, juda muhim faoliyat turiga aylangan. Turizmning tadqiqi bir qancha mushkulotlar tug'diradi, zero ushbu soha iqtisodchi, tabiatshunos, ruhshunos, sotsiolog va boshqalar tadqiq ob'ektiga aylanib ulgurgan. Mazkur soha qadimdan turli olimlar, shu jumladan, faylasuf-siyosatchilar e'tiborini jalb etib kelmoqda.

Turizm ijtimoiy-falsafiy jihatdan bir qator o'zbek olimlari ilmiy ishlarida tahlil qilingan³.

Turizm madaniyatlar xilma-xilligi bilan tanishish usullaridan biri sifatida g'arb antropologlari D. Kempbel, B. Lauterbax, K. Levi-Straus, D. Nash, M. Mead, V. Smit, L. Turner va boshqa olimlarning tadqiqot predmeti sifatida o'rganilgan.

Turizm madaniyatlararo muloqot va madaniy amaliyotning ayrim masalalari ko'pgina tadqiqotchilar tomonidan ko'rib chiqilgan⁴.

³ Mirzarahimov B.X. O'zbekistonda turizm madaniyatini rivojlantirishning ijtimoiy-falsafiy omillari. filosof. fani bo'yicha falsafa dokt. (PhD)... dis. Avtoreferati. – F., 2021. – 50 b.; Xashimov Sh.J. O'zbekistonda milliy turizm rivojlanishining ijtimoiy-falsafiy masalalari filol. fani bo'yicha falsafa dokt. (PhD)... dis. Avtoreferati. – F., 2022. – 49 b.; Orziqulov B.X. Ziyorat turizmining ijtimoiy-ma'naviy tavsifi. filol. fani bo'yicha falsafa dokt. (PhD)... dis. Avtoreferati. 2022. – 50 b.

⁴ Kurbanova N. Madaniyatlararo muloqotni rivojlantirishda ziyoratgohlar turizmi roli. 2019.; Yuldashev X.Y. Mintaqada dam olish-hordiq chiqarish maskanlarini ekologik-iqtisodiy rivojlanish omillari va mexanizmlari. Dis.

Turizm tili lingvistik nuqtai nazardan ixtisoslashgan til hisoblanib, u muayyan oʻziga xos xususiyatlarga ega, jumladan, maxsus terminologiyadan foydalanish va maxsus grammatik tuzilmalar, soʻzlar oʻrtasidagi aloqalarning matn darajasida ifodalanishi, nutq aktlari, semantik va semiotik munosabatlarning taqdimoti kabilar shular qatoriga kiradi.

Turizmda diskursiv faoliyatni amalga oshirish masalalari quyidagi olimlar ishlarida muhokama qilingan: M.S.Dan, C.TurLOW, A.Yaworsky, G.Kapelli, R.Foks, S.Loson, L.Baxvalova, L.Tarnaeva, S.Pogodaeva, V.Mityagina, N.Filatova, L.Govorunova, Yu.Slezko, F.Kositskaya va boshqalar⁵.

Turizm iqtisodiy barqarorlikning asosiy yoʻnalishi sifatida iqtisodchilar tomonidan oʻrganilib kelinmoqda⁶.

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⁵ Cappelli, G. Sun, Sea, Sex and the Unspoilt Countryside. How the English language makes tourists out of readers. Pari Publishing: Pari, 2006.; Fox, R. English in tourism: a sociolinguistic perspective*, Tourism and Hospitality Management, Vol.14, No 1, 2008. Pp. 13-22.; Jaworski A., Thurlow C., Ylanne-McEwen, V. and Lawson, S. Language, Tourism and Globalisation: The Sociolinguistics of Fleeting Relationships. London: Routledge, 2007.; Тарнаева, Л. П. Концепция языковой личности в контексте проблем переводоведения // Вестник Ленинградского университета. – 2008. – № 2 (13). – С. 55–68.; Погодаева, С. А. Языковые средства аргументации во французском туристическом дискурсе : дис. ... канд. филол. наук. – Иркутск, 2008. – 234 с.; Бахвалова Л. Е. Экскурсионная речь как жанрово-стилистический феномен // Вестник ВГУ. Серия: Филология. Журналистика. – 2008. – № 2. – С. 17–21.; Новикова // Homo Loquens: (Вопросы лингвистики и транслятологии): сб. ст. – Вып. 8 / редкол.: В. А. Митягина (отв. ред.) [и др.]. – Волгоград: Изд-во ВолГУ, 2015. – С. 95-107.; Говорунова Л.Ю. Отзыв туриста как новый речевой жанр туристического Интернет-дискурса // Вестник Челябинского государственного университета. - 2013. - № 1 (292). Филология. Искусствоведение. Вып. 73. - С. 198-203.; Слезко, Ю. В. Формирование стратегий овладения туристическим дискурсом в процессе профессионально ориентированного обучения иностранному языку // Филологические науки. Вопросы теории и практики. – № 3 (33). – В 2 ч. Ч. 2. – Тамбов : Грамота, 2014. – С. 180–186.; Филатова Н. В. Дискурс сферы туризма в прагматическом и лингвистическом аспектах : дис. ... канд. филол. наук. – М., 2014. – 179 с.; Косицкая, Ф. Л. Жанровая палитра французского туристического дискурса // Вестник ТГПУ. – 2013. – № 3 (131). – С. 192–195.

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Turizm diskursi keng qamrovli, murakkab, ko'pqirrali va maxsus ko'nikmalarni talab qiladigan muloqot shakli bo'lib, u faqat turistik ma'lumotlarni yetkazish bilan cheklanib qolmay, balki turizmga oid joylarning jozibador qiyofasini yaratishga ham yo'naltirilgan. Globallashuv davrida turizm nutqining lisoniy jihatlari xalqaro muloqotni yaxshilash, sayyohlar va mahalliy aholi o'rtasidagi samarali hamkorlikni rivojlantirish strategiyalari tadqiqi dolzarbligini saqlab qolmoqda. Ushbu muammo o'zbek tilshunoslarining e'tiboridan chetda turganligi ham mazkur tadqiqotga bo'lgan zaruratni izohlaydi.

Dissertatsiya tadqiqotning dissertatsiya bajarilgan oliy ta'lim yoki ilmiy-tadqiqot muassasasining ilmiy-tadqiqot ishlari rejalari bilan bog'liqligi. Dissertatsiya tadqiqoti Samarqand davlat universiteti ilmiy-tadqiqot ishlari rejasining O'TA-18/1-son "O'zbek tili va adabiyoti ta'limining dolzarb masalalari" mavzusi doirasida bajarilgan.

Tadqiqotning maqsadi ingliz, o'zbek va rus tillarida turistik diskursning lingvomadaniy xususiyatlarini va tarjima pragmatikasi tamoyillarini aniqlash, turizm matnlaridagi til birliklari va madaniy elementlarni uch til doirasida taqqoslab o'rganish orqali madaniyatlararo kommunikatsiyaning qiyinchiliklari va imkoniyatlarini belgilash hamda milliy o'ziga xoslikni saqlashga qaratilgan tarjima usullarini ishlab chiqishdan iborat.

Tadqiqotning vazifalari:

diskurs va turizm sohasidagi lingvistik tadqiqotlar ko'lamini kengaytirish orqali turistik diskursning lisoniy, semiotik va pragmatik komponentlarini chuqur o'rganib, sayohatchilar va soha mutaxassislari uchun foydali axborotlarni yetkazish;

turistik diskursda faollashadigan pragmatik yondashuvlar va strategiyalarni tadqiq qilish. Diskursning pragmatik komponentlarini tavsiflash orqali turistlarni madaniy muhitga moslashtirish va ularning sayohat davomida madaniy o'ziga xosliklarni tushunishlarini izohlash;

turistik diskurs va tarjima jarayonida kommunikativ-pragmatik va funksional yondashuvlarga tayanib, tarjimonning madaniyatlararo vositachilik vazifasini rivojlantirishga yo'naltirilgan tavsiyalarni ishlab chiqish;

turistik terminologiya tizimi va ushbu terminlarni tarjimasi jarayonida milliy va xalqaro darajada o'ziga xosligini saqlagan holda, lingvistik va madaniy kontekstga mos keladigan tarjima usullarini tavsiya qilish;

lingvistik va madaniy kodlarni birlashtirish orqali turistik xizmatlar sifatini oshirish. Turistik xizmatlar va materiallarni sayyohlarga qiziqarli va tushunarli tarzda yetkazish uchun lingvistik va madaniy kodlarning uyg'unligini ta'minlashning muhimligini isbotlash;

madaniy assotsiatsiyalar va ko'pmodallik imkoniyatlarini o'rganish asosida turizm diskursida madaniy qiymatlarni ifodalash va milliy o'ziga xoslikni saqlash uchun turli assotsiativ shakllarda til birliklari va semiotik elementlardan foydalanish zaruratini dalillash.

Tadqiqotning obyeksi sifatida ingliz, o'zbek, rus tillaridagi turli manbalardan tanlangan og'zaki va yozma ko'rinishida turistik diskurs namunalari tanlangan.

Tadqiqotning predmeti xalqaro turizm diskursida lingvomadaniy jihatlarining ifodalanishi, turizmga xos tushunchalar tarjimasi, pragmatikasi, lingvistik va semiotik belgilar orqali turistik xizmatlarning jozibador qiyofasini yaratish, shuningdek, turistik matnlarda kommunikativ strategiyalarni qo'llash usullarini o'rganishdan iborat.

Tadqiqotning usullari. Dissertatsiyada lingvistik va semiotik tahlil, diskursiv tahlil, qiyoslash usullari qo'llanilgan. Shu bilan birga, turistik diskursda nutqiy aktlar, pragmatik strategiyalar va subyektiv modallik ko'rsatkichlarini o'rganish uchun pragmasemantik va kontekstual tahlil usullaridan foydalanilgan. Shuningdek, madaniy moslashuv va kommunikativ muvaffaqiyatga erishish uchun madaniy transfer strategiyalarini tahlil qilish va umumlashtirish maqsadida lingvomadaniy izlanishlar ham amalga oshirilgan.

Tadqiqotning ilmiy yangiligi quyidagilardan iborat:

diskursning tilshunoslik va boshqa fan sohalarida lisoniy-ijtimoiy, lingvomadaniy, pragmatik, kognitiv hodisa sifatida o'rganish zarurligi asoslanib, turistik diskursning so'zlovchining muloqot muhitidagi roli, adresat omili, uzatilayotgan axborot tarkibi, kommunikativ maqsadga yo'naltirilganligi kabi pragmatik-kommunikativ jihatlarini aniqlangan;

chog'ishtirilayotgan tillarda turistik diskursning lisoniy shakllanishida lingvomadaniy axborotning muhimligi til vositalari va kommunikativ strategiyalar tanlovida aks topishini inobatga olgan holda turistik diskursning milliy-madaniy xususiyatlari bilan tanish bo'lish madaniyatlararo muloqot samarasini ta'minlovchi asosiy omil ekanligi dalillangan;

turizm sohasi vakillari va sayohatchilar ishtirokida kechadigan turistik diskurs lisoniy-semiotik, kommunikativ-pragmatik, milliy-madaniy, kognitiv ko'rinishdagi tarkibiy belgilarni qamrab oluvchi murakkab, ko'pqirrali va ko'po'lchamli nutqiy hosila ekanligi funktsional-semantik yondashuv negizida isbotlangan;

turistik diskurs tarjimasi sharoitida adekvatlikka erishishning asosiy shartlaridan bo'lgan tillararo ekvivalentlarni topish tarjimonning lisoniy kompetentsiyasi, lingvokreativlik qobiliyati hamda pragmatik, kognitiv, sotsiomadaniy, ma'rifiy kabi nolisoniy omillar bilan shartlanishi ochib berilgan;

turizm sohasi bo'yicha tahsil olayotgan yoshlar uchun onlayn mashg'ulotlar, ma'ruzalar va taqdimotlar o'tkazish uchun milly va xalqaro turistik terminologiya tizimini o'ziga xos darajada saqlagan holda, lisoniy va madaniy kontekstlarga mos keladigan tarjima usullari bo'yicha tavsiyalar ishlab chiqilgan.

Tadqiqotning amaliy natijalari quyidagilardan iborat:

turistik diskurs tuzilishi, tarkibi va tarjimasini tahlil qilish orqali aniqlangan semiotik va lingvistik elementlar turistlar bilan muloqotni yaxshilash va turistik xizmatlarning samaradorligini oshirish uchun qo'llanilishi mumkinligi taklif qilingan;

tadqiqot natijalari o'zbek madaniyatini chet el turistlariga ko'proq tushunarli qilish uchun xizmat qilishi, o'zbek oshxonasi va madaniy an'analariga oid turistik matnlarni tarjima qilishda o'ziga xos madaniy elementlarni saqlab qolish orqali sayyohlarga milliy qadriyatlarni taqdim etish imkonini berishi izohlangan;

turistik reklama va muloqot matnlarini tarjima qilishda subyektiv modallik va pragmatik moslashtirish kabi strategiyalardan foydalanish orqali turistlarga xizmatni yuqori darajada va ta'sirli qilib yetkazish imkonini berishi isbotlangan;

tarjimonlar uchun olingan natijalar madaniy almashinuv jarayonini qo'llab-quvvatlashda, madaniy kirish va moslashtirish strategiyalaridan foydalanish, ikki madaniyat o'rtasida ko'priki bo'lib xizmat qilishi ilmiy nazariy jihatdan asoslangan;

o'zbek tilidagi turizm terminologiyasini boyitish orqali xalqaro darajada o'ziga xos milliy mazmunga ega bo'lgan atamalar yaratilishi bo'yicha turizm sohasidagi tarjima an'alarini shakllantirish va ularni rivojlantirishda xizmat ko'rsatuvchi tashkilotlar hamda tadqiqotchilar uchun amaliy tavsiyalar taklif etilgan.

Tadqiqot natijalarining ishonchliligi ishda qo'llangan yondashuv va usullarning zamonaviy tilshunoslik nazariyalariga mosligi hamda metodologik jihatdan asoslanganligi, tahlil materialining ishonchli manbalardan olinganligi, muammoning aniq shakllantirilganligi, xulosalarning qat'iyligi, taklif va tavsiyalarning amaliyotga joriy etilganligi, olingan natijalar joriylanishi vakolatli tashkilotlar tomonidan tasdiqlanganligi bilan izohlanadi.

Tadqiqot natijalarining ilmiy va amaliy ahamiyati. Tadqiqot natijalarining ilmiy ahamiyati pragmatik lingvistik, lingvokulturalogiya va qiyosiy tilshunoslik sohaslarini nazariy jihatdan boyitishda, ingliz, o'zbek va rus lisoniy madaniyatlarida turistik diskurs yuritishning qator qonuniyatlari va ushbu madaniyat vakillarining ongida turistik diskurs mazmuni shakllanishini belgilovchi qoidalar to'plamini shakllantirishda, kelajakda turli tizimli tillarda turistik diskurs shakllanishining lisoniy-madaniy xususiyatlarini o'rganishda manba bo'lib xizmat qilishda namoyon bo'ladi.

Tadqiqot natijalarining amaliy ahamiyati turistik diskurs va tarjima nazariyasining lingvistik, semiotik va pragmatik jihatlarini chuqur o'rganish orqali turizm sohasida xizmat ko'rsatish sifatini oshirishga, turistlar ehtiyoj va qiziqishlarini qondirishga hamda milliy va xalqaro darajada madaniy almashinuvni rivojlantirishga xizmat qilishda namoyon bo'ladi. Mazkur tadqiqot natijalari turizm xizmatlari, tarjimonlar va turistik tashkilotlar uchun amaliy ko'rsatmalar sifatida xizmat qilishi mumkin. Shuningdek, turistik diskursda lingvistik va madaniy moslashuv, pragmatik yondashuvlardan foydalanish turistlarga madaniy boyliklar haqidagi ma'lumotni yetkazish, muloqot jarayonida tushunmovchilik va madaniy farqlarni bartaraf etish uchun muhim vosita hisoblanadi.

Ushbu natijalar, ayniqsa, turistik reklama va yo'riqnomalar yaratishda, turistlarni turli madaniyatlar bilan tanishtirishda va xalqaro turizm diskursida milliy-madaniy o'ziga xoslikni ta'minlashda, shuningdek, tarjima jarayonida qabul qiluvchi madaniyatga moslashgan mazmun yaratishda foydali bo'lishi mumkin. Shu bilan birga, turistik diskursdagi terminologik va lingvistik mosliklarni ta'minlash orqali, ushbu sohadagi matnlar sayyohlar uchun tushunarli, qiziqarli va ma'lumotlarga boy tarzda yetkaziladi.

Tadqiqot natijalarining joriy qilinishi. Ingliz, o'zbek va rus turistik diskurs voqelanishining milliy-madaniy va pragmatik xususiyatlarini aniqlashda ishlab chiqilgan uslubiy va amaliy takliflar asosida:

turistik diskursning lingvomadaniy andazalarini tadqiqotda ishlab chiqilgan parametrlarga asoslangan holda tadqiq qilish modelidan Ruminiyaning Oradea universitetida (University of Oradea) bajarilgan “The analyse and generation of the models and politics for regional development based on valorisation of heritage and cultural identities” mavzusidagi PN-III-P1-1.2-PCCDI-2017-0686-son fundamental tadqiqot loyihasida foydalanilgan (Oradea universitetining 2024 yil 2 noyabrdagi 02/11-son ma'lumotnomasi). Ilmiy natijalarning qo'llanishi madaniy merosning o'ziga xos milliy xususiyatlarini aniqlash va ularni tizimli ravishda tavsiflashga imkon bergan;

xorijiy mamlakatlarning ta'lim va ilmiy muassasalarida “Ipak yo'li” turizm va madaniy meros xalqaro universiteti hamkorligida “O'zbekshunoslik” (“Uzbek Studies”) kafedralarini tashkil qilish va rivojlantirish yo'nalishida atoqli kinoijodkorlar tomonidan yaratilgan eng sara filmlarni ingliz va rus tillarida subtitrlar bilan ta'minlab borish maqsadida onlayn darslar, ma'ruza va taqdimotlar o'tkazishda milliy va xalqaro turistik terminologiya tizimi o'ziga xos tarzda saqlangan holda, lingvistik va madaniy kontekstlarga mos keladigan yangi tarjima usullari bo'yicha asoslangan takliflar 2024-yil 12-yanvardagi PQ-19-son “O'zbekiston tarixi va madaniyati, o'zbek tili va adabiyotini o'rganishni xorijiy davlatlarda keng targ'ib qilish bo'yicha chora-tadbirlar” Dasturiga kiritilgan (Turizm qo'mitasining 2024 yil 12 noyabrdagi 03-12-17-7910-son ma'lumotnomasi). Natijada, kinofilmlarni ingliz va rus tillarida subtitrlar bilan ta'minlab borish maqsadida onlayn darslar, ma'ruza va taqdimotlar o'tkazishda lingvistik va madaniy kontekstlarga mos keladigan yangi tarjima usullaridan foydalangan;

metaforik modellar orqali turizm diskursida madaniy rang-baranglikni yaratish va ta'sirchan kommunikatsiya vositalarini kengaytirish bilan bog'liq natijalar Xitoy Xalq Respublikasining “Ensuring Regional Development” loyihasi doirasida o'tkazilgan DL2022040003L-son “Research on expanding the international influence of Silk Road Culture and Promoting the Sustainable Development of Heritage Tourism” fundamental tadqiqot loyihasida qo'llanilgan (X.X.R Northwest universitetining 2024 yil 5 noyabrdagi 05/11-son ma'lumotnomasi). Ilmiy natijalarning qo'llanishi Silk Road madaniy merosini global maydonda targ'ibini kuchaytirish va mintaqaviy turizm rivojini qo'llab-quvvatlash uchun samarali vositalar yaratish imkonini bergan;

turistik diskursning lisoniy-semiotik tarkibi, pragmatik maqsadi va bajaradigan vazifalarini kommunikativ strategiyalari tanlovi nuqtai nazaridan aniqlashga doir xulosala va materialaridan O'zbekiston milliy universitetida Project №598340-EPP-1-2018-1-ES-EPPKA2-CBHE-JP University Cooperation Framework for Knowledge – Transfer in Central Asia and China (UNICAC) loyihasi doirasida foydalanilgan (O'zbekiston milliy universitetining 2024 yil 15 noyabrdagi 04/11-10703-son ma'lumotnomasi). Natijada qo'llanilgan metod “Matn tahlili”, “Diskursologiya”, “Pragmalingvistika”, “Tarjimashunoslik” kabi fanlar nazariy asoslarini boyitishga xizmat qilgan;

turistik muloqot jarayonida lingvomadaniy axborotning rolini aniqlashga hamda instsitsional ko'rinishga ega ushbu turdagi diskurs tijorat maqsadi bilan

bir qatorda, bilim berish va zavq bag‘ishlashini bajarishga oid xulosalaridan Qarshi davlat universitetida bajarilgan SUZ-800-21GR-381 “Reinforcing English Language competence at Karshi State university” nomli xalqaro grant loyihasi doirasida foydalanilgan (Qarshi davlat universitetining 2024 yil 19 noyabrdagi 04/3568-son ma’lumotnomasi). Natijada, oliy ta’lim tizimi talabalari madaniyatlararo muloqot ko‘nikmalarini shakllantirishga yo‘naltirilgan tavsiyalar ishlab chiqilgan;

turistik diskurs tarjimasi sharoitida adekvatlikka erishishning asosiy shartlaridan bo‘lgan tillararo ekvivalentlarni topish tarjimonning lisoniy kompetensiyasi, lingvokreativlik qobiliyati hamda pragmatik, kognitiv, sotsiomadaniy, ma’rifiy kabi nolisoniy omillar bilan bog‘liqligi haqidagi xulosalar va natijalardan “O‘zbekiston-Fransiya” do‘stlik jamiyatida bajarilgan 56-01/10 “Tarixiy yodgorliklar targ‘ibotida O‘zbekiston ziyoratgohlari katalogining (besh tillik) innovatsion imkoniyatlari” amaliy loyihasida foydalanilgan (“O‘zbekiston-Fransiya” do‘stlik jamiyatining 2024 yil 05 dekabrda 117-sonli ma’lumotnomasi). Ilmiy natijalarning joriy qilinishi tarjimonlarning kasbiy kompetensiyasini shakllantirish va rivojlantirishga doir uslubiy ko‘rsatmalarni takomillashtirish hamda amaliy mashg‘ulotlarni tashkillashtirishga xizmat qilgan.

Tadqiqot natijalarining aprobatyasi. Mazkur tadqiqot natijalari 6 ta ilmiy-amaliy anjumanda, shu jumladan, 4 ta respublika va 2 ta xalqaro konferensiyada muhokamadan o‘tkazilgan.

Tadqiqot natijalarining e‘lon qilinganligi. Dissertatsiya mavzusi bo‘yicha jami 25 ta ilmiy ish e‘lon qilingan, shu jumladan, 1 ta monografiya, Oliy ta’lim fan va innovatsiyalar vazirligi huzuridagi Oliy attestatsiya komissiyasining doktorlik dissertatsiyalari asosiy ilmiy natijalarini chop etish tavsiya etilgan ilmiy nashrlarda 13 ta ilmiy maqola, ularning 11 tasi respublika va 2 tasi xorijiy ilmiy jurnallarda, shuningdek, xalqaro va respublika ilmiy-amaliy anjumanlarida ma’ruza tezislari shaklida chop etilgan.

Dissertatsiya tuzilishi va hajmi. Dissertatsiya kirish, to‘rt bob, xulosa, foydalanilgan adabiyotlar ro‘yxatidan iborat bo‘lib, asosiy qism 233 sahifani tashkil etadi.

DISSERTASIYANING ASOSIY MAZMUNI

Kirish qismida mavzuning dolzarbligi va zarurati asoslangan, tadqiqotning respublika fan va texnologiyalari rivojlanishining ustuvor yo‘nalishlariga bog‘liqligi ko‘rsatilgan, maqsad va vazifalari berilgan, obykti va predmeti tavsiflangan, ilmiy yangiligi va amaliy natijalari bayon qilingan, natijalarning ilmiy va amaliy ahamiyati ochib berilgan, joriylanishi, approbatyasi, nashr etilgan ishlar va dissertatsiya tuzilishi bo‘yicha ma’lumotlar keltirilgan.

Dissertatsiyaning birinchi bobi **“Diskursiv faoliyat tizimining tavsifi va tarkibi”** deb nomlangan bo‘lib, uning birinchi bo‘limi diskursiv faoliyat jarayonining asosiy omillari masalasini o‘rganishga bag‘ishlangan. Tilshunoslikda antropotsentrizm yo‘nalishining shakllanishi inson omiliga asoslangan yondashuvni talab etadi. Bu yondashuv, ayniqsa, til vositasida inson tafakkurining

mulohazalari va mazmunini anglashga, nutqiy jarayonlarning diskurs sifatida shakllanishiga e'tibor qaratadi. Ushbu bobda "diskurs" tushunchasi haqida olimlarning turlicha qarashlari va diskursning pragmatik omil bilan uzviy bog'liqligi hamda mazkur faoliyat kechishining asosiy omillariga oid muammolar tahlil qilingan.

Tilshunoslik sohasida diskurs tilning ma'lum zamon va makonda faollashuvi ko'rinishida talqin qilinadi. Diskursning ma'lum vaqt oralig'ida kechayotgan muloqotning dinamik xususiyati qayd etilib, matnning, aksincha, lisoniy faoliyat mahsuli sifatidagi statik xususiyati eslatib o'tiladi. Bizningcha, diskursning bir paytning o'zida ikki holatni ham qayd etuvchi, ya'ni ijtimoiy muhitga mos lisoniy faoliyat va ushbu faoliyat mahsulini aks ettiruvchi hodisa maqomidagi talqini maqsadga muvofiqdir. Diskurs tahlili nutqiy tuzilmalarni kontekst va kommunikativ vaziyat ko'lamida o'rganish, lisoniy tuzilmalarining mazmunini to'liq anglashga chuqurroq yordam beruvchi muhim tadqiqot usulidir. Turizm sohasidagi diskursning tahlili esa ushbu soha bilan bog'liq bo'lgan matnlar va nutqiy tuzilmalarni ajratish va tasniflashga imkon beradi.

Birinchi bobning ikkinchi bo'limi "Turistik diskursning tarkibi va tahlil usullari" deb nomlanadi. Mazkur bo'limda turizm sohasining jahon iqtisodiyotidagi muhim roli va turizmni turli soha mutaxassislari, jumladan, iqtisodchi, ruhshunos, tabiatshunos va sotsiologlar tomonidan o'rganib kelinishi yoritilgan. Qadimdan rivojlangan mamlakatlarda ommaviylashgan turizm maxsus adabiyotlarda ba'zan zavqlanish uchun sayohat amaliyoti sifatida tarflanadi. Shu bilan birga, turizmning ijtimoiy-falsafiy qirralari mahalliy va xorijiy tadqiqotchilar tomonidan turli nuqtai nazarlarda o'rganilgan. Turizm diskursining milliy-madaniy ob'ektlar bilan sayohlarni tanishtirish, turizm mintaqalarining tuzilishi va madaniy meros xususiyatlari haqida tahliliy ma'lumot beriladi. Turistik sohadagi muloqotning tuzilishida uning qismlari o'rtasidagi munosabatlar muhimdir. Muloqot davomida umumiy tizimda turli o'zgarishlar sodir bo'ladi. Turistik muloqot jarayonida uchta asosiy vazifa amalga oshiriladi, ya'ni o'zi va o'zgalarni tushunish, turli shaxslar bilan munosabatlarni barqarorlashtirish, o'zga odamlarga ta'sir o'tkazish va ishontirish⁷.

Turizm diskursi, o'ziga xos institutsional xususiyatlari bilan ajralib turadi. Ushbu diskurs turizm sohasidagi aloqalar va muloqot jarayonlarini tashkil etuvchi institutsional me'yorlar va qoidalar asosida amalga oshiriladi. Turizm diskursining asosiy shakllaridan biri professional diskurs bo'lib, unda asosan argumentativ strategiyalar qo'llaniladi. Bu strategiyalar turizm mahsulotlarini va xizmatlarini ma'lum mantiqiy dalillar orqali targ'ib qilishga qaratilgan. Boshqa tomondan, jamoatchilik diskursida manipulyativ strategiyalar keng qo'llanilib, turistik xizmat va mahsulotlarni emotsional usulda targ'ib qilish orqali mijozlarning ijobiy munosabatini shakllantirishga yordam beradi. Turizm mutaxassislari ushbu diskursni chuqur o'rganib, samarali kommunikativ strategiyalarni qo'llash orqali muvaffaqiyatga erishishlari zarur.

⁷ Comunicarea în turism. URL: <https://ru.scribd.com/document/462839680/Comunicarea-in-turism>

Turistik diskursning lingvistik maqomi va o'ziga xos xususiyatlari haqidagi bo'limda turizm kommunikatsiya va muloqot vositasi sifatida tasvirlangan. Turistik diskurs turizm bilan bog'liq ma'lumotlarni yetkazib berish bilan cheklanmay, madaniy almashuv va o'zaro tushunishni ta'minlashga yo'naltirilgan. Turistik diskurs turli xil janr va nutq shakllarini o'z ichiga oladi, ular turistik yo'nalishlar va mahsulotlarni muvaffaqiyatli targ'ib qilishda katta ahamiyatga ega. Mazkur diskurs keng qamrovli bo'lib, turli madaniyatlar, joylar va tajribalarni tushuntirishga xizmat qiladi.

Turistik diskursning asosiy janriga mansub matnlar, ya'ni sayohat veb-saytlarining lingvistik tahlili ularning asosida diskursiv polifoniya yotganligini ko'rsatdi. Sayohat veb-saytlardagi og'zaki va og'zaki bo'lmagan ma'lumotlarning bir qismi reklama maqsadlariga bo'ysundirilgan, ya'ni adresatga taqdim etilayotgan mahsulotning yuqori sifatlarini ma'lum qilish va uni sotib olish zarurligiga ishonirish istagi. Bu niyat makro va mikro darajalarda namoyon bo'ladi. Makro darajada bu maqsad turistik matnlarning polimodal tabiatini aks ettiradi, ya'ni sezgi qobiliyatining og'zaki usullari (so'zlashuv predikatlari) yoki og'zaki bo'lmagan usullar (musiqiy hamrohlik, videomateriallar, illyustratsiyalar) orqali ifodalanadi⁸. Mikro darajaga reklama maqsadida meyorativ (ijobiy baho) ma'noga ega til birliklaridan (*majestic, tilting madressas*) foydalanish, ijtimoiy obro'ni tasvirlash, ya'ni rangli suratlar ostidagi tavsiflar orqali muayyan ob'ektlarning yuqori obro'si yoki maxsus ahamiyatini tasvirlash (*The Malachite room of the Winter Palace*), ko'plik formasi va olmoshlardan foydalanish, ya'ni turli ijtimoiy va madaniy guruhlar yoki an'analarga ishora qilib, o'sha guruhlarini ko'plik shaklida ifodalash (*most Germans* yoki *the traditionally attired chimney sweeps*), sayyoh diqqatini jalb qilish va e'tiborini oshirish uchun qo'llaniladigan undash mazmunidagi gaplar (*it's worth going inside Bibi-Khanyam Mosque*) kiradi. Ushbu til birliklari reklama va sayohat diskursining xos jihatlarini namoyon qilish uchun ishlatiladi va joylar, ob'ektlar, tarixiy ma'lumotlar orqali e'tiborni jalb etish uchun xizmat qiladi.

Turistik diskurs janrlari g'oyaning xususiyatlari, mazmunni taqdim etish usullari va kompozitsiya hamda til xususiyatlariga qarab yozma va og'zaki janrlarga ajratiladi. Yozma turistik diskurs bosma matnlar va kompyuter orqali amalga oshiriladigan muloqotni o'z ichiga oladi, masalan, broshyuralar, sayohat yo'riqnomalari, prospekt va bukletlar, veb-saytlar, bloglar, virtual ekskursiya va turizm sohasi xodimlarining elektron muloqotlari. Bu janrlar ko'proq ma'lumot berishga va sayohatchilarni yo'naltirishga qaratilgan.

Og'zaki turistik diskurs esa to'g'ridan-to'g'ri va vositachilik qilingan shakllarda namoyon bo'ladi. To'g'ridan-to'g'ri og'zaki diskurs ekskursiyalar, gidlar va sayohat xizmatlarini taqdim etishda, tur operator va kontragent o'rtasidagi dialog (aviachipta, mehmonxona, ekskursiyalar buyurtmasi)da ko'rinadi. Vositachilik qilingan og'zaki diskurs esa audio yo'riqnomalar yoki videolar orqali yetkaziladi.

⁸ Новикова Э. Ю. Жанровые, ценностные и транслатологические характеристики международного туристического дискурса в немецкой и русской лингвокультурах: дисс. ... док. фил. наук. - Волгоград, 2018. - 498 с.

Turizmga oid veb-saytlarining lugʻaviy tuzilishi turistik diskursning gibrid tabiati bilan belgilanadi, bu esa ikki tilda birliklarning qoʻllanilishi va reklama diskursi usullari bilan ilmiy uslubning qoʻllanilishi orqali namoyon boʻladi.

Turistik diskurs oʻziga xos semiotik belgilardan tashkil topgan boʻlib, unda til, imo-ishoralar, belgilarning ijtimoiy va madaniy kontekstda qanday qabul qilinishi va uzatilishi oʻrganiladi. Ushbu jarayon til birliklari va belgilar tizimlarining oʻzaro aloqasini chuqur tahlil qilishni talab qiladi. Semiologik nuqtayi nazardan qaraganda, turizm diskursida har bir belgi maʼlum bir mazmun va madaniy maʼno beradi. Bu tarkibiy qismlar turistlarning joylarni qanday idrok qilishi va mazmunni qanday tushunishlariga kuchli taʼsir koʻrsatadi.

Turistik yoʻriqnomalar, reklama materiallari va onlayn platformalar yordamida turistlarga joylarning tarixiy, madaniy va estetik jihatlari taqdim etiladi. Vizualashtirish va lingvistik kodlarning kombinatsiyasi orqali turistlarning ongida kuchli estetik va hissiy taassurot yaratiladi.

Tadqiqotning ikkinchi bobi **“Turistik diskursning pragmatik va metaforik tarkibi”** deb nomlanib, unda turizm diskursida pragmatik komponentning voqelanishi, gastroturizm diskursida pragmatik moʻljalning ifodalanishi, turistik diskursning metaforik atamaları oʻrganilgan.

Turistik diskurs turizm ishtirokchilari oʻrtasida madaniy va iqtisodiy munosabatlarni rivojlantirish uchun muhim ahamiyatga ega. Ushbu diskursda pragmatik komponent bir necha omillar orqali namoyon boʻladi, jumladan, turizm xizmatlarida ishtirok etayotgan tomonlar oʻrtasidagi tengsizlikni yashirish, manzilni jozibador qilib koʻrsatish va nutq usullarini tanlash orqali sayohat tajribasini yuksaltirishga qaratilgan strategiyalar mavjud:

1. Tengsizlikni yashirish strategiyasi. Bu borada, turistik diskursda xizmatchilar (gidlar, agentlar) va turistlar oʻrtasidagi tengsizlikni yashirish uchun doʻstona va qoʻllab-quvvatlovchi nutq usullari qoʻllaniladi. Xizmatchilar oʻz bilimlari va tajribasini namoyish etish orqali sayyohlarda manzilga nisbatan qiziqish va ishonch uygʻotadi;

2. Manzilning jozibadorligini taʼminlash strategiyasi. Bunda, emotsional va kuchli soʻzlarni qoʻllash orqali manzilning ijobiy tomonlari taʼkidlanadi. Reklama va yoʻriqnoma matnlarida *“moʻjizaviy”*, *“sirli”*, *“gʻaroyib”* kabi soʻzlar yordamida sayyohlarning his-tuygʻulariga taʼsir koʻrsatilib, sayohatga undaladi;

3. Yaqin munosabatni oʻrnatish strategiyasi. Buerda, turistik yoʻriqnomalar muallifi yoki agentlik oʻzini sayyohning maslahatchisi va yoʻlboshchisi sifatida koʻrsatib, sayyohlar bilan yaqin munosabatni oʻrnatishga harakat qiladi. Bu jarayonda sayyohlarga yoʻriqnomalarda *“Tashrifingiz davomida bu joyga albatta boring”* kabi tavsiya beruvchi iboralar qoʻllanadi. Ushbu strategiya orqali sayyohlarda qiziqish va ishonch hissi uygʻotiladi;

4. Sayyohat tajribasi orqali oʻzaro aloqa strategiyasi. Shu tariqa, sayyohlarning oʻz tajribalari orqali destinatsiya haqida mulohaza bildirishlari va turizm diskursini boyitishga yoʻnaltirilgan. Bu jarayonda pragmatik jihatlar, yaʼni sayyohlarning qoniqishi va taassurotlari hisobga olinadi, bu esa muloqotning amaliy samaradorligini oshiradi.

Mazkur tadqiqot ishimizda turistik yo'riqnomalar, veb-sahifalar tahlili natijasida mualliflar tomonidan o'zini ekspert sifatida taqdim etish uchun qo'llanilgan quyidagi hamkorlik taktikalarini aniqladik:

birinchidan, umumlashtirish taktikasi. Bu borada, turistik diskurs subyekti barcha realliklar to'plamining yadro unsurlarini ajratib ko'rsatadi, o'zining keng bilimiga ega ekanligini namoyish etadi. Bu taktika orqali muallif destinatsiyaning umumiy xususiyatlarini ta'kidlaydi. Masalan, *In Uzbekistan people like to eat well and tasty*;

ikkinchidan, aniqlashtirish taktikasi. Bunda, umumlashtirishga zid ravishda, realliklarni aniq va yaqqol ko'rsatish orqali sayyohlarga batafsil ma'lumotlar beriladi. Bu taktika sayyohlarda destinatsiya haqida chuqurroq tasavvur hosil qiladi. Masalan, *My chocoholic readers are enthusiastic about English chocolates. Their favourites include Cadbury Wispa Goldbars (filled with liquid caramel), Cadbury Crunchie bars, Nestle's Lion bars, Cadbury's Boost bars (a shortcake biscuit with caramel in milk chocolate), and Galaxy chocolate bars (especially the ones with hazelnuts). Thornton shops (in larger train stations) sell a box of sweets called the Continental Assortment, which comes with a tasting guide. The highlight is the mocha white chocolate truffle. British M&Ms, called Smarties, are better than American ones*⁹;

uchinchidan, mahalliy stereotiplarni bilish taktikasi. Buerda, mahalliy stereotiplarni bilish va ulardan foydalanish orqali madaniy o'ziga xosliklarni sayyohlarga yetkazadi. Tasvirlangan joyning aholisini farqlaydigan xulq-atvor stereotiplari, shaharni nomlaydigan asosga "-cha" va xalq yoki millatni nomlaydigan asosga "-ona" qo'shimchasi bilan birlashtirilgan ravishlar yordamida kodlanadi. Masalan, *Ikkinchi marotaba tashkil etilayotgan tadbirda yurtimizning san'at sohasi vakillari tomonidan o'zbekona milliy kuy-qo'shiqlar va raqslar ijro etilib, yig'ilganlar e'tiborini qozonishmoqda*¹⁰; **Samarqandcha** zig'ir osh eng mazzali oshlardan hisoblanadi...; Tayyorlash usuli va qo'shimcha ingredientlar shahardan shaharga qarab farqlanadi, ayniqsa, **Toshkentcha**, **Samarqandcha**, **Buxorocha** va **Shahrisabzcha** palov o'ziga xos farqlari bilan ajralib turadi¹¹. Bu taktika sayyohlarda qiziqish uyg'otib, ularni madaniyatga yaqinlashtiradi;

to'rtinchidan, tajriba va bilim uyg'unligi taktikasi. Muallif mamlakat haqida ob'ektiv ma'lumotlarni o'zining shaxsiy tajribasi bilan birlashtiradi, hamda tajribasiga tayanib, ekspert sifatida fikr bildiradi va joylardagi diqqatga sazovor joylarni rejalashtirilgan tartibda sanab o'tadi. Bunda, ingliz tiliga transliteratsiya qilingan nomlar (mahalliy joy nomlarining inglizcha yozilishi) kiritiladi, shuningdek, muallif mahalliy til yozuvini va, agar imkon bo'lsa, tarjimani ham keltiradi. Masalan, *Nearly all wear the **doppilar or dopy**, a black, four-sided skullcap embroidered in white; A better option is the **Ahotny Reodd (Hunter's Row)** in the courtyard behind the history museum, open evenings only; There's fine*

⁹ Steves R. London. – U.S.: Avalon Travel Publishing, 2004. – 364 p.

¹⁰ Uzbekistan.travel. URL: <https://uzbekistan.travel/uz/o/londonda-ozbekistonning-turizm-imkoniyatlarini-targib-etuvchi-tadbirlar-otkazilmoqda/>

¹¹ URL: <https://www.orexca.com/rus/uzbekistan.htm#7>

shashlik, plus fruit and vegetables, available from stalls in the **bazar** on **Krasnoarmeyskaya**¹².

“Individuallik topologiyasi” tushunchasi orqali muallif o‘z sayohatnomasida tasvirlagan joylarning standart bo‘lmagan, boshqacha topologik xususiyatlarini ifodalaydi, ya’ni bu joylarning boshqa ob’ektlarga nisbatan joylashuvi, o‘ziga xos va o‘zgacha ekanligi haqida gapiradi. Masalan, *O‘zbekistonning har bir burchagi o‘ziga xosligi bilan o‘ziga jalb qiladi - Toshkentda siz dunyodagi eng go‘zal metroda yurishingiz yoki Usmon Qur‘onning qadimiy qo‘lyozmasini ko‘rishingiz mumkin. YUNESKOning madaniy meros ro‘yxatiga kiritilgan tarixiy shaharlarda - Samarqand, Buxoro, Shahrisabz va Xivada qadimgi me‘moriy obidalarni ziyorat qilib, o‘tgan davrlarning aks-sadolari saqlanib qolgan, mamlakatning janubiy qismida - Surxondaryo, tog‘ daralari bo‘ylab sayohat qilish yoki Termiz yaqinidagi qadimiy shaharlarning xarobalarini ko‘rish mumkin*¹³.

Emotsional taktikalar begona madaniyatdan qo‘rqish hisini bartaraf etish taktikasi. Ushbu taktika turistik diskursda begona madaniyatga nisbatan qo‘rquvni bartaraf etishga xizmat qiladi va turistlarning o‘zlarini qulay his qilishlariga yordam beradi. Mazkur taktikani o‘zbeklashtirish, mimikriya, devalvatsiya kabi taktikalarga ajratishimiz mumkin: a) o‘zbeklashtirish: begona va o‘zlik o‘rtasidagi to‘siqlarni olib tashlash uchun milliy madaniy kodlar ishlatiladi. Masalan: *Keyinchalik Prezident Kennedi 1970 yilda Oyga odamni eltish uchun fazo kemasini yaratish – “Apollon” dasturini e‘lon qildi. 1963 yilda Prezident o‘limidan so‘ng bu joy J. Kennedi nomli fazoviy tadqiqotchilar markaziga aylandi*¹⁴. Matndagi misolda Prezident Kennedining “**Apollon**” dasturi haqida so‘z borgan. Ushbu dastur AQShning Oyga odamni eltish bo‘yicha fazoviy loyiha bo‘lib, aslida amerikaliklar uchun yaqin tushuncha bo‘lsa-da, o‘zbek tilida tushuntirilganda bu tushuncha bizning madaniy va til kontekstimizga moslab, tanish qilib taqdim etiladi.

Mimikriya. Turizmدا sayyohlarning mahalliy madaniyatga moslashishi va farqlarni yumshatishga qaratilgan jarayonni ifodalaydi. Sayoh va mahalliy aholi o‘rtasidagi ziddiyatlar, qarama-qarshiliklar yoki farqlar til va xulq-atvor vositalari yordamida moslashtiriladi va bartaraf etiladi: *Dress codes vary throughout Central Asia. The main places where you should dress conservatively is in Uzbekistan’s Fergana valley. Western style clothes are acceptable in the capital cities and in large towns like Samarkand that see a lot of tourist traffic*¹⁵. Yuqorida keltirilgan misoldan ko‘rinadiki, Lonely Planet nashriyotining Central Asia yo‘riqnomasida berilgan **Does & Don’ts** bo‘limida mimikriya usulidan mohirona foydalanilgan. Masalan, yo‘riqnomada Markaziy Osiyoning turli hududlarida kiyinish qoidalarining farqli ekanligi ta’kidlanadi. Farg‘ona vodiysi kabi joylarda konservativ tarzda kiyinish tavsiya qilinsa, Toshkent yoki Samarqand kabi yirik shaharlarda g‘arbona kiyimlar qabul qilinishi mumkinligi aytiladi.

¹² Mayhew B. Central Asia. – Australia.: Lonely planet, 1999. – 576 p.

¹³ Uzbekistan.travel. O‘zbekiston haqida. 2024. URL: <https://uzbekistan.travel/uz/uzbekistan/>

¹⁴ URL: <https://ziyouz.uz/ajoyibotlar/dunyoning-zamonaviy-etti-muzhizasi/>

¹⁵ Mayhew B. Central Asia. – Australia.: Lonely planet, 1999. Pp. 66, 80.

Devalvatsiya taktikasi. Bu borada, yozma matnda biror narsaning ahamiyatini kamaytirish yoki uni pastroq ko'rsatish uchun foydalaniladigan usuldir. Bu taktika kinoyadan foydalanish orqali amalga oshiriladi: *Endi temir yo'llar bo'ylab oq va zaif sigir yuribdi. U qanday qilib u yerda paydo bo'ldi? Agar birdaniga poyezd kelsa-chi? Hech kimni bu qiziqitirmaydi. Ajoyib mamlakat, Hindiston!*¹⁶.

Tadqiqot davomida gastro-turizm diskursi bo'yicha tahlil olib borilgan bo'lib, unda turistlarni o'ziga jalb etish uchun sayohat qilishda o'ziga xos rol o'ynovchi gastronomik tajribalar va nutqiy vositalar o'rganilgan.

Gastro-turizm diskursida, sayohat yo'riqnomalarida turli nutqiy aktlar (asosan, direktiv (yo'riqnoma, ko'rsatma), suggestiv (tavsiyaviy), va preskriptiv (ko'rsatma beruvchi)) vositalar yordamida turistlarni sayohat qilishga undash uchun keng ko'lamda pragmatik usullardan (hissiy tuyg'ularni uyg'otuvchi sifatlovchi iboralar va chorlovchi jumlarlar) foydalanilganligi ilmiy asoslangan. Masalan, *"Taste the Uzbekistan!"* yoki *"If you want to enjoy the most delicious pilaf, succulent lamb on charcoal... visit Uzbekistan!"* kabi iboralar orqali adresatga aniq taklif va tavsiyalar beriladi. Ushbu diskurs orqali o'zbek oshxonasining eksklyuziv va jozibador qirralarini yoritish, shuningdek, madaniyatlararo aloqalarni mustahkamlash maqsad qilingan. Bu esa gastro-turizmning turistlar va mahalliy aholi o'rtasida madaniy almashuv va ijtimoiy anglashni rivojlantiruvchi muhim vosita ekanligini tasdiqlaydi.

Metafora turistik diskursda turli manzillar, sayohatlar va turizm xizmatlarini tasvirlashda muhim rol o'ynaydi. Turizm reklamasi va ma'lumotnoma materiallarida metaforalar keng qo'llaniladi, chunki ular sayohat joylarini jonli, hissiy va esda qolarli tarzda tasvirlash imkonini beradi. Metafora turizm sanoati lug'ati terminologiyasini kengaytirishda muhim rol o'ynaydi. Metafora – badiiy ifoda vositasi bo'lib, unda bir narsa yoki tushuncha boshqa narsa bilan bilvosita taqqoslanadi yoki ularga o'xshatiladi.

N.D.Arutyunova metaforani uslubiy vosita emas, balki konseptual fikrlash va dunyoni qabul qilish jarayonida asosiy element sifatida ko'radi. Uning fikricha, metafora bilimlarni shakllantirish va uzatishda markaziy rol o'ynaydi, chunki u bir sohadagi ma'nolarni boshqasiga ko'chirish imkonini beradi. J.Lakoff esa, metaforani retorik vosita emas, balki fikrlash va dunyoni tushunishning asosiy mexanizmi deb hisoblaydi. Turistik diskurs terminologiyasida ishlatiladigan metaforalarning ba'zilarini ko'rib chiqamiz:

1. Strukturaviy metaforalar.

Block: oldindan, odatda ulgurji sotuvchilar, sayyohlik operatorlari yoki qabul qiluvchi operatorlar tomonidan, ularni sayyohlik paketlarining tarkibiy qismlari sifatida sotishni ko'zda tutgan holda, oldindan band qilingan bir qator xonalar, o'rindiqlar yoki joy.

Qiymatning ko'chirilishi amalga oshiriladigan donor-soha "Uy va xo'jalik" sohasidir. Assotsiatsiya vektori - metaforik ko'chirish. Chunki insonning asosiy dam olish joyi xona hisoblanadi, shuning uchun uning bandligi mehmonxona yoki

¹⁶ Монгуш М.В. Путёвые заметки: Индия // Научный электронный архив "CyberLeninka". 2008. URL: <https://cyberleninka.ru/article/n/putevye-zametki-indiya>

otelning umumiy bandligi bilan assotsiatsiya qilinadi. Nishon-soha - mehmonxona xizmati tashkil etilishi;

2. Yo‘nalishli metaforalar.

Turizm sohasida yo‘nalishli metaforalar juda muhim o‘rin tutadi. Ular turli jarayonlar va munosabatlarni tasvirlash uchun ishlatiladi. Turizm sohasida joylashuv yoki vaqt va makon bo‘ylab harakatlanish bilan bog‘liq metaforik atamalarning misollarini keltiramiz:

Cross-country: Qishloq joylari yoki mahalliy joylar bo‘ylab sayohat qilishni, turli landshaftlar va yo‘nalishlar orqali yo‘l topishni anglatadi. Metafora “cross” fe‘lining ichki shaklini voqelantirishga asoslangan – o‘tish, yaxlitlikni buzish. Metaforik ma’no leksik birliklarning birikuvi natijasida yaratilgan;

3. Ontologik metaforalar.

Turistik terminlar sohasida qo‘llaniladigan ontologik metaforalar mavhum tushunchalarga aniqroq, “jonli” xususiyatlarni berish uchun ishlatiladi:

Shahar yuragi: shahar jonli mavjudot sifatida tasvirlanadi, uning yuragi markaziy, eng jonli va boy qismni ramziy ifodalaydi.

Oshxona tili: kulinarlik g‘oyalar, hissiyotlar va madaniy xususiyatlarni ifoda etish uchun ishlatiladigan til sifatida tasvirlanadi, bu esa uning kommunikativ va ifodaviy vazifasini ta’kidlaydi.

Tabiat quchog‘i: tabiat quchoqlay oladigan mavjudot sifatida tasvirlanadi, bu esa himoya, qulaylik va tabiiy muhitga yaqinlik hissini yaratadi.

Ushbu ontologik metaforalar turistik joylarning mohiyatini chuqurroq his qilish va tushunishga yordam beradi, mavhum tushunchalarni yanada tushunarli va yaqin obrazlarga aylantiradi;

4. Sinestetik metafora.

Turistik atamalar, sinestetik metaforalardan foydalanib, turli his-tuyg‘ularni birlashtiradi va shu orqali jonli, esda qolarli tavsiflar yaratadi. Bu metaforalar sayohat tajribalarining bayonini boyitish bilan birga, tasvirlangan joylarga chuqurroq hissiy bog‘lanish uyg‘otadi.

Velvet nights (qaymoqdek tun, baxmaldek tun): Chuqur tinch, hashamatli yoki boy atmosferali oqshomlarni yodga soladi. Bu atama tunni silliq, deyarli taktil hissiyotini anglatadi, bu esa sehlash va tasalli beruvchi chuqur tajribani ifodalaydi.

Masalan: *Tasavvur qiling, tog‘lar bag‘rida joylashgan kichik, qadimiy shaharni: quyosh botganidan keyin ko‘chalar mayin va iliq chiroqlar bilan yoritiladi. Baxmaldek tunlarda havo salqin va musaffo bo‘lib, unda yonayotgan o‘tin hidining nozik nafasi va uzoqdan kelayotgan gitaraning sokin kuyini his qilish mumkin*¹⁷.

Tarjimasi: *Tasavvur qiling, kichik, qadimiy shahar tog‘lar orasida joylashgan, quyosh botgach, ko‘chalar yumshoq, iliq chiroqlar bilan yoritiladi. Mana shunday sokin kechalarda havo salqin va tiniq, yog‘och tutuni nafis hidini va gitara serenadasining uzoq tovushini olib yuradi.*

5. Sodda metaforalar.

¹⁷ Дубровский И., Кунявский Л., Кусый И. Италия – Москва.: Вокруг света, 2012. – 234 с.

Turistik atamalarda sodda metaforalar ko‘pincha jonli tasvirlarni ishlatib, manzillar, tajribalar va diqqatga sazovor joylarni bo‘lajak tashrif buyuruvchilar uchun yanada tushunarli va esda qolarli qiladi:

A gem of the sea: Bu ibora go‘zal qirg‘oqdagi shaharcha yoki orolni tasvirlashda ishlatiladi, u qimmatbaho va izlaniladigan go‘zal tosh kabi qadrlilik ekanligini bildiradi.

6. Kengaytirilgan metafora.

Turistik atamalarda kengaytirilgan metaforalar bir metaforadan keng foydalanish orqali mavzuni va metaforik tasvirni botindan bog‘laydi, tavsiflarni boyitadi va yanada sho‘ng‘in tajribasini taqdim etadi:

The Melting Pot of Flavors. Buerda, o‘zining kulinar xilma-xilligi bilan tanilgan manzil uchun bu metafora oddiy ingredientlarning aralashmasidan tashqari, oshxona madaniyatini shakllantirgan tarixiy, madaniy va ijtimoiy ta’sirlarni uyg‘otadi. Har bir taom migratsiya, savdo va aralashuv hikoyasini aytib beradi, mehmonlarni dunyoni bir luqma bilan tatib ko‘rishga undaydi.

Masalan: *Straddling two continents, Istanbul’s cuisine embodies a melting pot of flavors influenced by European and Asian culinary traditions. Dishes like kebabs, mezze, and sweets like baklava, offer a taste of the rich cultural interchange that has shaped the city*¹⁸.

Tarjimasi: *Ikki qit’ani bog‘laydigan Istanbul oshxonasida Yevropa va Osiyo oshxona an’analarining ta’siri ostida shakllangan ta’mlar eritmasi mujassam. Kebablar, mezzeler va baklava kabi shirinliklar shaharni shakllantirgan boy madaniy almashinuvning ta’mini taklif etadi.*

Metaforalar, sayohat joylarining madaniyati, tabiat va tarixini osongina tushuntirish imkonini yaratadi. Shuningdek, bu iboralar sayohatchilarga yangi o‘lkalarni o‘rganishga va ulardan zavq olishga ilhom beradi.

Tadqiqotning uchinchi bobi **“Turistik diskursning lingvomadaniy ko‘rsatkichlarini voqelantiruvchi omillar”** deb nomlangan bo‘lib, uning birinchi bo‘limi **““Turistik ob’ekt” mavzusidagi nutq xabarini shakllantirish dasturi va uni amalga oshirishga ta’sir qiluvchi pragmatik omillar”** mavzusiga bag‘ishlangan. Turistik diskursda “turistik ob’ekt”ni tasvirlashda nutq xabarlarini shakllantirish va kompozitsion modellardan foydalanish jarayonida pragmatik omillar muhim ahamiyatga ega. Bu omillar muallifning adresatga ta’sir o‘tkazish strategiyasini belgilaydi. Nutq xabarlarini shakllantirish jarayonida ishlatiladigan kompozitsion va kognitiv modellarga quyidagilar kiradi:

1. Markazdan qochirma kompozitsiya – shahar yoki ob’ekt markazidan sarhadga kengayuvchi tasvirlash tarixiy rivojlanishni ko‘rsatish maqsadida qo‘llaniladi. Bunday tasvirlash, asosan, tarixga qiziqadigan o‘quvchi (adresat) uchun mo‘ljallangan bo‘lib, u shaharning markazidan boshlab, tashqi chegaralarigacha bo‘lgan rivojlanishini ochib beradi. Shunday qilib, bu kompozitsion tuzilma o‘quvchiga shahar rivojlanishining turli bosqichlarini tushunishga yordam beradi va tasvirni o‘ziga xos tartibda kengaytirib, o‘quvchini shaharning chekka qismlarigacha olib boradi;

¹⁸ URL: <https://journal.tinkoff.ru/aydin/>

2. Marshrut yaratuvchi kompozitsiya – turistik manzillarga to‘g‘ri ketma-ketlikda yo‘llanma beradi va virtual sayohat tajribasini yaratadi. Ushbu turdagi yo‘riqnoma o‘quvchiga haqiqiy gid xizmatlariga ehtiyoj sezmasdan, yo‘nalishni mustaqil o‘rganish imkonini beradi. Yo‘riqnomaning yaratgan muallif diqqatga sazovor joylarni ketma-ket tushuntirib berish orqali gid rolini bajaradi. Marshrut yaratuvchi kompozitsiyaning misoli sifatida Parijda bir kunni tavsiflash xizmat qilishi mumkin: *bu Eiffel minorasiga ertalabki tashrif bilan boshlanadi, keyin Sena bo‘ylab sayrga davom etadi Louvrqa qadar, so‘ngra Notr-Dam soboriga tashrif buyuriladi va Monmartr kvartalida kechqurun tugaydi, u yerda balandlikdan shahar manzaralaridan bahramand bo‘lish va mahalliy restoranlardan birida kechki ovqatlanish mumkin.*

Bu yondashuvning afzalliklaridan biri, quruq ma’lumotni jonlantirish imkoniyati, ya’ni statik ma’lumot o‘rniga sayohatchiga jonli va dinamik tajriba taqdim etishdir. Statik tasvirlar o‘rniga bu tuzilma orqali sayohat jarayoni dinamik tarzda, go‘yoki o‘quvchi real harakat qilayotgandek ifodalanadi.

Bundan tashqari, interaktiv kommunikatsiyani uyg‘otish ham ushbu yondashuvning muhim jihati hisoblanadi. Bu ko‘pincha 2-shaxs fe’llari (masalan, “*bo‘lsangiz*”, “*tayinlaning*”, “*yuring*”, “*o‘ting*”) yoki 2-shaxs olmoshlari (“*siz*”) orqali amalga oshiriladi. Bu usul o‘quvchiga yoki sayohatchiga bevosita murojaat qilinayotgandek hissiyot beradi;

3. Mantiqiy kompozitsiya – muhim nuqtalardan boshlanib, keyinchalik kamroq ahamiyatli joylarga o‘tadi va vatanga bo‘lgan hurmatni shakllantirish maqsadida ishlatiladi. Bu yondashuv orqali, sayohatga oid tasvirlar, rasmiylikdan tortib, dam olish joylariga qadar mantiqiy tarzda ketma-ketlikda beriladi va taqdimotning ideologik jihatini kuchaytiradi;

4. Zinali kompozitsiya – o‘quvchini mavzuga bosqichma-bosqich kiritish uchun qulay usulda ma’lumotni ketma-ket berish orqali qiziqish uyg‘otadi. Bu usulda ma’lumot umumiydan aniq tafsilotlar tomon ketma-ketlikda beriladi, go‘yo zinapoyadan yuqoriga chiqayotgandek har bir qadamda yangi va chuqurroq ma’lumot taqdim etiladi. Ushbu kompozitsiya tatbiqi uch qadamdan iborat, ya’ni “*Birinchi marta eshitaman*”, “*Ko‘proq bilmoqchiman*” va nihoyat “*Joyda nima ko‘rishimni bilaman*”.

Nutq xabarlarini shakllantirishda turistik obyektlarni taqdim etish uchun quyidagi kognitiv metonimik modellardan foydalaniladi: tipik namuna (butun obyektning umumiy tushuntirish orqali ifodalash): *O‘zbek dehqoni* - O‘zbekistondagi tipik dehqon insoni ham o‘z madaniyati, urf-odatlar, mehnatsevarligi va mehmondo‘stligi bilan butun o‘zbek xalqining obrazini yaratishi mumkin. U O‘zbekistonning agrar madaniyati va boy an‘analarini ifodalaydi; ajralib turuvchi namuna (obyektning eng taniqli elementlariga asoslanib taqdim etish): *Париж невозможно представить без Эйфелевой башни, это выражение любви и света. Это не просто металлическая конструкция; это сердце Парижа, откуда открывается потрясающий вид на город*¹⁹; idealizatsiya modeli (eng yaxshi va jozibali jihatlarni ko‘rsatish va kamchiliklarini e’tiborsiz qoldirish orqali

¹⁹ Базоева В., Бурдакова Т., Бакир В. Франция – Москва.: Вокруг света, 2012. – 618 с.

tasvirlash) va proposition model (obyektning vaqt davomida o'zgarishini tasvirlash) tahlil qilinadi: *С давних времён регион Кансай был торговым центром страны. Он и сегодня источает особую энергию, создаёт атмосферу, притягивающую туристов*²⁰.

Ushbu tahlilga ko'ra, turistik diskursning asosiy maqsadi nafaqat ma'lumot berish, balki motivatsiya berish va adresatning bilim doirasini kengaytirishdir.

Ushbu bobning "Adresatning madaniy kompetentsiyasini voqelantiruvchi leksik vositalar" deb nomlangan ikkinchi bo'limida turistik diskurs orqali adresatning madaniy kompetentsiyasini kengaytirishga qaratilgan leksik vositalar tahlil qilinadi. Turistik matnlar tijorat maqsadlariga xizmat qilishi bilan bir qatorda, ma'lumot beruvchi va zavq bag'ishlovchi vazifalarga ega. Ushbu matnlar maxsus terminlar, tarixiy atamalar, diniy manbaga ega so'zlar, mintaqada mavjud bo'lgan, boshqa joylarda deyarli ishlatilmay qolgan realiyalar, O'rta Osiyo mintaqasida milliy turmush tarziga oid predmetlar, ya'ni etnografizmlar, boshqa xalqlar turmush tarziga oid realiyatlarni bildiruvchi ekzotizmlar va barbarizmlar orqali adresatning lug'at boyligini kengaytiradi va madaniy bilimini oshiradi.

Qo'llanmalarning boshqa ommaviy nashrlardan farqli o'laroq ajralib turadigan xususiyati tayyorlanmagan o'quvchi uchun atamalarni tushuntirishga yo'naltirilmaganligidadir. Choy ichish marosimini belgilash uchun ishlatiladigan "**Sado**" termini yapon milliy terminologik tizimining bir qismi hisoblanadi va qo'shimcha tushuntirishlarsiz tayyorlanmagan xorijiy o'quvchi uchun tanish bo'lmasligi mumkin, bu qo'llanmaning muayyan darajada oldindan bilimlarga ega bo'lishni taxmin qiladigan tuzilishiga xosdir. Muallif murakkab yoki maxsus atamalarni ishlatib, o'quvchini yanada chuqurroq o'rganishga undaydi va o'quvchidan yuqori bilim saviyasi yoki mustaqil izlanish qobiliyatini kutadi. Murakkab matnni erkin tushunadigan qabul qiluvchiga bu intellektual zavq keltirishi mumkin. Odatda, ma'nosini topish qiyinchilik tug'diradigan tarixiy atamalar shifrlanadi. Masalan, **Sabaism**, *the worship of stars and celestial bodies, was especially widespread by ancient people of northern Ethiopia*. Ushbu matnda "**Sabaism**" so'zining ma'nosini topish qiyinchilik tug'dirishi mumkinligi sababli, unga izoh berilgan. Bu atama tarixiy va diniy ma'noga ega bo'lib, uning kelib chiqishini tushunish uchun antropologik yoki diniy kontekstni bilish talab qilinishi mumkin. Shu sababli, oddiy o'quvchilar bu atamani izohsiz tushunishi qiyin bo'lishi mumkin.

Demak, turistik matnlar milliy obrazni shakllantirishda ishlatiladigan terminlar orqali o'quvchiga mamlakatning hududiy, tarixiy va madaniy jihatlari haqida ma'lumot beradi, shuningdek, milliy leksika orqali adresatning madaniy kompetentsiyasini oshiradi.

Turistik diskursda atoliq otlar metatil refleksiya vositasi sifatida muhim o'rin tutadi, ayniqsa, sayohat qo'llanmalarida ulardan foydalanish orqali mamlakatning siyosiy, geografik va madaniy qiyofasi shakllantiriladi. Ushbu guruhdagi otlar turli xil tarixiy shaxslar, diqqatga sazovor joylar va voqealar bilan bog'liq bo'lib, sayyohlarga manzilning madaniyati va tarixiy ahamiyatini ko'rsatishga xizmat

²⁰ URL: https://static.visitjapan.ru/storage/app/media/nashi-izdaniya/Your-Guide-to-Japan_2018.pdf

qiladi. Metatil refleksiya tilshunoslik, adabiyotshunoslik, falsafa va madaniyatshunoslikda keng tadqiq qilingan murakkab tushunchalardan biri bo'lib, bu jarayonda biror matn yoki hodisa yuzasidan tahliliy fikr yuritish, qayta sharhlash yoki o'zgarishlarni ko'rsatish amalga oshiriladi. Atoqli otlar turli kommunikativ va ontologik vazifalarni bajaradi, masalan, madaniy bilimlarni kengaytirish, tarixiy va geografik nomlarning ma'nolarini anglatish va ma'lum shaxs yoki joyning qadr-qimmatini ta'kidlash orqali madaniy kompetensiyani rivojlantiradi. Bizning vazifamiz refleksiya ob'ektlarini ko'rsatish, ularning lisoniy ko'rsatkichlarini aniqlash, shuningdek, turlari va vazifalarini tavsiflashdan iborat edi.

Turizm qo'llanmalari matnlaridagi metatil refleksiya ob'ektlari sifatida keltirilgan tabiiy ob'ektlar (masalan, daryolar, qo'ltiqlar, tog'lar va shu kabi tabiiy landshaftlar) ko'pincha mifopoetik yondashuv asosida shakllanadi. Ushbu ob'ektlar o'zlarining tabiiy xususiyatlariga qo'shimcha ravishda, tarixiy, madaniy va afsonaviy ma'nolarni ham o'zida mujassam etishi mumkin: "Kumush Daryo" (Silver River) nomi AQShning janubiy qismidagi bir daryoga berilgan bo'lib, daryo suvlari quyosh nurida porlab turganligi uchun shunday nomlangan. Yashash joylarining nomlari: "Addis Abeba" amxar tilida "yangi gul" degan ma'noni anglatadi, bu nom Efiopiya tarixi va madaniyatiga chuqur bog'langan bo'lib, yangi zamonning boshlanishini, rivojlanishni va yangilanishni ifodalaydi. Siyosiy arboblardan va ularning oila a'zolari nomlari orqali tarixiy voqealar, hamda siyosiy g'oyalar va qadriyatlar haqida ma'lumot beriladi: "Nelson Mandela" yoki "Mahatma Gandhi" nomlari butun bir erkinlik va tenglik uchun kurash ramzi sifatida tilga olinadi. Arxitektura inshootlarining nomi, ramziy ma'nosi va ularning etimologiyasi: "Toj Mahal" nomi uning yaratilish tarixi va sevgi ramzi sifatida ma'lum bo'lib, ushbu nom sayohatchilarga inshootning ramziy ahamiyatini ochib beradi. Refleksivlar o'quvchini til masalalariga jalb qiladi, o'z va boshqa tillarga befarqlikni shakllantiradi.

Turistik diskursda subyektiv modallik turlari va ifodalanish vositalari muhim o'rin tutadi. Nutq subyektini sayohatchiga yangi va keng ma'lumotlarni taqdim etuvchi sifatida faol rol o'ynaydi va ushbu diskursda yuqori darajadagi epistemik modallik orqali bilim, tahlil va baholash imkoniyatlarini kengaytiradi. Epistemik modal turistik diskursda shaxsiy bilimlar va jamoaviy bilimlar kabi ma'nolarni aks ettiradi. Shaxsiy bilimlar: bilim-fikr yo'nalishi, muhim ma'lumot – qo'shimcha ma'lumot, oddiy – g'ayrioddiy, aniq – noaniq bayonet, evidensial ma'nolar kabi yo'nalishlardan iborat. Jamoaviy bilimlar, haqiqat – yolg'on va umumiy ma'lum – noma'lum yo'nalishlardan iborat.

Subyektiv modallik lingvistik vositalar yordamida ifodalanib, kirish so'zlari, yuklamalar, modal so'zlar, gumon olmoshlari va murakkab jumlar orqali subyektning nuqtai nazarini kuchaytiradi. Masalan, *Firstly, "Richmond" is situated in a very peaceful area and there is always clean air available, as the sanatorium is surrounded by a forest park zone; But King Edward the Confessor decided to build a church (minster) and monastery (abbey) here, west of the city walls – hence Westminster; If you wish, for an additional fee, horse riding, hot air*

balloon flights, and quad bike safaris **can be** organized²¹; **Ah!** Standing before the majestic Pyramids of Giza truly takes your breath away, reminding you of the incredible engineering feats of ancient civilizations²²; **Nimadir** Topkapi saroyida meni juda hayratda qoldirdi, ayniqsa uning go'zal va bezatilgan xonalari va osmonli sultonlarining shohona hayoti haqidagi hikoyalar²³; The "Tulskiye Vixodniye" guided tour includes the interesting "Kozlova Zaseka" station complex, a place from which **no one** wants to leave. And you won't want to either²⁴.

Ushbu vositalar axborotni qiziqarli va hissiyotlarga boy tarzda yetkazib, sayohatchilar uchun sayohat qiziqarli va o'ziga xos taassurot qoldirishga xizmat qiladi.

Dissertatsiyaning "**Turistik diskurs va tarjima faoliyati bilan bog'liq muammolar**" deb nomlangan so'ngi – to'rtinchi bobi to'rt bo'limdan tarkib topgan bo'lib, uning birinchi bo'limi "Xalqaro turistik diskursda tarjimaning kommunikativ-pragmatik paradigmasi"ga bag'ishlangan. Tarjima nazariyasining zamonaviy rivojlanishi tarjimonning lingvistik ekvivalentlar izlashdan ko'ra kengroq va chuqurroq yondashuvni, ya'ni madaniy farqlarni hisobga olgan holda yangi matn yaratishni ta'kidlaydi. Bu, o'z navbatida, tarjimonda ikki madaniyat o'rtasida ko'priq sifatida ishlash, turli madaniy kodlarni anglash va ularga moslash imkoniyatlarini rivojlantirish zarurligini ko'rsatadi. Tarjima jarayonida madaniy moslashuv, madaniy xilma-xillikni hisobga olish va madaniy qarama-qarshiliklardan qochish, kommunikativ pragmatikani ta'minlash kabi strategiyalar muhim ahamiyat kasb etadi. Shu sababli, zamonaviy tarjimon madaniyatlararo muloqotda muhim vositachi sifatida faoliyat yuritadi va uning roli ikki madaniyat o'rtasida to'g'ri va samarali aloqa o'rnatishdan iborat.

Turistik matnlar transferida tarjima qilish imkoniyati va qiyinchiliklari masalasi tarjima ilmida dolzarb mavzulardan biridir. Tarjima jarayonida madaniy realliklar va o'ziga xos terminlar tarjimasi katta ahamiyatga ega. Ba'zi madaniy elementlarni tarjima qilishda to'g'ri ekvivalent topish qiyin bo'lib, izohli tarjimalar yoki asl so'zning o'zini saqlab qolish kabi usullar qo'llaniladi. Har qanday matn tarjima qilinishi mumkin, ammo uning har bir parchasi yoki elementi uchun muvaffaqiyatli tarjimonlik yechimi topilmasligi mumkin. Masalan, *Uzbeks make silk and cotton wall hangings and coverlets such as the beautiful suzani (suzan is Persian for needle). Though enjoyed by nomads and settled families alike, most suzanie were found in established earth-rammed homes. Suzanies are made in variety of sizes used as table covers, cushions, and **ruijo** (a bridal bed spread) and thus were important for the bride's dowry. Generally using floral or celestial motifs (depictions of people and animals are against Muslim beliefs) an average suzani requires about two years to complete. Nice examples of suzani can be found in Tashkent's Museum of Applied Arts*²⁵. Yuqorida keltirilgan misolda madaniy

²¹ URL: www.butatour.com

²² URL: <https://www.tripadvisor.com>

²³ URL: <https://www.trt.net.tr/uzbek/madaniyat-va-san-at/2024/01/22/01234567890-2091769>

²⁴ Richmond S. Russia. – Australia.: Lonely planet, 2009. – 796 p.

²⁵ Mayhew B. Central Asia. – Australia.: Lonely planet, 1999. – P. 62.

realiyalar, xususan, “suzani” va “ruijo” kabi soʻzlarni tarjima qilishda qiyinchiliklar yuzaga kelishi mumkin. Bunga sabab, bu tushunchalar boshqa madaniyatlarda aniq ekvivalentlarga ega emas. Shuningdek, matnda keltirilgan atamalar va ularning mazmuni oʻzbek xalqining madaniyati va anʼanalariga xos boʻlib, boshqa tillarga tarjima qilganda oʻzining asl maʼnosini yoʻqotishi mumkin. “Suzani” soʻzi, masalan, oʻzbek va fors tillarida “ignadan yasalgan” degan maʼnoni anglatadi. Bu soʻzning tarjimasi oddiygina “embroidered wall hanging” (kashta tikilgan devor bezagi) boʻlishi mumkin, ammo u oʻziga xos madaniy maʼnoni va tarixiy konnotatsiyalarni yoʻqotadi. Shuning uchun, suzanining anʼanaviy maqsadini, foydalanilish usullarini va uning oʻzbek madaniyatidagi oʻrnini toʻliq yetkazib berish qiyin boʻlishi mumkin.

Shuningdek, “ruijo” atamasi ham faqat oʻzbek madaniyatiga xos boʻlib, “bridal bedspread” (kelinning yotoq toʻshagi) deb tarjima qilinsa, uning asl maʼnosini va bu atama bilan bogʻliq madaniy tushunchalarni toʻliq aks ettira olmaydi. Bu tushunchalarni tushuntirish uchun koʻproq izoh talab etiladi, bu esa tarjimada qoʻshimcha izohlashni talab qiladi va asl matnning qisqaligi va soddaligini buzishi mumkin.

Rasmiy matnlarni tarjima qilishda mazmunni aniq va huquqiy jihatdan toʻgʻri aks ettirish birinchi darajali ahamiyatga ega. Bu turistlarning shaxsiy hujjatlari yoki tashkilotlarning shakllari kabi rasmiy hujjatlarga tegishlidir. Bunday sharoitda tarjima asl nusxaga iloji boricha yaqin boʻlishi, maʼlumotlarni aniq saqlab qolish maqsadida amalga oshirilishi kerak.

Biznesga oid matnlarni tarjima qilish jarayonida tarjimonlarga matnni talqin qilishda biroz erkinlik berilishi sababli, bu matnlar bilan ishlash alohida yondashuvni talab qiladi. Bunga sabab biznes yozishmalar, turistik agentliklar bilan yozishmalar, maxsus maqolalar, taqdimotlar va koʻrsatmalar kabi matnlarning shakli va mazmuni aniq tarzda saqlanishi kerak.

Madaniy-maʼrifiy turizm bilan bogʻliq matnlar, masalan, yollanmalar va bukletlar maqsadli auditoriyaning ehtiyojlarini hisobga olishi kerak. Bu kabi matnlarni tarjima qilishda tarjimonning asosiy vazifasi madaniy moslik va estetik jozibadorlikni taʼminlashdir.

Mazkur bobning “Turistik onomastika tarjimasi bilan bogʻliq muammolar” deb nomlangan uchinchi boʻlimida turistik onomastika tarjimasi masalasiga eʼtibor qaratilgan. Turistik destinatsiya matnlari odatda joy, hudud yoki yoʻnalishni taʼriflash va uni tanishtirishga xizmat qiladi. Ushbu matnlar oʻzining “lokativ” xususiyatlari bilan ajralib turadi, yaʼni ular joy nomlari va shu hududga xos boʻlgan faktlar, joylar, tadbirlar, shaxslar va boshqa elementlarni aks ettiradi. Bunday nomlar keng qamrovli onomastik paradigmalarga kiradi va har biri maʼlum bir madaniyat yoki mintaqaga xos obyektlarning tasnifi va nomlanishini aks ettiradi. Turistik matnlarda ushbu nomlar oʻziga xos maʼno va madaniy elementlarni yetkazishga xizmat qiladi, shuningdek, jugʻrofik joy nomlari orqali boshqa madaniyatni oʻrganishda muhim rol oʻynaydi. Toponimlar hududning tarixiy, madaniy va ijtimoiy xususiyatlarini oʻzida mujassam etib, sayyohlar va tadqiqotchilarga oʻsha hududning madaniy merosi va oʻziga xosligini chuqurroq

tushunishga yordam beradi. An'anaviy tarjima nazariyasida atoqli otlarni tarjima qilishda odatda quyidagi usullar taklif qilinadi:

1. Translitteratsiya usuli. Atoqli otni maqsadli til alifbosidan foydalanib, asliyatdagi yozuvga iloji boricha yaqinlashtirishni nazarda tutadi. Bunday fonetik reproduksiya muhim bo'lmagan hollarda qo'llaniladi, lekin asl yozuvni saqlab qolish muhimdir. Masalan, *Дворцовая площадь* — *Dvortsovaya ploshchad*;

2. Transkripsiya usuli. Atoqli otni maqsadli tilda tovushlar mosligidan foydalanib, ya'ni qanday talaffuz qilinishi bilan beriladi. Bu yondashuv ismning fonetik tovushini saqlashga yordam beradi, bu ayniqsa audio va videomateriallar uchun muhim bo'lishi mumkin. Masalan, *Sawmill Beach* – *Сомилл Бич*;

3. Toponimlarni tarjima qilishda transpozitsiya usulidan foydalanish deganda, ularning lingvistik shaklini yoki tuzilishini biroz o'zgartirish orqali yangi tilga moslashtirish tushuniladi. Bu usulni qo'llash orqali toponim asl ma'nosini saqlab qoladi, ammo tarjima qilingan tilda tushunarliroq yoki mosroq shaklga ega bo'ladi. Transpozitsiya usuli, asosan, joy nomlarining tarkibidagi so'zlarning o'rnini almashtirish, sinonimlardan foydalanish yoki grammatik o'zgarishlar kiritish orqali amalga oshiriladi.

Transpozitsiya usuli toponimlarni yangi madaniy kontekstga moslashtirishda samarali bo'lib, ularning asosiy ma'nosini yo'qotmasdan, turli tillarda tabiiy va ravon bo'lishini ta'minlaydi. Masalan, rus tilida "*Флоренция*", Ingliz tilida "*Florence*", italyan tilida "*Firenze*" deb ataladi. Uchalasi ham bir xil shaharga ishora qiladi, lekin o'z tiliga xos shaklda ifodalanadi. *Стамбул* – *Istanbul*;

4. Kalka asliyat tilning toponimi tarkibidagi so'zlarning to'g'ridan-to'g'ri tarjima qilinishi orqali yangi tilga ko'chirilishini anglatadi. Boshqacha aytganda, bu usulda toponim tarkibidagi so'zlar harfiy tarjima qilinadi va asl nomning ma'nosi saqlanib qoladi: "*Greenwood*" → "*Yashil o'rmon*" bu yerda ingliz tilidagi joy nomi kalkalash orqali tarjima qilinib, tarkibiy qismlar (green - yashil, wood - o'rmon) o'zbek tilida to'g'ridan-to'g'ri tarjima qilingan.

Amaliyot shuni ko'rsatadiki, ko'pincha bu usullar yetarli emas va tarjimonlar ularni birlashtirishi yoki muqobil yechimlarni izlashlari kerak. Asosiy qiyinchilik mos keladigan usulni tanlashda, turli tovush-harf mosligi tizimlarini hisobga olish, tarjima matnida birxillikni saqlash va maqsadli auditoriyaning madaniy xususiyatlarini hisobga olish muhim.

Biz SamDCHI "Tarjimonlik" fakulteti talabalari o'rtasida sotsiolingvistik tahlil o'tkazishga harakat qildik va yozma tarjima topshirig'i doirasida bajarilgan turistik matnning bir parchasini bir necha tarjima variantlarini tahlil qilib chiqdik. Ushbu tahlilda tarjimaning turli xil yechimlari mavjudligini ko'rsatish, atoqli otlarni tarjima qilishda aniq qoidalar va talablardagi noaniqlik, sub'ektivlik tufayli turli yondashuvlar mavjudligini ko'rsatishni maqsad qilib oldik.

Asl nusxa: *Ikki kunlik sayohat davomida sayyohlar Buxoroning tarixiy obidalari, boy an'anaviy merosi hamda bir-biriga qo'shib ketgan ko'chalariga tashrif buyurib, Labi hovuz, Minorai kalon, Buxoro zindoni, Yetti pir ziyoratgohi, Shayboniy hukmdorlar maqbaralari, Sitora-i Mohi Xossa, Ark va shunga o'xshash ko'plab tarixiy qadamjoylar bilan tanishadilar.*

1- Tarjima: *During the two-day trip, tourists will visit the historical monuments of Bukhara, its rich traditional heritage, and its interconnected streets, becoming acquainted with many historical sites such as Lab-i Houz, the Kalyan Minaret, the Bukhara prison, the Seven Saints pilgrimage site, the mausoleums of Shaybanid rulers, Sitorai Mohi Khosa, the Ark, and many others.*

2- Tarjima: *During the two-day trip, travellers visit the historical monuments of Bukhara, its rich traditional heritage, and intertwined streets. They will explore numerous historical sites such as Lyabi Hauz, the Kalyan Minaret, Bukhara prison, the Seven Pirs shrine, the tombs of the Shaybanid rulers, Sitorai Mohi Hossa, the Ark, and many other historical landmarks.*

3- Tarjima: *During the two-day trip, the foreigners visit Bukhara's historical landmarks, rich traditional heritage, and interconnected streets. They will explore sites such as Lyabi Hauz, the Kalon Minaret, the Bukhara dungeon, the Seven Saints shrine, the mausoleums of the Shaybanid rulers, the Sitorai Mohi Khosa palace, the Ark fortress, and many other historical places.*

4- Tarjima: *During the two-day trip, the tourists visit Bukhara's historical monuments, rich traditional heritage, and interconnected streets, including Labi Hovuz, Kalyan Minaret, Bukhara prison, the Shrine of the Seven Pirs, The Shaybanid rulers' mausoleums, Sitora-i Mohi Khossa, the Ark, and many other historical landmarks.*

Matnning asl nusxasida quyidagi toponimlar mavjud:

aholi punktlari (shaharlar): Buxoro;

mikrotoponimlar (markaziy maydon, me'moriy inshoot, tarixiy muzey, ziyoratgoh, maqbara, saroy va qal'a nomlari): Labi hovuz, Minorai kalon, Buxoro zindoni, Yetti pir ziyoratgohi, Shayboniy hukmdorlar maqbaralari, Sitora-i Mohi Xossa, Ark.

Yuqorida taklif qilingan tarjimalar atoqli otlarni tarjima qilishda quyidagi variativlikni namoyish etadi:

transkripsiya: Lab-i Houz, Sitorai Mohi Khosa;

transpozitsiya: Bukhara, The Bukhara prison, The Shaybanid rulers mausoleums;

transpozitsiya + transkripsiya + transliteratsiya: The Seven Pirs shrine;

amaliy transkripsiyada transliteratsiya: Sitora-i Mohi Khossa, The Ark;

tarjima matnida asl shaklni to'g'ridan-to'g'ri ko'chirish: the Ark;

aniqlovchi tarjima bilan kalkalash/transkripsiya: The Sitorai Mohi Khosa palace, The Ark fortress;

kalkalash: The tombs of the Shaybanid rulers;

transkripsiya + to'g'ridan-to'g'ri ko'chirish: Labi Hovuz.

An'anaviy tarjimalarning ayrim xatoliklari tarjimonning yetarli bilimga ega emasligi yoki noaniqlikdan kelib chiqadi. Ammo, ayrim hollarda parallel variantlar ham mavjud bo'lishi mumkin. Ushbu matn parchasiga nisbatan tarjima yechimlarini topish mantiqini ko'rib chiqamiz.

Mazkur o'ziga jalb qiladigan matnining tarjimasidagi pragmatik maqsad ingliz va ruszabon turistlarni tadbirlarga jalb qilish va ularning qiziqishini oshirishdan iborat. Hikoya shakli bo'lgan matnlarning eng muhim xususiyati –

o'quvchi uchun osonlik bilan anglash qobiliyati. Reklama elementlariga boy bo'lgan, sayohatchilarni jalb qilish va yangi joylar haqida ma'lumot berishga mo'ljallangan matnlardan iborat bo'lishi kerak.

Tarjima jarayonida matnning mahalliy komponentlarini, ya'ni turistlarga mahalliy va xorijiy madaniy muhitga bimalol kirish va yo'nalishni topishda yordam beradigan jug'rofiy xususiyatlarni hisobga olish zarur. Shunday qilib, tarjimon quyidagi "ishchi yondashuvlar"dan foydalanishi mumkin va kerak: mahalliy joy nomlarini turistlar uchun tushunarli bo'lishi uchun aniqlik bilan tarjima qilish; agar mavjud ekvivalentlar, ya'ni ilgari tarjima qilingan va odatga kirgan nomlar bo'lsa, ulardan foydalanish maqsadga muvofiqdir, turistik xaritalarda joy nomlari aniq ko'rsatilgan bo'lsa, ushbu nomlarni tarjimada ham qo'llash maqsadga muvofiq bo'ladi; mikrotoponimlarga nisbatan amaliy transkripsiyani transliteratsiya bilan birga qo'llash; yoqimli eshitiladigan va oson esda qoladigan ekvivalentlarni tanlashga harakat qilish.

Bobning "Xalqaro turizm diskursiga oid terminlar tarjimasi muammosi" nomli to'rtinchi bo'limida xalqaro turizm diskursida maxsus terminlarning keng qo'llanishi va tarjima qilishdagi murakkabliklar o'rganilgan. Xalqaro turizm muloqoti turistik obyektlar, xizmatlar, turizm turlari, shuningdek, madaniy va tabiiy diqqatga sazovor joylarni ifodalovchi terminlarni o'z ichiga oladi. Ushbu terminlar boshqa kasbiy sohalarga xos bo'lganidek, turizm tilida ham o'ziga xos semantik va pragmatik xususiyatlarga ega bo'lib, ularni tarjima qilishda maxsus yondashuvni talab qiladi.

Tadqiqotda turistik matnlarda uchraydigan terminlar, ularning ko'pma'noliligi, sinonimiya va lingvomadaniy o'ziga xosliklari o'rganilgan. Tadqiqotimizda turli turistik matnlarda uchraydigan turizm atamalarining tillararo mutanosibligini o'rganishni maqsad qilganmiz. Turistik matnlar deganda turizm bilan bog'liq bo'lgan barcha turdagi yozma materiallar, ya'ni broshyura, varaqa, reklama matnlari, turistik yo'riqnomalar, veb-sahifa kontentlari, sayohat kitoblari va jurnallari, yo'lovchilar uchun ko'rsatmalar va tavsiyalar tushuniladi. Ingliz va rus tillaridagi turizm terminlari madaniy xususiyatlarni aks ettiradi va o'zbek tilidagi ekvivalentlar bilan to'liq mos kelmasligi ehtimoli mavjud. Masalan,

(ing) *Tour: A tour is a journey or trip taken for leisure, exploration, or educational purposes. Tours can vary in duration, distance, and mode of transportation, ranging from guided sightseeing tours to self-guided excursions. Tourists often participate in tours to visit popular attractions, historic sites, or natural wonders in a new or unfamiliar destination*²⁶. Tarjimasi: Tur - bu dam olish, tadqiq qilish yoki ta'lim maqsadida amalga oshiriladigan safar yoki sayohatdir. Turlar davomiyligi, masofasi va transport vositasi bo'yicha farq qilishi mumkin, masalan, gid tomonidan olib boriladigan diqqatga sazovor joylarni ko'rish uchun turlardan tortib, o'zingiz mustaqil uyushtiradigan ekskursiyalarga qadar. Sayyohlar ko'pincha yangi yoki notanish joylarda mashhur diqqatga sazovor joylar, tarixiy obidalar yoki tabiiy mo'jizalarni ko'rish uchun turlarda ishtirok etadilar.

²⁶ Allen R. Allen's Dictionary of English Phrases // Penguin, 2006. P. – 805.

(rus) *Экскурсия* - это поездка или прогулка с целью посещения достопримечательностей (природы или памятников истории и культуры) в сопровождении экскурсовода²⁷.

(o'zb) *Ekskursiya*: (lotincha: — *sayr qilish*) — bilimni boyitish, amaliy tajriba hosil qilish yoki madaniy-ma'rifiy maqsadida diqqatga sazovor joylar (madaniyat maskanlari, tabiatning go'zal go'shalari, muzeylar, korxonalar va h.k.)ga jamoa bo'lib borish. Ko'pincha turizm bilan birga amalga oshiriladi.

Tahlil qilingan tillardagi ushbu atama ta'riflari mutlaq o'xshashlikni ko'rsatadi. Biroq, ingliz tilida "tour" so'zi ko'pincha "a package tour" kontekstida ishlatiladi, bu tashkil etilgan turistik safarni, turpaketni yoki "a world tour" — jahon turini anglatadi:

*I went on a guided **tour** around Moscow last week. — На прошлой неделе я ходил на организованную **экскурсию** по Москве²⁸ - O'tgan hafta men Moskvada tashkil etilgan **ekskursiyaga** bordim* [tarjima bizniki, M. Buzrukova].

*A major turning point in the company's history was the six-month **world tour** which was undertaken in 1964²⁹ - Важным поворотным моментом в истории компании стало шестимесячное **мировое турне**, которое было совершено в 1964 году - Kompaniya tarixidagi muhim burilish nuqtasi 1964 yilda amalga oshirilgan olti oylik **jahon safari** edi* [tarjima bizniki, M. Buzrukova].

Yuqoridagi misollar tahlilidan ma'lum bo'lishicha, ingliz tilidagi "tour" so'zi rus va o'zbek tillarida turli ma'nolarni ifodalashi mumkin.

Bu farqlar ko'pincha turizm xizmatlarining turli madaniy an'analar va xususiyatlarga asoslanganligidan kelib chiqadi. Xalqaro turizmda ingliz tilining mavqei ustunligi sababli ko'plab terminlar o'zbek tilida ham to'g'ridan-to'g'ri inglizcha shaklda qo'llaniladi, bu esa tarjima jarayonini yengillashtiradi. Shu bilan birga, har bir madaniyat o'ziga xos ekvivalentlarni yaratishda davom etadi, bu esa termin tarjimasida milliy va madaniy omillarni hisobga olish zarurligini ko'rsatadi.

XULOSA

1. Turistik diskurs va tarjima nazariyasining lingvistik, semiotik va pragmatik komponentlarini o'rganish bugungi kunda global madaniy almashinuv va xalqaro turizmning rivojlanishi bilan yanada dolzarb ahamiyat kasb etmoqda. Tadqiqotimiz davomida aniqlanganidek, turizm diskursi o'zida turli omillarni mujassam etib, sayyohlarga madaniyatlararo muloqot, estetik taassurot va kognitiv tajriba yetkazishda muhim vosita sifatida xizmat qiladi. Turizm sohasida til nafaqat axborotni yetkazish, balki madaniy qadriyatlarni ifoda etish va milliy o'ziga xoslikni targ'ib qilishda zarur bo'lgan asosiy vosita hisoblanadi.

2. Turistik diskurs va tarjima jarayonida semiotik belgilar va til birliklari orqali turistik xizmatlarning jozibador qiyofasi yaratiladi. Turizm sohasidagi diskurs multimodal xususiyatga ega bo'lib, unda vizual elementlar, tasviriy

²⁷ URL: <https://www.marinika.biz/statya-chto-takoe-ekskursiya>

²⁸ URL: <https://englex.ru/>

²⁹ URL: <https://dictionary.cambridge.org/>

ramzlar, madaniy kodlar va subkodlar vositasida auditoriyaga keng qamrovli ma'lumot berish imkoniyati mavjud. Shu bilan birga, ushbu sohadagi reklama, yo'riqnomalar va turistik mavzudagi boshqa manbalar sayyohlar uchun tushunarli va qiziqarli tarzda yetkazilib, turistik ob'ektlarning jozibasini ochiradi.

3. Tadqiqot davomida aniqlanganidek, pragmatik yondashuv turistik diskurs tahlilida muhim ahamiyat kasb etadi. Diskursning pragmatik jihatlari reklama va xizmat ko'rsatish jarayonlarida turistlarni jalb qilish uchun qo'llanilib, ularning sayohat davomida madaniy muhitga moslashishlariga yordam beradi. Shu bilan birga, turistik diskursda lingvistik vositalar orqali sayyohlarga madaniy boyliklar haqidagi ma'lumotni yetkazish hamda muloqot jarayonida yuzaga keladigan tushunmovchilik va madaniy farqlarni bartaraf etish maqsad qilingan.

4. Xalqaro turizm diskursi va tarjima nazariyasida fanlararo yondashuv, xususan, kommunikativ-pragmatik va funksional yondashuvlarning ahamiyati katta. Tarjimada tarjimonning madaniyatlararo vositachilik faoliyati – uning matn mazmunini qabul qiluvchi madaniyatga moslashtirishdagi rolini yanada kuchaytiradi. Skopos nazariyasi va Y. Holz-Manttari nazariyasida qayd etilganidek, tarjimon nafaqat lingvistik vositalarni o'zgartiruvchi, balki madaniy jihatdan moslashtiruvchi vazifasini ham bajaradi. Bu jihat tarjimonning ikki madaniyat o'rtasidagi ko'priq sifatidagi vazifasini belgilaydi.

5. Turistik diskursda lingvistik va madaniy moslashuv, madaniy farqlarga moslashish va subyektiv modallik ko'rsatkichlarining qo'llanilishi sayyohlarning madaniy kompetensiyasini boyitishga xizmat qiladi. Xususan, atoqli otlar, joy nomlari, tarixiy va madaniy realiyalar orqali sayyohlarga o'sha joyning madaniy va tarixiy xususiyatlari yetkaziladi, bu esa turistlar ongida maqsadli ob'ektlarning ijobiy qiyofasini shakllantirishga yordam beradi.

6. Xalqaro turizm diskursida terminologiya va terminlarni tarjima qilish masalasi murakkabligi bilan ajralib turadi. Milliy madaniyatni o'zida aks ettirgan terminlar o'ziga xos tarzda o'zgacha ifodalangan bo'lib, ularni tarjima qilish chuqur lingvomadaniy izlanishlarni talab qiladi. Turizm terminlarini tarjima qilishda milliy o'ziga xoslikni saqlab qolish, lingvistik va madaniy kontekstga mos keladigan usullardan foydalanish lozim.

7. Bugungi kunda tarjima nazariyasida fanlararo yondashuvning rivojlanishi tarjimonning kognitiv harakatlarini o'rganishga ham asos bo'ldi. Bu yangi qarashlar tarjimon faoliyatini nafaqat "qayta shakllantirish" deb emas, balki madaniy va kommunikativ kontekstda yangi matn yaratish deb qarashga imkon berdi. Ushbu jarayon tarjimonni matnni lingvistik jihatdan qayta ishlash bilan birga, uning madaniy kontekstini hisobga olgan holda yangi madaniyat uchun mos shaklda ifodalashga undaydi. Shu asnoda, tarjimon matn mazmuni va maqsadini qabul qiluvchi madaniyat uchun maqbul bo'lgan tarzda yetkazishi muhim hisoblanadi.

8. Xalqaro turistik diskursdagi tarjima jarayonida madaniyatlararo vositachilik masalasi yetakchi o'ringa ega. Tarjimondan nafaqat matnning asosiy mazmuni va stilistik xususiyatlarini saqlash, balki uni qabul qiluvchi madaniyatga moslashtirishga ham e'tibor berilishi talab etiladi. Bu esa tarjimonga ikki madaniyat o'rtasidagi nozik farqlarni anglash va ularga moslashish imkonini

beradi. Skopos nazariyasining tamoyillari ham kommunikativ harakatlarning xususiyatlarini aniqlashda asosiy nuqtaga aylangan bo‘lib, tarjimon faoliyatiga madaniy transfer sifatida qarash imkonini beradi.

9. Tarjimada Skopos nazariyasi doirasida shakllangan kommunikativ-pragmatik va funksional yondashuv tarjimonning diskursiv kompetensiyasini rivojlantiradi. Bu esa, o‘z navbatida, tarjimonning matn yaratish mahorati va maqsadga muvofiqligini oshiradi. Asosiy maqsad – ma’lum madaniyat va muloqot qonuniyatlariga mos keluvchi matn yaratishdir. Shu bilan birga, tarjimonning madaniy jihatlarni hisobga olishi, madaniy xilma-xillikni qabul qilishi va qabul qiluvchi madaniyat uchun maqbul shaklda matnni qayta yaratishi uning faoliyatini yuqori samaradorlikka olib keladi.

10. Tadqiqot davomida ta’kidlanganidek, turistik matnlar, xususan, madaniy realiyalar va milliy tushunchalarga boy bo‘lgan holda, tarjimonlardan aniq ekvivalentlarni topishdan ko‘ra chuqurroq izlanish va moslashtirishni talab qiladi. Bunday matnlarda o‘ziga xos madaniy tushunchalar mavjudligi sababli, tarjimon har doim lisoniy muqobillik bilan cheklanmasdan, ma’noni saqlab qolish uchun madaniy izohlarni kiritishi lozim. Bu tarjimonni matnning an’anaviy chegarasidan tashqariga chiqib, yangi madaniyatga mos va qabul qilinadigan tarzda ijodiy yondashishga undaydi.

11. Turistik onomastika tarjimasi bilan bog‘liq muammolar, asosan, joy nomlari va tarixiy-madaniy o‘ziga xosliklarning tarjimada to‘g‘ri uzatilishi bilan bog‘liq. Turistik destinatsiya matnlarida geografik nomlar va turli madaniy obidalar, shaxslar nomlari muhim ahamiyat kasb etadi. Bu nomlar ko‘pincha o‘ziga xos madaniy ma’noga ega bo‘lib, ular orqali o‘sha joyga oid tarixiy, madaniy va ekologik ma’lumotlar beriladi.

12. Turizm matnlarini yaratishda qo‘llaniladigan til va uslubiy xususiyatlarni o‘rganish, til va madaniy tafovutlarga mos keluvchi strategiyalarni tanlashda ahamiyatlidir. Xususan, turizm terminlarini tarjima qilishda kalkalash, o‘zlashtirish va transliteratsiya usullaridan foydalanish keng tarqalgan. Biroq, yangi yoki chet tillardagi terminlar o‘zbek tiliga kirib kelayotganda ayrim terminlar o‘zlarining lingvomadaniy ma’nolarini yo‘qotishi yoki yangi mazmun kasb etishi mumkin. Shunday qilib, terminologiyani o‘zbek madaniyatiga mos ravishda shakllantirish terminlar mazmunini aniqlash va tarjima jarayonida qo‘llanilishi mumkin bo‘lgan metodlarni tanlash ehtiyojini tug‘diradi.

13. Turizm nutqida reklama nutqining kreolizatsiya elementlarini qabul qilish orqali lingvistik va vizual unsurlar uyg‘unligi ta’minlanadi, bu esa turistlarni yangi madaniy tajribalar bilan tanishtirishda samarali usul hisoblanadi.

14. Xalqaro turizm diskursining turli lingvistik, semiotik, va pragmatik jihatlarni chuqur o‘rganish ushbu sohaning o‘ziga xos xususiyatlarini yanada kengroq tushunishga imkon beradi. Bu esa, o‘z navbatida, turizm sohasida xizmat ko‘rsatish sifatini oshirishga, turistlarning ehtiyoj va qiziqishlarini qondirishga hamda milliy va xalqaro darajada madaniy almashinuvni rivojlantirishga hissa qo‘shadi. Ushbu tadqiqot natijalari turizm xizmatlari, tarjimonlar va turistik tashkilotlar uchun amaliy ko‘rsatmalar sifatida xizmat qiladi hamda o‘zbek turizmi va xalqaro madaniy muloqot rivojiga katta hissa qo‘shishi mumkin.

**SCIENTIFIC COUNCIL DSc. 03/04.06.2021.Fil/72.03 AWARDING
SCIENTIFIC DEGREES AT BUKHARA STATE UNIVERSITY**

SAMARKAND STATE UNIVERSITY AFTER SHAROF RASHIDOV

BUZRUKOVA MAKHINA MUKHAMADKHONOVNA

**TOURISM DISCOURSE: LINGUOCULTURAL FEATURES AND
TRANSLATION PRAGMATICS (ON THE MATERIAL OF ENGLISH,
RUSSIAN, AND UZBEK LANGUAGES)**

10.00.06 – Comparative literary criticism, contrastive linguistics and translation studies

**DISSERTATION ABSTRACT
for a Doctor of Science (DSc) in PHILOLOGY**

Bukhara – 2024

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The dissertation defense will be held on "18" January 2025 at 09⁰⁰ at the meeting of the Scientific Council DSc.03/04.06.2021.Fil.72.03 at Bukhara State University (Address: 200118, Bukhara, M.Iqbol street, 11. Phone: (0365) 221-29-14; Fax: (0365) 221-27-57; e-mail: buxdu_rektor@buxdu.uz).

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INTRODUCTION (dissertation abstract for a Doctor of Science [DSc])

Relevance and necessity of the dissertation topic. The modern directions of global linguistics and the rapid development of international tourism highlight the growing importance of studying the linguocultural features of tourism discourse and their translation. Contemporary linguistic disciplines such as psycholinguistics, cognitive linguistics, linguistic cultural studies, pragmalinguistics, and corpus linguistics, which are consistently advancing worldwide, have developed anthropocentric principles and analytical methods that demand the study of language systems in connection with factors of communicative activity. In particular, research in pragmalinguistics offers the potential to effectively apply linguistic and speech phenomena in various contexts of cultural communication by identifying their communicative and pragmatic characteristics. Global tourism communication emphasizes the urgency of studying the speech peculiarities of representatives from different linguistic cultures. Specifically, analyzing the linguocultural features of tourism terminology in English, Uzbek, and Russian, and bridging cultural differences among these languages through translation, has become a vital requirement of the present time. This research aims to develop practical recommendations for preserving national culture through cultural codes and symbols within tourism discourse and accurately representing them on a global scale. These efforts will help travelers gain a deeper understanding of cultural richness.

In the field of global linguistics, the in-depth study of the linguocultural features of tourism discourse contributes to the preservation of intercultural communication and national identity in the global tourism process. It increases interest among tourists in diverse cultural heritage and aids in improving the quality of services in the tourism sector. The findings of this research underscore the creation of tools that enhance these objectives. Thus, the outcomes of the study hold particular significance by contributing uniquely to Uzbekistan's tourism industry and international cultural dialogue.

The wide-ranging socio-economic and cultural-educational reforms underway in our country set various tasks for Uzbek scholars. In particular, increasing the effectiveness of language education by investigating the theoretical foundations of foreign languages is a pressing issue of general interest. Special attention is being paid to foreign language education, as reflected in the adoption of high-level policy documents. For instance, the Presidential Decree No. PQ-5117 dated May 19, 2021, emphasizes the development of foreign language education as a priority of educational policy¹, with specific tasks outlined to fundamentally improve the quality of education in this field, attract qualified specialists, and increase public

¹ Decree No. PQ-5117 of the President of the Republic of Uzbekistan dated May 19, 2021, "On Measures to Qualitatively Elevate the Activities of Popularizing the Study of Foreign Languages in the Republic of Uzbekistan"
// <https://lex.uz>

interest in foreign languages. The implementation of these tasks necessitates extensive comparative linguistic research.

The dissertation research contributes to the implementation of the tasks outlined in several key policy documents of the Republic of Uzbekistan. These include the Presidential Decree No. DP-5847 dated October 8, 2019, “On approval of the concept for the development of the Higher education system of the Republic of Uzbekistan until 2030”; Presidential Decree No. DP-6084 dated October 20, 2020, “On measures to further develop the Uzbek language and improve language policy in the country”; Presidential Decree No. DP-52 dated January 15, 2022, “On the creation of additional conditions for the further development of spheres of tourism, culture, cultural heritage, and sports”; Presidential Decree No. DP-60 dated January 28, 2022, “On the development strategy of the New Uzbekistan for 2022-2026”; Resolution No. PP-2909 dated April 20, 2017, “On measures for the further development of the system of higher education”; Resolution No. PP-3775 dated June 5, 2018, “On additional measures to improve the quality of education in higher education institutions and ensure their active participation in the large-scale reforms being carried out in the country”; Presidential Resolution No. PP-5117 dated May 19, 2021, “On measures to bring the activities of popularization of learning foreign languages to a qualitatively new level”; Presidential Resolution No. PP-135 dated February 18, 2022, “On the organization of the activities of the Ministry of Tourism and Cultural Heritage”; and Presidential Resolution No. PP-19 dated January 12, 2024, “On additional measures for increase in flow of foreign tourists and further increase in image of the country by broad promotion of studying of history and culture of Uzbekistan, Uzbek and literature in the foreign states”. The dissertation also aligns with other normative-legal documents related to this activity. By addressing the goals set forth in these policy initiatives, the research serves as a relevant contribution to their realization.

Compliance of the research with the priority directions of the development of science and technology in the Republic. The dissertation research aligns with the first priority direction of the development of science and technology in the Republic: “Forming a system of innovative ideas and implementing them in the social, legal, economic, cultural, spiritual, and educational development of an information-oriented society and a democratic state”.

Review of foreign scientific research on the dissertation topic². The issues related to the study of tourism discourse are being actively explored in leading scientific centers and higher education institutions worldwide. Research in this field is conducted by the World Tourism Organization (WTO), Université Toulouse Jean Jaurès (France), The International Ecotourism Society (TIES), University of Melbourne (Australia), Université de Montréal (Canada), The

² The information was obtained from university websites: <https://www.cam.ac.uk/>, <https://www.ids-mannheim.de/>, <https://www.laccd.edu/>, <https://www.uchicago.edu/>, <https://www.bsuedu.ru/bsu/>, <https://www.vspu.ru/>, <https://www.utm.nu.ru/>, <https://www.vsu.ru/>, <https://www.uzswlu.uz/>, <https://samdchti.uz/>.

University of Calgary, World Tourism Education and Research Centre (Canada), School of Leisure and Food Management at Sheffield Hallam University (Great Britain), International Centre for Tourism and Hospitality Research at Bournemouth University (Great Britain), Korea Development Institute (South Korea), Université de Genève (Switzerland), Bocconi University (Italy), Università di Trento (Italy), Lomonosov Moscow State University (Russia), as well as by several universities in Uzbekistan, including the National University of Uzbekistan, Uzbek State University of World Languages, Samarkand State University, the “Silk Road” International University of Tourism and Cultural Heritage, Samarkand State Institute of Foreign Languages, and Bukhara State University.

Currently, tourism discourse plays a crucial role as a means of intercultural communication at the international level. Its linguocultural features and translation pragmatics ensure cultural exchange and effective transmission of information within the tourism sector. Linguocultural studies worldwide examine the unique cultural and national elements within the development of tourism services, particularly the translation of national terminology and ethnographic expressions. At the University of Melbourne (Australia), research focuses on the pragmatic aspects of translating terminology used to reflect cultural richness in tourism. Similarly, Bocconi University (Italy) investigates meeting the cultural needs of travelers and conveying information about culturally significant sites through translation.

The World Bank Group (WBG) and OECD conduct research on “green innovations” and the effective translation of ecologically significant terms in ecotourism services, examining their role in reflecting cultural heritage within tourism texts. The “Silk Road” International University of Tourism and Cultural Heritage is also engaged in research on enhancing the cultural and economic importance of tourism discourse. Their studies focus on the translation pragmatics of national terms and metaphors unique to Uzbek culture.

Degree of investigation of the problem. The relationship between language and tourism has always been an inseparable duet, as language transforms anonymous and unfamiliar destinations into attractive tourist sites, while tourism utilizes language to create a positive reality for informing, attracting, and promoting. Today, tourism, alongside other major sectors of the global economy, has become an essential activity. However, its study presents certain challenges, as it has become the research object of economists, natural scientists, psychologists, sociologists, and others. This field has long attracted the attention of various scholars, including philosopher-politicians.

From a socio-philosophical perspective, tourism has been analyzed in the scientific works of several Uzbek researchers³.

³ Mirzarahimov B.X. O'zbekistonda turizm madaniyatini rivojlantirishning ijtimoiy-falsafiy omillari. filosof. fani bo'yicha falsafa dokt. (PhD)... dis. Avtoreferati. – F., 2021. – 50 b.; Xashimov Sh.J. O'zbekistonda milliy turizm rivojlanishining ijtimoiy-falsafiy masalalari filol. fani bo'yicha falsafa dokt. (PhD)... dis. Avtoreferati. – F., 2022. –

As a method of exploring cultural diversity, it has been studied by Western anthropologists such as D. Campbell, B. Lauterbach, C. Levi-Strauss, D. Nash, M. Mead, V. Smith, L. Turner, and others.

Certain issues of intercultural communication and cultural practices within tourism have also been addressed by numerous researchers⁴.

From a linguistic standpoint, the language of tourism is considered a specialized language with distinct features. These include the use of specific terminology, particular grammatical structures, relationships between words expressed at the text level, speech acts, and the presentation of semantic and semiotic relations.

The issues of conducting discursive activity in tourism have been discussed in the works of scholars such as M.S. Dann, C. Thurlow and A. Jaworski, G. Cappelli, R. Fox, S. Lawson, L.Ye. Bakhvalova, L.P. Tarnaeva, S.A. Pogodaeva, V.A. Mityagina, F.L. Kositskaya, N.V. Filatova, L.Yu. Govorunova, Yu.V. Slezko and others⁵.

Tourism, as a key driver of economic stability, has also been studied extensively by economists⁶.

49 b.; Orziqulov B.X. Ziyorat turizmining ijtimoiy-ma'naviy tavsifi. filol. fani bo'yicha falsafa dokt. (PhD)... dis. Avtoreferati. 2022. – 50 b.

⁴ Kurbanova N. Madaniyatlararo muloqotni rivojlantirishda ziyoratgohlar turizmi roli. 2019.; Yuldashev X.Y. Mintaqada dam olish-hordiq chiqarish maskanlarini ekologik-iqtisodiy rivojlanish omillari va mexanizmlari. Dis. Urganch, 2018. – 102 b.; Welsch, W. Transkulturalität. Lebensformen nach der Auflösung der Kulturen / W. Welsch // Information Philosophie. – 1992. – No. 2. – S. 5–20.; Dann, G. M. S. The language of tourism – Wallingford, 1996.; Cronin, M. Across the Lines. Travel, Language, Translation – Cork: Cork University Press, 2000. – 172 p.; Рогачева, В. И. Туризм как феномен кросскультурной коммуникации: дис. ... канд. социол. наук. – М., 2003. – 163 с.; Гализдра А. С. Культурная динамика туризма и путешествий в эпоху глобализации // Первый Российский культурологический конгресс. Тезисы докладов. – СПб.: Эйдос, 2006. – С. 34–37.; Мошняга, Е. В. Концептуальное пространство межкультурной коммуникации в туризме в условиях глобализации; РМАТ. – М.: Сов. спорт, 2010. – 219 с.; Лысикова, О. В. Социальные изменения культурных практик отечественного туризма в условиях глобализации: автореф. дис. ... д-ра филол. наук: 22.00.06 – Социология культуры – Саратов, 2012. – 40 с.

⁵ Cappelli, G. Sun, Sea, Sex and the Unspoilt Countryside. How the English language makes tourists out of readers. Pari Publishing: Pari, 2006.; Fox, R. English in tourism: a sociolinguistic perspective, Tourism and Hospitality Management, Vol.14, No 1, 2008. Pp. 13-22.; Jaworski A., Thurlow C., Ylanne-McEwen, V. and Lawson, S. Language, Tourism and Globalisation: The Sociolinguistics of Fleeting Relationships. London: Routledge, 2007.; Тарнаева, Л. П. Концепция языковой личности в контексте проблем переводоведения // Вестник Ленинградского университета. – 2008. – № 2 (13). – С. 55–68.; Погодаева, С. А. Языковые средства аргументации во французском туристическом дискурсе : дис. ... канд. филол. наук. – Иркутск, 2008. – 234 с.; Бахвалова Л. Е. Экскурсионная речь как жанрово-стилистический феномен // Вестник ВГУ. Серия: Филология. Журналистика. – 2008. – № 2. – С. 17–21.; Новикова // Homo Loquens: (Вопросы лингвистики и транслятологии): сб. ст. – Вып. 8 / редкол.: В. А. Митягина (отв. ред.) [и др.]. – Волгоград: Изд-во ВолГУ, 2015. – С. 95-107.; Говорунова Л.Ю. Отзыв туриста как новый речевой жанр туристического Интернет-дискурса // Вестник Челябинского государственного университета. - 2013. - № 1 (292). Филология. Искусствоведение. Вып. 73. - С. 198-203.; Слезко, Ю. В. Формирование стратегий овладения туристическим дискурсом в процессе профессионально ориентированного обучения иностранному языку // Филологические науки. Вопросы теории и практики. – № 3 (33). – В 2 ч. Ч. 2. – Тамбов : Грамота, 2014. – С. 180–186.; Филатова Н. В. Дискурс сферы туризма в прагматическом и лингвистическом аспектах : дис. ... канд. филол. наук. – М., 2014. – 179 с.; Косицкая, Ф. Л. Жанровая палитра французского туристического дискурса // Вестник ТГПУ. – 2013. – № 3 (131). – С. 192–195.

⁶ Абдурахмонов К.Х. Менежмент туризма: Учебное пособие. – Т.: Филиал ФГБОУ ВПО «РЭУ им. Г.В. Плеханова» в г. Ташкенте, 2013. -248 с.; Тухлиев Н., Абдуллаева Т. Менежмент и организация бизнеса в туризме Узбекистана. – Т.: Гос. Науч. Изд. "O'zbekiston milliy ensiklopediyasi", 2006. -386 с.; Pardayev M.Q., Atabayev R. Turistik resurslarni tahlil qilish va baholash. -Samarqand: SamISI, 2006. – 137 b.; Tuxliev I. Turizm asoslari. Samarqand: SamISI. 2015. – 271 b.; Eshtayev A.A. Globallashuv sharoitida turizm industriyasini

Tourism discourse is a broad, complex, multifaceted form of communication that requires specialized skills. It is not limited to conveying tourism-related information but is also aimed at creating attractive images of tourist destinations. In the era of globalization, the linguistic aspects of tourism discourse remain relevant for improving international communication and developing strategies for effective cooperation between tourists and locals.

The fact that this issue has remained outside the focus of Uzbek linguists further underscores the necessity of this research.

Connection of the dissertation research with the scientific research plan of the higher education institution where the dissertation was conducted. The dissertation research was carried out within the framework of the topic “Current issues in the teaching of the Uzbek language and literature” № O‘AT-18/1 included in the scientific research plan of Samarkand state university.

The aim of the research is to identify the linguocultural features and principles of translation pragmatics in tourism discourse in English, Uzbek, and Russian languages, as well as to study linguistic units and cultural elements in tourism texts by comparing them across these three languages. The research seeks to determine the challenges and opportunities of intercultural communication and to develop translation methods aimed at preserving national identity.

Research objectives:

to expand the scope of linguistic studies in the fields of discourse and tourism by deeply examining the linguistic, semiotic, and pragmatic components of tourism discourse, thereby delivering valuable information for travelers and industry professionals;

to investigate pragmatic approaches and strategies active in tourism discourse, and through the description of the pragmatic components of discourse, facilitate cultural adaptation for tourists and enhance their understanding of cultural distinctiveness during their travels;

to develop recommendations aimed at enhancing the role of translators as intercultural mediators in tourism discourse and the translation process, relying on communicative-pragmatic and functional approaches;

to propose translation methods that preserve the unique linguistic and cultural characteristics of tourism terminology at both national and international levels, ensuring they align with the linguistic and cultural contexts;

boshqarishning marketing strategiyasi (O‘zbekiston Respublikasi turizm tarmog‘i misolida). DSc. Dissertatsiya avtoreferati – Samarqand. 2019.-246 b.; B.Sh. Safarov Milliy turizm xizmatlar bozorini innovatsion rivojlantirishning metodologik asoslari. //Monografiya. -T.: “Fan va texnologiya” nashriyoti. 2016. –148 b.; Pardayev O.M. Menejment. O‘quv qo‘llanma. – T.: Fan va texnologiya, 2019. –248 b.; Aliyeva M.T. Iqtisodiyotni erkinlashtirish sharoitida turizm xizmatlari sohasini boshqarishning iqtisodiy jihatlari: iqt.fan.dok. diss. avtoref. – S.: SamISI, 2019. -77 b; Hamidov O.H., Norchayev A.N. Ekoturizm. — Darslik. — T.: TDIU, 2011. -138 b.; Norchayev A.N. Zamonaviy turizm infratuzilmasining shakllanish va rivojlanish tendensiyalari. DSc. Dissertatsiya avtoreferati-Toshkent. 2021.; Mirzayev A.T. O‘zbekistonda turistik-rekreatsiya faoliyatini boshqarish metodologiyasini takomillashtirish. DSc. diss. avtoref. – Toshkent, 2021. –.68 b.; Ibragimov N.S., Turistik hududni barqaror rivojlantirishning ustuvor yo‘nalishlari // Buxoro: Durdona nashriyoti 2020. – 204 b.; Тупаев Б.Х. Развитие организационно-экономических механизмов функционирования регионального туризма: -док.дисс. автореф., 2011.– 38 с.; М.М.Ирматов, I.A.Axmedov.Turizm rivojlanishini rejalashtirish. O‘quv qo‘llanma. TDIU, 2004. -132 b.;

to demonstrate the importance of integrating linguistic and cultural codes to improve the quality of tourism services. This includes ensuring that tourism services and materials are presented to tourists in an engaging and comprehensible manner by harmonizing linguistic and cultural codes;

to substantiate the necessity of using linguistic units and semiotic elements in various associative forms to express cultural values and preserve national identity in tourism discourse, based on the study of cultural associations and multimodal capabilities.

The object of the research consists of oral and written examples of tourism discourse selected from various sources in English, Uzbek, and Russian.

The subject of the research involves the expression of linguocultural aspects in international tourism discourse, the translation and pragmatics of tourism-specific concepts, the creation of an attractive image of tourism services through linguistic and semiotic features, as well as the study of methods for applying communicative strategies in tourism texts.

Research methods. The dissertation employs methods of linguistic and semiotic analysis, discourse analysis, and comparative methods. Additionally, pragmatic-semantic and contextual analysis methods are used to study speech acts, pragmatic strategies, and indicators of subjective modality in tourism discourse. Furthermore, linguocultural research.

The scientific novelty of the research are as follows:

the necessity of studying discourse as a linguistic-social, linguocultural, pragmatic, and cognitive phenomenon in linguistics and other fields is substantiated. The pragmatic-communicative aspects of tourism discourse such as the speaker's role in the communication environment, the addressee factor, the content of the transmitted information, and its orientation toward communicative goals are illuminated;

it is demonstrated that familiarity with the national-cultural features of tourism discourse is a key factor in ensuring the effectiveness of intercultural communication. This is substantiated by showing that the importance of linguocultural information in the linguistic formation of tourism discourse in the compared languages is reflected in the selection of linguistic tools and communicative strategies;

based on a functional-semantic approach, it is proven that tourism discourse, involving representatives of the tourism sector and travelers, is a complex, multifaceted, and multidimensional speech construct that encompasses linguistic-semiotic, communicative-pragmatic, national-cultural, and cognitive characteristics;

it is revealed that achieving adequacy in the translation of tourism discourse depends on finding interlingual equivalents, which is conditioned by the translator's linguistic competence, linguistic creativity, and non-linguistic factors such as pragmatic, cognitive, sociocultural, and educational aspects;

recommendations are developed for translation methods that preserve the unique characteristics of national and international tourism terminology systems while aligning with linguistic and cultural contexts. These recommendations are

intended for conducting online classes, lectures, and presentations for students studying tourism.

Practical outcomes of the research are as follows:

it is proposed that the semiotic and linguistic elements identified through the analysis of the structure, composition, and translation of tourism discourse can be used to improve communication with tourists and enhance the effectiveness of tourism services;

the research findings are explained as contributing to making Uzbek culture more understandable to foreign tourists by preserving unique cultural elements in the translation of tourism texts related to Uzbek cuisine and cultural traditions. This enables the presentation of national values to travelers;

it is demonstrated that the use of strategies such as subjective modality and pragmatic adaptation in translating tourism advertisements and communication texts allows for delivering high-quality and impactful services to tourists;

the results obtained for translators are scientifically and theoretically substantiated as supporting cultural exchange processes. They emphasize the use of cultural adaptation strategies, serving as a bridge between two cultures;

practical recommendations are offered for service providers and researchers in the tourism sector to enrich the Uzbek tourism terminology by creating terms with unique national content at the international level. These recommendations aim to establish and advance translation traditions in tourism.

The reliability of the research results is explained by the compatibility of the approaches and methods used with modern linguistic theories, their methodological substantiation, the use of reliable sources for the analyzed material, the precise formulation of the problem, the rigor of the conclusions, the practical implementation of the proposals and recommendations, and the validation of the obtained results by authorized organizations.

Scientific and practical significance of the research results. Scientific significance of the research results lies in enriching the fields of pragmalinguistics, linguocultural studies, and comparative linguistics from a theoretical perspective. The study establishes a set of principles for the use of tourism discourse in English, Uzbek, and Russian linguistic cultures, outlining the rules that shape the perception of tourism discourse among representatives of these cultures. Furthermore, the research serves as a source for future studies on the linguistic and cultural features of tourism discourse formation in various language systems.

The practical significance of the research results is reflected in their potential to improve the quality of services in the tourism sector by deeply exploring the linguistic, semiotic, and pragmatic aspects of tourism discourse and translation theory. The findings contribute to meeting the needs and interests of tourists and fostering cultural exchange at both national and international levels. These results can serve as practical guidelines for tourism services, translators, and tourism organizations.

Additionally, the use of linguistic and cultural adaptation and pragmatic approaches in tourism discourse ensures the effective delivery of information about cultural wealth to tourists, while mitigating misunderstandings and cultural differences during communication.

These findings are particularly useful for creating tourism advertisements and guidebooks, introducing tourists to various cultures, ensuring the preservation of national-cultural identity in international tourism discourse, and adapting content to the target culture during translation. Furthermore, by ensuring terminological and linguistic consistency in tourism discourse, the results help make texts in this field comprehensible, engaging, and informative for travelers.

Implementation of the research results. Based on the methodological and practical proposals developed to identify the national-cultural and pragmatic features of the manifestation of English, Uzbek, and Russian tourism discourse:

the model for researching the linguocultural patterns of tourism discourse, developed using the parameters of the research, was applied in the project titled “The Analyze and Generation of the Models and Politics for Regional Development Based on Valorization of Heritage and Cultural Identities” at the University of Oradea, Romania (as per the University of Oradea's information note dated November 2, 2024, under research project PN-III-P1-1.2-PCCDI-2017-0686). The application of the research results facilitated the identification and systematic description of the unique national characteristics of cultural heritage;

proposals for new translation methods aligned with linguistic and cultural contexts, preserving the unique character of national and international tourism terminology systems, were included in the program “Measures for increase in flow of foreign tourists and further increase in image of the country by broad promotion of studying of history and culture of Uzbekistan, Uzbek and literature in the foreign states” (Presidential Resolution No. PP-19, dated January 12, 2024). These were implemented during online classes, lectures, and presentations held in collaboration with the “Silk Road” International University of Tourism and Cultural Heritage, ensuring high-quality subtitling of selected films created by prominent filmmakers in English and Russian (Tourism Committee's information note dated November 12, 2024, No. 03-12-17-7910). As a result, new translation methods adapted to linguistic and cultural contexts were utilized in conducting online lessons, lectures, and presentations, with the aim of providing subtitles for films in English and Russian;

results related to creating cultural diversity through metaphoric models in tourism discourse and expanding effective communication tools were applied in the scientific research “Expanding the International Influence of Silk Road Culture and Promoting the Sustainable Development of Heritage Tourism” under the “Ensuring Regional Development” project at Northwest University, China (as per Northwest University's information note dated November 5, 2024, under research project DL2022040003L). These results contributed to enhancing the global promotion of Silk Road cultural heritage and supporting regional tourism development;

conclusions regarding the identification of the linguistic-semiotic composition, pragmatic purpose, and functions of tourism discourse from the perspective of selecting communicative strategies were utilized within the framework of Project №598340-EPP-1-2018-1-ES-EPPKA2-CBHE-JP University Cooperation Framework for Knowledge – Transfer in Central Asia and China (UNICAC). This was confirmed by the reference №04/11-10703 dated November

15, 2024, from the National University of Uzbekistan. As a result, the applied method served to enrich the theoretical foundations of fields such as “Text Analysis”, “Discourse Studies”, “Pragmalinguistics”, and “Translation Studies”;

findings on the role of linguocultural information in tourism communication and the institutional nature of this type of discourse, which not only serves commercial purposes but also provides education and entertainment, were applied in the international grant project “Reinforcing English Language Competence at Karshi State University” (SUZ-800-21GR-381), held at Karshi State University (as per the university’s information note dated November 19, 2024, No. 04/3568). This resulted in the development of recommendations aimed at forming intercultural communication skills among higher education students;

conclusions regarding achieving adequacy in the translation of tourism discourse, which highlight the search for interlingual equivalence as one of the key conditions, are connected to the translator's linguistic competence, linguistic creativity, and non-linguistic factors such as pragmatic, cognitive, sociocultural, and educational aspects. These conclusions were utilized in the practical project “Innovative Opportunities of the Uzbekistan Pilgrimage Sites Catalog (in five languages) for Promoting Historical Monuments” (project code 56-01/10), carried out under the “Uzbekistan-France” Friendship Society, as per the information provided in the society’s reference document No. 117, dated December 5, 2024. The implementation of the scientific outcomes contributed to the improvement of methodological guidelines for developing and enhancing translators' professional competencies and facilitated the organization of practical training sessions.

Approval of the research results. The results of this research were discussed at 6 scientific-practical conferences, including 4 national and 2 international conferences.

Publication of the research results. A total of 25 scientific works were published on the dissertation topic, including 1 monograph and 13 scientific articles in journals recommended by the Higher Attestation Commission under the Ministry of Higher Education, Science, and Innovation. Among these, 11 articles were published in national journals and 2 in international scientific journals. Additionally, the findings were presented as abstracts at international and national scientific-practical conferences.

Structure and volume of the dissertation. The dissertation consists of an introduction, four chapters, a conclusion, and a list of references. The main body comprises 233 pages.

MAIN CONTENT OF THE DISSERTATION

In the introduction, the relevance and necessity of the topic are substantiated, its connection to the priority directions of the development of science and technology in the Republic is demonstrated, the goals and objectives are presented, and the object and subject are described. The scientific novelty, practical outcomes, and scientific and practical significance of the results are disclosed. Information on the implementation, approval, publications, and structure of the dissertation is also provided.

The first chapter of the dissertation, titled **“Description and composition of the discursive activity system”**, is dedicated to exploring the main factors of the discursive activity process in its first section. The formation of the anthropocentric approach in linguistics requires a human-centered perspective. This approach focuses particularly on understanding the reflections and content of human thought through language and on the formation of speech processes as discourse.

This chapter examines scholars’ diverse perspectives on the concept of “discourse”, its intrinsic connection with pragmatic factors, and the key issues surrounding the factors influencing this activity.

In linguistics, discourse is interpreted as the activation of language in a specific time and space. While discourse is noted for its dynamic characteristics as an interaction occurring within a certain time frame, text, on the other hand, is highlighted for its static nature as the product of linguistic activity. In our view, it is appropriate to consider discourse as a phenomenon that simultaneously reflects both linguistic activity adapted to the social environment and the product of this activity. Discourse analysis is an essential research method that studies speech structures within the scope of context and communicative situations, helping to achieve a deeper understanding of the content of linguistic structures. The analysis of discourse in the field of tourism, in turn, allows for the identification and classification of texts and speech structures related to this field.

The second section, titled **“Composition and Analytical Methods of Tourism Discourse”**, examines the significant role of tourism in the global economy and its study by specialists from various fields, including economics, psychology, natural sciences, and sociology. Tourism, which has been a popular practice in developed countries, is often described in specialized literature as a form of travel for leisure. The section also explores the social-philosophical aspects of tourism as studied by domestic and foreign researchers from diverse perspectives. Analytical insights into the introduction of travelers to national-cultural objects, the structure of tourism regions, and the characteristics of cultural heritage are provided⁷.

The structural relationships between the components of communication in tourism discourse are emphasized. Communication during tourism involves three primary functions: understanding oneself and others, establishing relationships with various individuals, and influencing and persuading others.

Tourism discourse stands out for its institutional characteristics, as it operates based on norms and rules governing communication and interaction in the tourism sector. One primary form of tourism discourse is professional discourse, which relies on argumentative strategies to promote tourism products and services through logical reasoning. Conversely, public discourse employs manipulative strategies to evoke emotional responses and foster positive attitudes toward tourism services and products. For tourism professionals, mastering this discourse and applying effective communicative strategies is essential for success.

⁷ Comunicarea în turism. URL: <https://ru.scribd.com/document/462839680/Comunicarea-in-turism>

In the section on the linguistic status and specific features of tourism discourse, it is portrayed as a tool for communication and interaction. Tourism discourse is not limited to providing information but also aims to facilitate cultural exchange and mutual understanding. This discourse encompasses various genres and forms of speech, which play a significant role in successfully promoting tourism destinations and products. It serves as a broad medium to explain diverse cultures, locations, and experiences.

The linguistic analysis of texts belonging to the main genre of tourism discourse, such as travel websites, shows that discursive polyphony underlies their structure. Some of the verbal and non-verbal information on travel websites is subordinated to advertising purposes, aiming to inform the addressee about the high quality of the product being presented and to convince them of the necessity of purchasing it. This intention manifests on both macro and micro levels. On the macro level, this goal reflects the polymodal nature of tourism texts, expressed through sensory methods such as verbal techniques (speech predicates) or non-verbal methods (musical accompaniment, video materials, illustrations)⁸. On the micro level, it involves the use of language units with evaluative (positive) meanings (e.g., *majestic, tilting madressas*), descriptions of social prestige, such as highlighting the special significance or high status of specific objects through captions under colorful images (e.g., *The Malachite room of the Winter Palace*), the use of plural forms and pronouns to refer to various social and cultural groups or traditions (e.g., *most Germans or the traditionally attired chimney sweeps*), and imperative sentences to attract the tourist's attention and enhance interest (e.g., *it's worth going inside Bibi-Khanym Mosque*). These linguistic units are used to highlight the specific features of advertising and travel discourse and serve to draw attention through references to places, objects, and historical facts.

The genres of tourism discourse are divided into written and oral forms based on the nature of the idea, methods of presenting the content, composition, and linguistic features. Written tourism discourse includes printed texts and computer-mediated communication, such as brochures, travel guides, prospects, booklets, websites, blogs, virtual tours, and electronic correspondence among tourism professionals. These genres are primarily aimed at providing information and guiding travelers.

Oral tourism discourse, on the other hand, is manifested in direct and mediated forms. Direct oral discourse is seen in excursions, guides presenting travel services, and dialogues between tour operators and agents (e.g., booking flights, accommodations, excursions). Mediated oral discourse is delivered through audio guides or videos.

⁸ Новикова Э. Ю. Жанровые, ценностные и транслатологические характеристики международного туристического дискурса в немецкой и русской лингвокультурах: дисс. ... док. фил. наук. - Волгоград, 2018. – 498 с.

The lexical structure of travel websites reflects the hybrid nature of tourism discourse, characterized by the use of bilingual elements and the combination of advertising discourse techniques with an academic style.

Tourism discourse consists of specific semiotic features, including language, gestures, and the social and cultural context in which signs are perceived and transmitted. This process requires a detailed analysis of the interaction between language units and systems of signs. From a semiological perspective, every sign in tourism discourse conveys specific content and cultural meaning. These components strongly influence how tourists perceive locations and understand the conveyed content.

Through travel guides, advertising materials, and online platforms, tourists are presented with the historical, cultural, and aesthetic aspects of destinations. The combination of visualization and linguistic codes creates a strong aesthetic and emotional impression in the minds of tourists.

The second chapter of the research, titled **“The pragmatic and metaphoric structure of tourism discourse”**, examines the realization of the pragmatic component in tourism discourse, the expression of pragmatic orientation in gastronomic tourism discourse, and the metaphoric terminology of tourism discourse.

Tourism discourse plays a significant role in fostering cultural and economic relations among participants in the tourism industry. Within this discourse, the pragmatic component is manifested through several factors, including strategies aimed at concealing inequalities between parties involved in tourism services, enhancing the appeal of destinations, and selecting speech techniques to elevate the travel experience:

1. Strategy of concealing inequality: in tourism discourse, friendly and supportive speech techniques are employed to conceal the inequality between service providers (guides, agents) and tourists. Service providers showcase their knowledge and expertise to spark interest and build trust in the destination among tourists.

2. Strategy of enhancing destination appeal: the positive aspects of a destination are emphasized through the use of emotional and powerful words. Advertising and guidebook texts employ terms such as *“miraculous”*, *“mysterious”*, and *“remarkable”* to evoke tourists' emotions and encourage them to embark on a journey.

3. Strategy of establishing close relations: the author of a travel guide or an agency positions themselves as the tourist's advisor and guide, striving to build a close relationship with tourists. In this process, phrases such as *“Make sure to visit this place during your stay”* are used in guides to provide recommendations. This strategy fosters a sense of interest and trust in tourists.

4. Strategy of interaction through travel experience: this strategy encourages tourists to share their reflections on the destination based on their own experiences, thereby enriching tourism discourse. In this process, pragmatic aspects such as

tourist satisfaction and impressions are taken into account, enhancing the practical effectiveness of communication.

In this research, the analysis of travel guides and web pages revealed the following collaboration tactics employed by authors to present themselves as experts:

generalization tactic: The subject of tourism discourse highlights the core elements of all realities, demonstrating extensive knowledge. Through this tactic, the author emphasizes the general characteristics of the destination. For example, *“In Uzbekistan, people like to eat well and tasty”*;

specification tactic: In contrast to generalization, this tactic provides tourists with detailed and vivid information by clearly showcasing realities. It helps tourists form a deeper understanding of the destination. For example, *“My chocoholic readers are enthusiastic about English chocolates. Their favorites include Cadbury Wispa Goldbars (filled with liquid caramel), Cadbury Crunchie bars, Nestle’s Lion bars, Cadbury’s Boost bars (a shortcake biscuit with caramel in milk chocolate), and Galaxy chocolate bars (especially the ones with hazelnuts). Thornton shops (in larger train stations) sell a box of sweets called the Continental Assortment, which comes with a tasting guide. The highlight is the mocha white chocolate truffle. British M&Ms, called Smarties, are better than American ones”*⁹;

tactic of knowing local stereotypes: This tactic conveys cultural uniqueness to tourists by understanding and utilizing local stereotypes. Behavioral stereotypes distinguishing the local population of a described place are encoded using forms with the suffix “-cha” for city names and “-ona” for people or nation names. For example, *“At the event being organized for the second time, Uzbek-style national melodies and dances performed by representatives of our country’s arts sector captivated the audience”*¹⁰; *“Samarkand-style flaxseed pilaf is considered one of the most delicious pilafs”*; *“The preparation method and additional ingredients vary from city to city, especially Tashkent-style, Samarkand-style, Bukhara-style, and Shakhrisabz-style pilafs are distinguished by their unique differences”*¹¹. This tactic sparks interest among tourists and brings them closer to the culture;

the tactic of combining experience and knowledge: the author integrates objective information about the country with their personal experiences, and based on their expertise, provides opinions while listing notable sites in an organized manner. In doing so, the author includes names transliterated into English (the English rendering of local place names) and, where possible, provides the local script along with translations. For example, *Nearly all wear the **doppilar or dopy**, a black, four-sided skullcap embroidered in white; A better option is the **Ahotny Reodd (Hunter’s Row)** in the courtyard behind the history museum, open evenings*

⁹ Steves R. London. – U.S.: Avalon Travel Publishing, 2004. – 364 p.

¹⁰ Uzbekistan.travel. URL: <https://uzbekistan.travel/uz/o/londonda-ozbekistonning-turizm-imkoniyatlarini-targib-etuvchi-tadbirlar-otkazilmoqda/>

¹¹ URL: <https://www.orexca.com/rus/uzbekistan.htm#7>

only; *There's fine shashlik, plus fruit and vegetables, available from stalls in the bazar on Krasnoarmeyskaya*¹².

The concept of the “topology of individuality” is used by the author to describe the unique, non-standard topological characteristics of the places depicted in their travelogue. This refers to the distinctive and exceptional qualities of these locations and their spatial relationships relative to other objects. For example, *every corner of Uzbekistan attracts visitors with its uniqueness – in Tashkent, you can experience one of the most beautiful metro systems in the world or view the ancient manuscript of the Usmon Qur'an. In the historical cities listed as UNESCO World Heritage Sites – Samarkand, Bukhara, Shakhrisabz, and Khiva – you can visit ancient architectural monuments that echo the past. In the southern regions of the country, such as Surkhandarya, you can explore mountain gorges or visit the ruins of ancient cities near Termez*¹³.

Emotional Tactics:

the tactic of overcoming the fear of foreign cultures – this tactic in tourism discourse aims to eliminate fear toward unfamiliar cultures and helps tourists feel comfortable. It can be categorized into tactics such as localization, mimicry, and devaluation: a) localization: national cultural codes are used to remove barriers between the foreign and the familiar. Example: *Later, President Kennedy announced the “Apollo” program in 1970, aimed at developing a spacecraft to take humans to the Moon. After the President's death in 1963, this site was renamed the John F. Kennedy Space Center*¹⁴. The example in the text refers to President Kennedy's “Apollo” program. While this program is a familiar concept for Americans as a space project to send humans to the Moon, when explained in Uzbek, this concept is adapted to align with our cultural and linguistic context, making it more relatable and understandable;

mimicry: this refers to the process in tourism where travelers adapt to the local culture and soften differences. Disparities, conflicts, or contrasts between tourists and the local population are mitigated and resolved through language and behavior: *Dress codes vary throughout Central Asia. The main places where you should dress conservatively are in Uzbekistan's Fergana Valley. Western-style clothes are acceptable in the capital cities and in large towns like Samarkand that see a lot of tourist traffic*¹⁵.

As seen in the example, the **Does & Don'ts** section of Lonely Planet's *Central Asia* guidebook skillfully uses the tactic of mimicry. For instance, the guidebook highlights the varying dress codes in different regions of Central Asia. It advises conservative clothing in areas like the Fergana Valley, while noting that Western attire is acceptable in major cities like Tashkent or Samarkand, which have significant tourist activity;

¹² Mayhew B. Central Asia. – Australia.: Lonely planet, 1999. – 576 p.

¹³ Uzbekistan.travel. O'zbekiston haqida. 2024. URL: <https://uzbekistan.travel/uz/uzbekistan/>

¹⁴ URL: <https://ziyouz.uz/ajoyibotlar/dunyoning-zamonaviy-etti-muzhizasi/>

¹⁵ Mayhew B. Central Asia. – Australia.: Lonely planet, 1999. Pp. 66, 80.

devaluation tactic: this is a method used in written texts to downplay or diminish the significance of something, often achieved through the use of irony: *Now, a white and feeble cow is walking along the railway tracks. How did it even get there? What if a train suddenly arrives? Nobody cares. What an amazing country, India!*¹⁶. In this instance, the devaluation tactic is applied by using irony to highlight the unusual or chaotic nature of the situation, subtly downplaying its seriousness while drawing attention to the broader cultural context.

The study conducted an analysis of gastronomic tourism discourse, focusing on the gastronomic experiences and linguistic tools that play a unique role in attracting tourists to travel.

In gastronomic tourism discourse, various speech acts (primarily directive, suggestive, and prescriptive) are extensively used in travel guides to encourage tourists to travel. Pragmatic techniques, such as emotionally evocative descriptive phrases and compelling sentences, are scientifically substantiated as effective tools. For example, phrases like *"Taste the Uzbekistan!"* or *"If you want to enjoy the most delicious pilaf, succulent lamb on charcoal... visit Uzbekistan!"* provide clear invitations and recommendations to the audience. This discourse aims to highlight the exclusive and attractive aspects of Uzbek cuisine while also strengthening intercultural connections. It underscores the fact that gastronomic tourism is a vital means of fostering cultural exchange and social understanding between tourists and local communities.

Metaphors play a significant role in describing various destinations, journeys, and tourism services within tourism discourse. They are widely used in tourism advertising and informational materials because they enable destinations to be depicted in a vivid, emotional, and memorable manner. Metaphors are also instrumental in expanding the terminology of the tourism industry's lexicon. A metaphor is a literary device in which one object or concept is indirectly compared to or associated with another.

N.Arutyunova views metaphors not merely as stylistic devices but as fundamental elements in the process of conceptual thinking and perceiving the world. According to her, metaphors play a central role in forming and transmitting knowledge by allowing the transfer of meanings from one domain to another. Similarly, J. Lakoff regards metaphors not as rhetorical tools but as primary mechanisms for thinking and understanding the world. Let us examine some metaphors commonly used in the terminology of tourism discourse.

1. Structural metaphors

Block: traditionally, these are sold by wholesalers, tour operators, or receiving operators as components of travel packages, often including pre-booked rooms, seats, or spaces.

¹⁶ Монгуш М.В. Путёвые заметки: Индия // Научный электронный архив "CyberLeninka". 2008. URL: <https://cyberleninka.ru/article/n/putevye-zametki-indiya>

The transfer of value occurs in the “Home and Household” sector. The association vector is metaphorical transfer. Since the primary place of rest for humans is considered the home, it is associated with the booking of a hotel or accommodation in general. The target domain is the provision of hotel services.

2. Directional metaphors

Directional metaphors play a very important role in the tourism sector. They are used to describe various processes and relationships. Here are examples of metaphorical terms related to movement along a place or time and space in the tourism sector:

Cross-country: Refers to traveling through rural areas or local destinations, finding routes through different landscapes and directions. The metaphor is based on the internal form of the verb “cross” — passing through, breaking continuity. The metaphorical meaning is created as a result of the combination of lexical units.

3. Ontological metaphors

Ontological metaphors used in the field of tourism terminology are employed to provide more specific, “living” characteristics for abstract concepts:

City heart: The city is depicted as a living entity, with its heart symbolizing the central, most vibrant, and richest part of the city.

Cuisine language: Describes culinary ideas, emotions, and cultural characteristics through language, emphasizing its communicative and expressive function.

Nature's embrace: Describes nature as a living entity capable of embracing, creating a sense of protection, comfort, and closeness to the natural environment.

These ontological metaphors help deepen the understanding and perception of tourist destinations, transforming abstract concepts into more understandable and relatable images.

4. Synesthetic metaphors

Tourism terms use synesthetic metaphors to combine different senses, creating vivid and memorable descriptions. These metaphors enrich the expression of travel experiences and evoke a deeper emotional connection with the described locations:

Velvet nights: Refers to deep, tranquil, luxurious, or rich evening atmospheres. This term conveys a smooth, almost tactile sensation of the night, representing a magical and comforting experience: *Imagine a small, ancient city nestled in the mountains, where after sundown, the streets become illuminated by soft, warm lanterns. On these velvet nights, the air is cool and crisp, carrying the faint scent of woodsmoke and the distant sound of a guitar serenading*¹⁷.

5. Simple metaphors

In tourism terminology, simple metaphors often use vivid descriptions that make destinations, experiences, and noteworthy places more understandable and memorable for potential visitors.

¹⁷ Дубровский И., Кунявский Л., Кусый И. Италия – Москва.: Вокруг света, 2012. – 234 с.

A gem of the sea: This phrase is used to describe a beautiful coastal town or island, implying that it is precious and highly desirable, like a valuable and rare gemstone.

6. Extended metaphors

In tourism terminology, extended metaphors are used to expand on a single metaphor, connecting the theme and metaphorical description more deeply, enriching the recommendations, and offering a more immersive experience:

The Melting Pot of Flavors: This metaphor, used for a destination known for its culinary diversity, evokes not only the blending of simple ingredients but also the historical, cultural, and social influences that have shaped the local cuisine. Each dish tells a story of migration, trade, and fusion, encouraging guests to experience the world in a single bite.

For example: *Straddling two continents, Istanbul's cuisine embodies a melting pot of flavors influenced by European and Asian culinary traditions. Dishes like kebabs, mezze, and sweets like baklava, offer a taste of the rich cultural interchange that has shaped the city*¹⁸.

Metaphors provide an easy way to explain the culture, nature, and history of tourist destinations. These expressions also inspire travelers to explore new countries and enjoy them.

The third chapter of the research is titled “**Factors representing the linguocultural indicators of tourism discourse**” and its first section is dedicated to the topic “The program for shaping speech messages on the topic of ‘tourist object’ and the pragmatic factors influencing its implementation”. In tourism discourse, when describing a “tourist object”, pragmatic factors play a crucial role in shaping speech messages and using compositional models. These factors define the author’s strategy to influence the recipient. The compositional and cognitive models used in the process of shaping speech messages include the following:

1. Centralized Avoidance Composition – this composition is used to show the historical development of a city or object by describing its expansion from the center to the outskirts. Such descriptions are primarily aimed at readers (recipients) interested in history, as it reveals the development of a city from its center to its outer borders. Thus, this compositional structure helps the reader understand the various stages of the city's development and expands the description in a specific order, leading the reader to the peripheral parts of the city.

2. Route-Creating Composition – provides directions to tourist destinations in a specific sequence and creates a virtual travel experience. This type of guide allows the reader to independently learn the directions without needing a real guide service. The author of the guide assumes the role of a guide by sequentially explaining noteworthy locations. An example of a route-creating composition could be a one-day itinerary in Paris: *it starts with a morning visit to the Eiffel Tower, followed by a walk along the Seine River, continuing to the Louvre, then a*

¹⁸ URL: <https://journal.tinkoff.ru/aydin/>

visit to the Notre-Dame Cathedral, and finally ending in the Montmartre district, where visitors can enjoy city views from above and dine at a local restaurant.

One of the advantages of this approach is the ability to turn dry information into an engaging, dynamic experience, offering the tourist a real-time, immersive journey. Instead of static descriptions, this structure presents the travel process dynamically, almost as if the reader is physically moving along with the journey.

Additionally, the ability to stimulate interactive communication is considered an important aspect of this approach. This is often implemented through the use of second-person verbs (e.g., “if you want”, “choose”, “go”, “sit”) or second-person pronouns (“you”). This method gives the reader or traveler the feeling of being directly addressed.

3. Logical Composition – starts from important points and later moves to less significant ones, used with the aim of fostering respect for the homeland. Through this approach, images related to travel are presented in a logical sequence, ranging from official matters to leisure destinations, thereby enhancing the ideological aspect of the presentation.

4. Stepwise Composition – a convenient way of gradually engaging the reader in the topic by providing information in a step-by-step sequence, sparking interest. In this approach, information is presented in a sequence from general to specific details, as if climbing a staircase, where each step offers new and deeper information. The application of this composition involves three stages: “Hearing it for the first time”, “Want to know more”, and finally, “Knowing what I will see at the destination”.

In forming speech messages for presenting tourist objects, the following cognitive metonymic models are utilized: typical example (representing the entire object through a general description): For instance, *an Uzbek farmer* – a typical representative of Uzbekistan’s rural population – can embody the image of the entire Uzbek nation with his cultural traditions, customs, industriousness, and hospitality. He reflects Uzbekistan's agrarian culture and rich heritage; distinctive example: (presenting the object based on its most recognizable elements): *Paris cannot be imagined without the Eiffel Tower. It is a symbol of love and light. It is not just a metal structure; it is the heart of Paris, offering a stunning view of the city*¹⁹; idealization model (depicting the object by highlighting its best and most attractive aspects while ignoring its flaws) and propositional model (describing the changes an object undergoes over time): *Since ancient times, the Kansai region has been the country's trade hub. Even today, it radiates a unique energy, creating an atmosphere that attracts tourists*²⁰.

According to this analysis, the main purpose of tourism discourse is not only to provide information but also to motivate and expand the knowledge scope of the addressee.

¹⁹ Базоева В., Бурдакова Т., Бакир В. Франция – Москва.: Вокруг света, 2012. – 618 с.

²⁰ URL: https://static.visitjapan.ru/storage/app/media/nashi-izdaniya/Your-Guide-to-Japan_2018.pdf

In the second section of this chapter, titled “Lexical tools representing the addressee’s cultural competence”, an analysis is conducted on the lexical tools aimed at enhancing the cultural competence of the addressee through tourism discourse.

Tourism texts, in addition to serving commercial purposes, also fulfill informative and entertaining functions. These texts expand the addressee’s vocabulary and cultural knowledge through the use of specialized terms, historical terminology, words with religious connotations, region-specific realities rarely used elsewhere, objects related to the traditional lifestyle of Central Asia (ethnographisms), as well as exotisms and barbarisms that signify the realities of other nations’ lifestyles.

Unlike other mass publications, guidebooks are distinguished by their lack of focus on explaining terms for an unprepared reader. For instance, the term “Sado”, used to denote the tea ceremony, is part of the Japanese national terminological system and may be unfamiliar to an unprepared foreign reader without additional explanations. This characteristic reflects the structure of guidebooks, which presupposes a certain level of prior knowledge.

The author, by using complex or specialized terms, encourages the reader to delve deeper into learning and expects a high level of knowledge or independent research capability from the reader. For a recipient capable of freely understanding complex texts, this can provide intellectual pleasure.

Typically, historical terms whose meanings might be challenging to decipher are accompanied by explanations. For example: ***Sabaism**, the worship of stars and celestial bodies, was especially widespread among the ancient people of northern Ethiopia.* In this text, the term “**Sabaism**” might be difficult for readers to understand, so an explanation is provided. This term has historical and religious connotations, and understanding its origin might require knowledge of anthropological or religious contexts. Therefore, ordinary readers might struggle to grasp its meaning without clarification.

Thus, tourism texts provide readers with information about a country’s regional, historical, and cultural aspects through the use of terms that shape a national image. Moreover, by incorporating national lexicon, they enhance the cultural competence of the addressee.

Proper nouns hold a significant role in tourism discourse as tools of metalinguistic reflection, particularly in travel guides, where their usage helps shape the political, geographic, and cultural identity of a country. These nouns are associated with various historical figures, landmarks, and events, serving to highlight the cultural and historical importance of a destination to tourists.

Metalinguistic reflection is a complex concept widely studied in linguistics, literature, philosophy, and cultural studies. It involves analytical interpretation, reevaluation, or highlighting changes related to a text or phenomenon. Proper nouns fulfill various communicative and ontological functions, such as expanding cultural knowledge, conveying the meanings of historical and geographic names,

and emphasizing the value of specific individuals or places, thereby fostering cultural competence.

Our task was to identify objects of reflection, analyze their linguistic markers, and describe their types and functions.

Natural objects mentioned in travel guide texts as subjects of metalinguistic reflection (e.g., rivers, bays, mountains, and similar natural landscapes) are often interpreted through a mythopoetic approach. These objects, in addition to their natural features, may also embody historical, cultural, and legendary meanings. For instance, the “Silver River” in the southern United States is so named because its waters shimmer like silver under sunlight.

Names of settlements often convey deeper cultural or historical meanings: for example, “Addis Ababa” in Amharic means “new flower”, symbolizing a new era, progress, and renewal, and is deeply tied to Ethiopia’s history and culture.

The names of political figures and their family members provide insights into historical events and political ideologies or values. For example, names like “Nelson Mandela” or “Mahatma Gandhi” are mentioned as symbols of the struggle for freedom and equality.

The names of architectural structures, their symbolic meanings, and etymologies play a significant role in tourism discourse. For instance, the name “Taj Mahal”, known for its creation story and as a symbol of love, reveals the symbolic significance of the structure to travelers.

Reflections engage readers with linguistic matters, fostering an appreciation or indifference toward one’s own and other languages.

In tourism discourse, types of subjective modality and their means of expression hold great importance. The speaker, as an active participant, provides travelers with new and extensive information, expanding opportunities for knowledge, analysis, and evaluation through a high degree of epistemic modality. Epistemic modality in tourism discourse reflects meanings related to personal and collective knowledge. Personal knowledge includes aspects such as knowledge-opinion orientation, essential information – supplementary information, ordinary – extraordinary, clear – unclear, evidential meanings, and more. Collective knowledge encompasses orientations like interplay between truth and deception, commonly known – unknown.

Subjective modality is expressed through linguistic tools such as introductory words, particles, modal words, uncertainty pronouns, and complex sentences, emphasizing the subject’s perspective. Examples include: ***Firstly**, Richmond is situated in a very peaceful area and there is always clean air available, as the sanatorium is surrounded by a forest park zone; **But** King Edward the Confessor decided to build a church (minster) and monastery (abbey) here, west of the city walls – hence Westminster; **If you wish**, for an additional fee, horse riding, hot air balloon flights, and quad bike safaris can be organized²¹; **Ah!** Standing before the*

²¹ URL: www.butatour.com

*majestic Pyramids of Giza truly takes your breath away, reminding you of the incredible engineering feats of ancient civilizations²²; **Something** about Topkapi Palace amazed me greatly, especially its beautiful and ornate rooms and the stories of the opulent lives of Ottoman sultans²³; The Tulskiye Vixodniye guided tour includes the interesting “Kozlova Zaseka” station complex, a place from which **no one** wants to leave. And you won’t want to either²⁴.*

These tools deliver information in an engaging and emotionally rich manner, making the journey exciting and leaving a unique impression on travelers.

The final, fourth chapter of the dissertation, titled “**Problems Related to Tourism Discourse and Translation Activities**”, consists of four sections, with the first section dedicated to “The communicative-pragmatic paradigm of translation in international tourism discourse”. The modern development of translation theory emphasizes a broader and deeper approach than simply searching for linguistic equivalents, focusing instead on creating new texts while accounting for cultural differences. This, in turn, highlights the necessity for translators to act as a bridge between two cultures, understanding and adapting to various cultural codes.

Strategies such as cultural adaptation, considering cultural diversity, avoiding cultural conflicts, and ensuring communicative pragmatics are of vital importance in the translation process. Therefore, the modern translator functions as a key mediator in intercultural communication, with their role centered on establishing accurate and effective communication between two cultures.

The issue of translation possibilities and challenges in transferring tourism texts is one of the pressing topics in translation studies. The translation of cultural realities and unique terminology plays a significant role in this process. Finding precise equivalents for certain cultural elements can be challenging, and methods such as explanatory translation or retaining the original term are often employed. While any text can be translated, it is not always possible to find successful solutions for each part or element of the text. For example: *Uzbeks make silk and cotton wall hangings and coverlets such as the beautiful suzani (suzan is Persian for needle). Though enjoyed by nomads and settled families alike, most suzanis were found in established earth-rammed homes. **Suzanis** are made in a variety of sizes, used as table covers, cushions, and **ruijo** (a bridal bedspread), and thus were important for the bride’s dowry. Generally using floral or celestial motifs (depictions of people and animals are against Muslim beliefs), an average suzani requires about two years to complete. Nice examples of suzani can be found in Tashkent’s Museum of Applied Arts²⁵.* In the example above, challenges arise in translating cultural realities, particularly terms such as “*suzani*” and “*ruijo*.” These terms lack precise equivalents in other cultures, making their translation

²² URL: <https://www.tripadvisor.com>

²³ URL: <https://www.trt.net.tr/uzbek/madaniyat-va-san-at/2024/01/22/01234567890-2091769>

²⁴ Richmond S. Russia. – Australia.: Lonely planet, 2009. – 796 p.

²⁵ Mayhew B. Central Asia. – Australia.: Lonely planet, 1999. – P. 62.

difficult. Moreover, the terms and their meanings are unique to Uzbek culture and traditions, potentially losing their original significance when translated into other languages. For instance, the word “*suzani*” derives from Uzbek and Persian, meaning “*made with a needle*”. A simple translation such as “*embroidered wall hanging*” might convey the basic meaning but fails to reflect the cultural and historical connotations associated with the term. As a result, it becomes challenging to fully communicate the traditional purpose, usage, and significance of *suzani* in Uzbek culture.

Similarly, the term “*ruijo*” is specific to Uzbek culture and, when translated as “*bridal bedspread*,” cannot fully capture its original meaning or the cultural concepts associated with it. Explaining these concepts requires additional commentary, which may disrupt the brevity and simplicity of the original text. This highlights the complexity of translating culturally rich elements and the need for careful consideration to balance cultural integrity with linguistic clarity.

When translating official texts, ensuring accurate and legally correct representation of content is of utmost importance. This applies to official documents such as personal identification papers of tourists or organizational forms. In such cases, the translation must closely adhere to the original text, preserving the information as precisely as possible.

The process of translating business-related texts allows translators some degree of flexibility in interpreting the material, requiring a specific approach. This is because the format and content of texts like business correspondence, communications with travel agencies, specialized articles, presentations, and instructions must be preserved in a clear and accurate manner.

Texts related to cultural and educational tourism, such as guidebooks and brochures, must consider the needs of the target audience. When translating such texts, the primary task of the translator is to ensure cultural appropriateness and aesthetic appeal.

The third section of this chapter, titled “Problems in translating tourism onomastics”, focuses on the issue of translating tourism-related onomastics. Tourism destination texts are typically designed to describe and introduce places, regions, or routes. These texts are characterized by their “locative” nature, meaning they reflect place names and elements specific to those locations, such as facts, landmarks, events, people, and other features. Such names fall under extensive onomastic paradigms, each representing classifications and names of objects specific to a culture or region.

In tourism texts, these names serve to convey unique meanings and cultural elements, while also playing a key role in facilitating the understanding of another culture through geographical place names. Toponyms encapsulate the historical, cultural, and social characteristics of a region, helping tourists and researchers gain a deeper understanding of the cultural heritage and uniqueness of that area.

Traditional translation theory suggests the following methods for translating proper nouns:

1. Transliteration method: this approach involves adapting the proper noun as closely as possible to the original script using the target language's alphabet. It is used when phonetic reproduction is not crucial, but preserving the original spelling is important: Дворцовая площадь → Dvortsovaya ploshchad.

2. Transcription method: this method conveys the proper noun in the target language based on phonetic equivalence, reflecting how it is pronounced. This approach helps retain the phonetic sound of the name, which is especially important for audio and video materials: Sawmill Beach → Сомилл Бич.

3. Transposition method: when applied to toponyms, this method involves adapting the linguistic form or structure of the name to the target language with slight modifications. Through this method, the toponym retains its original meaning while becoming more comprehensible or suitable in the translated language.

Transposition is typically achieved by rearranging the words in the name, using synonyms, or introducing grammatical changes. It is particularly effective for adapting toponyms to new cultural contexts, ensuring they remain natural and fluent in various languages without losing their core meaning: In Russian, “Флоренция” corresponds to “*Florence*” in English and “*Firenze*” in Italian. All three refer to the same city but they are expressed in forms specific to each language. Similarly, “Стамбул” becomes “*Istanbul*” in English.

4. Calque method: this involves directly translating the words within the original toponym into the target language. In other words, the components of the name are rendered literally while preserving the original meaning: “*Greenwood*” → “*Yashil o‘rmon*”. Here, the English place name is translated into Uzbek through calquing, with its components (*green* → *yashil*, *wood* → *o‘rmon*) directly translated.

Practice shows that these methods are often insufficient, and translators must combine them or seek alternative solutions. The main challenge lies in selecting an appropriate method while considering different sound-letter correspondence systems, maintaining consistency in the translated text, and accounting for the cultural characteristics of the target audience.

We attempted to provide a sociolinguistic analysis among students of the “Translation Studies” faculty at Samarkand State Institute of Foreign Languages, analyzing multiple translation variants of a passage from a tourism text as part of a written translation assignment. The aim of this analysis was to demonstrate the existence of different translation solutions and to highlight the ambiguity and subjectivity in the rules and requirements for translating proper nouns, which lead to diverse approaches.

Original text in uzbek: *Ikki kunlik sayohat davomida sayyohlar Buxoroning tarixiy obidalari, boy an'anaviy merosi hamda bir-biriga qo'shilib ketgan ko'chalariga tashrif buyurib, Labi hovuz, Minorai kalon, Buxoro zindoni, Yetti pir ziyoratgohi, Shayboniy hukmdorlar maqbaralari, Sitora-i Mohi Xossa, Ark va shunga o'xshash ko'plab tarixiy qadamjoylar bilan tanishadilar.*

1st Translation: *During the two-day trip, tourists will visit the historical monuments of Bukhara, its rich traditional heritage, and its interconnected streets, becoming acquainted with many historical sites such as Lab-i Houz, the Kalyan Minaret, the Bukhara prison, the Seven Saints pilgrimage site, the mausoleums of Shaybanid rulers, Sitorai Mohi Khosa, the Ark, and many others.*

2nd Translation: *During the two-day trip, travellers visit the historical monuments of Bukhara, its rich traditional heritage, and intertwined streets. They will explore numerous historical sites such as Lyabi Hauz, the Kalyan Minaret, Bukhara prison, the Seven Pirs shrine, the tombs of the Shaybanid rulers, Sitorai Mohi Hossa, the Ark, and many other historical landmarks.*

3rd Translation: *During the two-day trip, the foreigners visit Bukhara's historical landmarks, rich traditional heritage, and interconnected streets. They will explore sites such as Lyabi Hauz, the Kalon Minaret, the Bukhara dungeon, the Seven Saints shrine, the mausoleums of the Shaybanid rulers, the Sitorai Mohi Khosa palace, the Ark fortress, and many other historical places.*

4th Translation: *During the two-day trip, the tourists visit Bukhara's historical monuments, rich traditional heritage, and interconnected streets, including Labi Hovuz, Kalyan Minaret, Bukhara prison, the Shrine of the Seven Pirs, The Shaybanid rulers' mausoleums, Sitora-i Mohi Khossa, the Ark, and many other historical landmarks.*

In the original Uzbek text, the following toponyms are present:

- settlements (cities): Bukhoro
- microtoponyms (names of central squares, architectural structures, historical museums, pilgrimage sites, mausoleums, palaces, and fortresses): Labi Hovuz, Minorai Kalon, Bukhoro zindoni, Yetti pir ziyoratgohi, Shayboniy hukmdorlar maqbaralari, Sitora-i Mohi Xossa, Ark.

The suggested translation into English demonstrates the following variations in rendering proper nouns:

- transcription: Lab-i Houz, Sitora-i Mohi Khosa;
- transposition: Bukhara, The Bukhara prison, The Shaybanid rulers' mausoleums;
- transposition + transcription + transliteration: The Seven Pirs shrine;
- practical transcription with transliteration: Sitora-i Mohi Khossa, The Ark;
- direct retention in the translated text: the Ark;
- calque with descriptive translation/transcription: The Sitora-i Mohi Khosa palace, The Ark fortress;
- calque: The tombs of the Shaybanid rulers;
- transcription + direct retention: Labi Hovuz

Errors in traditional translations often arise from insufficient knowledge or ambiguity on the translator's part. However, parallel variants may also exist in certain cases. The logic of finding translation solutions for this text segment will be analyzed.

The pragmatic purpose of translating this engaging text is to attract English- and Russian-speaking tourists to events and increase their interest. The most important feature of such narrative-style texts is their accessibility to the reader. They should consist of texts rich in advertising elements, designed to captivate travelers and provide information about new places.

In the translation process, it is essential to consider the local components of the text, particularly geographical features that help tourists navigate and adapt to the local and foreign cultural environment. Accordingly, the translator may and should use the following “working approaches”:

1. translating local place names accurately to ensure they are understandable for tourists;
2. utilizing existing equivalents, i.e., previously translated and widely accepted names, if they are available. For instance, if place names are clearly indicated on tourist maps, using those names in the translation is advisable;
3. applying practical transcription alongside transliteration for microtoponyms;
4. striving to select equivalents that are pleasant to hear and easy to remember.

The fourth section of the chapter, titled “The problem of translating terms in international tourism discourse” examines the extensive use of specialized terms in international tourism discourse and the complexities involved in their translation. International tourism communication includes terms related to tourist attractions, services, types of tourism, as well as cultural and natural landmarks. These terms, like those in other professional fields, possess unique semantic and pragmatic features in tourism language, requiring a specialized approach to translation.

The study explores terms commonly found in tourism texts, focusing on their polysemy, synonymy, and linguocultural characteristics. The aim of the research is to study the interlingual correspondence of tourism-related terms across various tourism texts.

Tourism texts encompass all types of written materials related to tourism, such as brochures, flyers, advertisements, travel guides, web page content, travel books and magazines, and instructions and recommendations for travelers. Tourism terms in English and Russian reflect cultural features and may not fully correspond to their equivalents in Uzbek. For example,

(ing) *Tour: A tour is a journey or trip taken for leisure, exploration, or educational purposes. Tours can vary in duration, distance, and mode of transportation, ranging from guided sightseeing tours to self-guided excursions. Tourists often participate in tours to visit popular attractions, historic sites, or natural wonders in a new or unfamiliar destination*²⁶.

²⁶ Allen R. Allen's Dictionary of English Phrases // Penguin, 2006. P. – 805.

(rus) Экскурсия - это поездка или прогулка с целью посещения достопримечательностей (природы или памятников истории и культуры) в сопровождении экскурсовода²⁷.

(uzb) Ekskursiya: (lotincha: — sayr qilish) — bilimni boyitish, amaliy tajriba hosil qilish yoki madaniy-ma'rifiy maqsadida diqqatga sazovor joylar (madaniyat maskanlari, tabiatning go'zal go'shalari, muzeylar, korxonalar va h.k.)ga jamoa bo'lib borish. Ko'pincha turizm bilan birga amalga oshiriladi.

The analyzed definitions of this term in the studied languages show absolute similarity. However, in English, the word “**tour**” is often used in the context of “**a package tour**”, referring to an organized tourist trip or tour package, or “**a world tour**”, meaning a global journey.

*I went on a guided **tour** around Moscow last week. — На прошлой неделе я ходил на организованную **экскурсию** по Москве²⁸ - O'tgan hafta men Moskvada tashkil etilgan **ekskursiyaga** bordim.*

*A major turning point in the company's history was the six-month **world tour** which was undertaken in 1964²⁹ - Важным поворотным моментом в истории компании стало шестимесячное **мировое турне**, которое было совершено в 1964 году - Kompaniya tarixidagi muhim burilish nuqtasi 1964 yilda amalga oshirilgan olti oylik **jahon safari** edi*

From the analysis of the examples above, it becomes evident that the English word “**tour**” can convey different meanings in Russian and Uzbek languages.

These differences often stem from the varying cultural traditions and characteristics upon which tourism services are based. Due to the dominance of English in international tourism, many terms are directly used in their English form in Uzbek as well, which simplifies the translation process. However, each culture continues to create its own unique equivalents, highlighting the necessity of considering national and cultural factors in term translation.

CONCLUSION

1. The study of the linguistic, semiotic, and pragmatic components of tourism discourse and translation theory is becoming increasingly significant in the context of global cultural exchange and the development of international tourism. As identified in our research, tourism discourse incorporates various factors and serves as an essential medium for facilitating intercultural communication, aesthetic impressions, and cognitive experiences for travelers. In the field of tourism language is not only a tool for conveying information but also a critical means of expressing cultural values and promoting national identity.

2. In tourism discourse and the translation process the use of semiotic signs and linguistic elements helps create an attractive image of tourism services.

²⁷ URL: <https://www.marinika.biz/statya-chto-takoe-ekskursiya>

²⁸ URL: <https://englex.ru/>

²⁹ URL: <https://dictionary.cambridge.org/>

Tourism discourse is characterized by its multimodal nature, providing the audience with comprehensive information through visual elements, symbolic imagery, cultural codes, and subcodes. Additionally, advertisements, guidebooks, and other tourism-related materials in this field should be presented in an accessible and engaging manner to highlight the appeal of tourist destinations.

3. As revealed in the research a pragmatic approach is crucial in analyzing tourism discourse. The pragmatic aspects of discourse are employed in advertising and service delivery processes to attract tourists and assist them in adapting to the cultural environment during their travels. Furthermore, linguistic tools in tourism discourse aim to convey cultural heritage information to travelers and address misunderstandings and cultural differences that may arise during communication.

4. In international tourism discourse and translation theory interdisciplinary approaches, particularly communicative-pragmatic and functional approaches, hold significant importance. The translator's role as a cultural mediator is emphasized, as they must adapt the content of the text to the recipient culture. As highlighted in Skopos theory and the work of Y. Holz-Mänttari, the translator is not only a linguistic intermediary but also a cultural adaptor, bridging the gap between two cultures.

5. In tourism discourse linguistic and cultural adaptation along with the application of subjective modality markers enrich travelers' cultural competence. Proper nouns, place names, and historical and cultural realities convey the cultural and historical characteristics of a location, fostering a positive image of target destinations in the minds of tourists.

6. The translation of terminology in international tourism discourse is distinguished by its complexity. Terms reflecting national culture are uniquely expressed and require in-depth linguistic and cultural research for accurate translation. Maintaining national identity and employing methods suitable to linguistic and cultural contexts are essential when translating tourism terms.

7. The development of interdisciplinary approaches in contemporary translation theory also provides a foundation for studying the cognitive actions of translators. These new perspectives view the translator's role not merely as "reconstruction" but as creating new texts within a cultural and communicative context. This process encourages the translator to adapt the text in a culturally appropriate manner for the target audience while preserving its content and purpose.

8. Intercultural mediation plays a leading role in the translation process within international tourism discourse. Translators are required not only to preserve the core content and stylistic features of the text but also to adapt it to the recipient culture. This enables translators to understand subtle differences between cultures and align their translations accordingly. The principles of Skopos theory have become a focal point for identifying the characteristics of communicative actions, framing translation activity as cultural transfer.

9. The communicative-pragmatic and functional approaches developed under Skopos theory enhance the translator's discursive competence. This, in turn, improves the translator's ability to create texts aligned with the laws of culture and communication. Considering cultural aspects, accepting cultural diversity, and recreating texts suitable for the recipient culture significantly increase the effectiveness of the translator's work.

10. As emphasized in the research tourism texts, especially those rich in cultural realities and national concepts, demand deeper exploration and adaptation from translators, rather than simply finding equivalent terms. Given the presence of unique cultural concepts, translators must go beyond linguistic equivalence by introducing cultural explanations to preserve meaning. This encourages translators to step outside the traditional boundaries of the text and creatively adapt it to a new cultural context.

11. Challenges in translating tourism onomastics are primarily associated with the accurate representation of place names and historical-cultural specifics in translation. Geographical names, cultural landmarks, and personal names play a crucial role in tourism destination texts. These names often carry unique cultural meanings, providing historical, cultural, and ecological information about the location.

12. Studying the linguistic and stylistic features used in creating tourism texts is essential for selecting strategies that align with linguistic and cultural differences. Methods such as calquing, adaptation, and transliteration are widely used in translating tourism terminology. However, new or foreign terms entering Uzbek may lose their linguistic-cultural meanings or acquire new ones. Therefore, shaping terminology in a way that suits Uzbek culture necessitates defining term meanings and selecting methods applicable in translation.

13. The integration of creolization elements in advertising discourse ensures the harmony of linguistic and visual components which is an effective way to introduce tourists to new cultural experiences.

14. A thorough study of the linguistic, semiotic, and pragmatic aspects of international tourism discourse provides a deeper understanding of the unique features of this field. This contributes to improving the quality of services in the tourism industry, meeting the needs and interests of tourists, and fostering cultural exchange at both national and international levels. The findings of this study can serve as practical recommendations for tourism services, translators, and organizations, contributing significantly to the development of Uzbek tourism and international cultural dialogue.

**НАУЧНЫЙ СОВЕТ DSc. 03/04.06.2021.Fil/72.03
ПО ПРИСУЖДЕНИЮ УЧЁНЫХ СТЕПЕНЕЙ ПРИ БУХАРСКОМ
ГОСУДАРСТВЕННОМ УНИВЕРСИТЕТЕ**

**САМАРКАНДСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ИМЕНИ
ШАРОФА РАШИДОВА**

БУЗРУКОВА МАХИНА МУХАМАДХОНОВНА

**ЛИНГВОКУЛЬТУРОЛОГИЧЕСКИЕ ОСОБЕННОСТИ
ТУРИСТИЧЕСКОГО ДИСКУРСА И ПРАГМАТИКА ПЕРЕВОДА
(на материале английского, русского и узбекского языков)**

**10.00.06 – Сравнительное литературоведение, сопоставительное языкознание и
переводоведение**

**АВТОРЕФЕРАТ
диссертации на соискание учёной степени доктора
ФИЛОЛОГИЧЕСКИХ НАУК (DSc)**

Бухара – 2024

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ВВЕДЕНИЕ (аннотация диссертации доктора наук (DSc))

Цель исследования заключается в определении лингвокультурных особенностей туристического дискурса и принципов переводческой прагматики на английском, узбекском и русском языках. Кроме того, в исследовании ставится задача выявить трудности и возможности межкультурной коммуникации, а также разработать переводческие методы, направленные на сохранение национальной самобытности, путем сравнения языковых единиц и культурных элементов текстов на тему туризма в рамках трёх языков.

В качестве объекта исследования выбраны образцы туристического дискурса в устной и письменной форме, отобранные из различных источников на английском, узбекском и русском языках.

Научная новизна исследования заключается в следующем:

обоснована необходимость изучения дискурса как лингвосоциального, лингвокультурного, прагматического и когнитивного явления в лингвистике и других областях знаний, а также выявлены прагматико-коммуникативные аспекты туристического дискурса, такие как роль говорящего в коммуникативной среде, фактор адресата, состав передаваемой информации и направленность на достижение коммуникативной цели;

доказано, что знакомство с национально-культурными особенностями туристического дискурса, учитывая важность лингвокультурной информации в процессе языкового оформления дискурса и отражение этого в выборе языковых средств и коммуникативных стратегий, является основным фактором, обеспечивающим успешность межкультурной коммуникации;

на основе функционально-семантического подхода показано, что туристический дискурс, включающий взаимодействие представителей туристической отрасли и путешественников, представляет собой сложное, многогранное и многомерное речевое образование, охватывающее лингвосемиотические, коммуникативно-прагматические, национально-культурные и когнитивные характеристики;

выявлено, что одним из основных условий достижения адекватности в переводе туристического дискурса является поиск межъязыковых эквивалентов, который зависит от лингвистической компетенции переводчика, его способности к лингвокреативности, а также от таких нелингвистических факторов, как прагматические, когнитивные, социокультурные и образовательные аспекты;

разработаны рекомендации по методам перевода, соответствующим лингвистическому и культурному контексту, при сохранении уникальных особенностей национальной и международной туристической терминологии, для проведения онлайн-занятий, лекций и презентаций для молодых специалистов, обучающихся в области туризма.

Внедрение результатов исследования. На основе разработанных методических и практических предложений по определению национально-

культурных и прагматических особенностей туристического дискурса на английском, узбекском и русском языках:

модель исследования туристического дискурса, основанная на разработанных параметрах лингвокультурных стандартов, была использована в исследовательском проекте «Анализ и разработка моделей и политик для регионального развития на основе оценки наследия и культурных идентичностей», выполненном в Университете Орадя (University of Oradea, Румыния) в рамках проекта PN-III-P1-1.2-PCCDI-2017-0686 (справка Университета Орадя № PN-III-P1-1.2-PCCDI-2017-0686 от 2 ноября 2024 года). Применение научных результатов позволило выявить уникальные национальные особенности культурного наследия и систематизировать их;

рекомендации по новым методам перевода, соответствующим лингвистическому и культурному контексту, при сохранении уникальной национальной и международной туристической терминологии, были включены в программу мероприятий «Меры по продвижению изучения истории и культуры Узбекистана, узбекского языка и литературы за рубежом» (УП-19 от 12 января 2024 года), реализуемую в сотрудничестве с международным университетом туризма и культурного наследия «Шелковый путь». Эти рекомендации использовались для проведения онлайн-уроков, лекций и презентаций, включая обеспечение лучших фильмов известных кинематографистов субтитрами на английском и русском языках (справка Комитета по туризму Республики Узбекистан № 03-12-17-7910 от 12 ноября 2024 года);

результаты, связанные с использованием метафорических моделей в туристическом дискурсе для создания культурного разнообразия и расширения коммуникативных возможностей, нашли применение в научном исследовании «Расширение международного влияния культуры Шелкового пути и содействие устойчивому развитию туризма наследия» в рамках проекта «Ensuring Regional Development» (справка Северо-Западного университета КНР № DL2022040003L от 5 ноября 2024 года). Это способствовало созданию эффективных инструментов для продвижения культурного наследия Шелкового пути и поддержки развития регионального туризма;

выводы о лингвосомиотической структуре, прагматической цели и задачах туристического дискурса с точки зрения выбора коммуникативных стратегий были использованы в проекте UNICAC (№598340-EPP-1-2018-1-ES-EPPKA2-SBHE-JP) в рамках Университетской кооперации по передаче знаний в Центральной Азии и Китае (справка Национального университета Узбекистана № 04/11-10703 от 15 ноября 2024 года). Методика «Анализ текста» обогатила теоретические основы таких дисциплин, как «Дискурсоведение», «Прагмалингвистика» и «Переводоведение»;

рекомендации по развитию межкультурных коммуникационных навыков студентов, основанные на выводах о роли лингвокультурной информации и институциональной специфике туристического дискурса, были использованы в международном грантовом проекте «Reinforcing

English Language competence at Karshi State University» (справка Каршинского государственного университета № 04/3568 от 19 ноября 2024 года). В результате были разработаны рекомендации, направленные на формирование межкультурных коммуникационных навыков у студентов системы высшего образования;

одним из основных условий достижения адекватности при переводе туристического дискурса является поиск межъязыковых эквивалентов, что связано с лингвистической компетенцией переводчика, его лингвокреативными способностями, а также с такими вневелингвистическими факторами, как прагматические, когнитивные, социокультурные и образовательные аспекты. Эти выводы были использованы в рамках практического проекта 56-01/10 «Инновационные возможности каталога (пятиязычного) узбекских мест паломничества в продвижении исторических памятников», выполненного Обществом дружбы «Узбекистан-Франция» (справка № 117 Общества дружбы «Узбекистан-Франция» от 5 декабря 2024 года). Внедрение научных результатов послужило совершенствованию методических рекомендаций по формированию и развитию профессиональной компетенции переводчиков, а также организации практических занятий.

Структура и объем диссертации. Диссертация состоит из Введения, четырех глав, Заключения и Списка использованной литературы, основной текст составляет 233 страниц.

E'LON QILINGAN ISHLAR RO'YXATI
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LIST OF PUBLISHED WORKS

I bo'lim (I часть; Part I)

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10. Buzrukova M.M. Turistik matnlar transferida tarjima imkoniyati / inkonsizligi // “Xorijiy filologiya” – Samarqand, 2024. – 3(92). – B. 50-55. (10.00.00 №10).
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14. Buzrukova M.M. Turistik obyekt” mavzusidagi nutq xabarini shakllantirish dasturi va uni amalga oshirishga ta'sir qiluvchi pragmatik omillar // “Ilm sarchashmalari” – Urganch, 2024. - № 8. - B. 143-147. (10.00.00 №3).

15. Buzrukova M.M. Turistik diskursda belgilar tizimi // “Ta’limning zamonaviy transformatsiyasi” mavzusidagi respublika ilmiy-amaliy konferentsiya materiallari. Toshkent, 2024. – 9(1) - B. 67-71.

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