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ENGLISH TRANSLATION OF TOURISM LEXEMES INTO UZBEK

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and easy to understand, especially for those who are interested in literary terms. Most of the terms explained in Chris Baldick's The Concise Oxford Dictionary of Literary Terms have been fully borrowed in English, some of them have been borrowed without any changes. Most of the terms borrowed from French literature. They accounted for 57 % of the total adopted layer terms. Terms taken from German literature without any changing were also more than terms that came from other languages, accounting for 19 % of the total. Layer terms borrowed from Italian and Japanese languages are mainly terms related to genres in the fiction of these languages. Literary terms existing in the modern Uzbek literary language are a system of literary-theoretical concepts formed in the practice of Uzbek folklore and classical literature, new literary concepts born and developed in the process of formation and prosperity of Uzbek literature, including words and phrases that express literary phenomena specific to fraternal peoples and world literature. The "Dictionary of Literary Criticism" compiled by D. Kurbanov, Z. Mamajonov, M. Sheralieva corrected the drawbacks in the dictionaries published during the pre-independence and independence period and this is a dictionary that can explain the specific aspects of modern Uzbek literary criticism.

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Abstract:

Background. The article describes the concepts that have been formed in different cultures and entered into the terminology system, it is desirable to take them in their own national-private image, because tourism requires the reform of diversity and is built on the basis of diversity. Much of the active terminology of tourism in everyday life has been presented to the potential consumer through transcription and transliteration, and evidence has been cited.

Methods. The most objective approach to the aspects of source-language culture is the "gloss", ie the technique of descriptive interpretation. This is because finding a functional alternative to a certain term takes a lot of work and sometimes ends in a completely unsatisfactory result. Neither transliteration nor transcription is always acceptable. But not all realities are so popular. In addition, the culture of the tourism terminology system is constantly expanding due to the languages of different peoples in the process of development. Realities limited to a particular cultural space can be mastered in several ways

Results. The fact that so many exercises are associated with the movement of flying in the wind, no doubt leads to confusion in the reception of information. This means that the term has failed to achieve its functional function. Because whether it is a tourist product or a type of service, the consumer must have a clear idea about it and be able to use it to the fullest.

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Conclusion. The purpose of the tourist text is to make a conscious impression on the consumer by using phonetic sounds. The translator should be careful to notice such features of the text in the source language and carefully translate them into the target language.

Keywords: transcription, transliteration, word-neologism, loan-translation, realities, gloss-translation, contextual translation, neutralization, zero translation.

Introduction. Languages, their lexical structure, the rules of formation of lexical units, the "behavior" of these lexical units in the sentence structure and their features of stylistic information differ between languages. These differences are natural and inevitable. After all, languages also live in the lives of members of a particular cultural community, reflecting, changing and refining their socio-historical aspects. This is also characteristic of the evolution of tourist terms. However, when socio-cultural, economic and political relations are not limited to one state, but begin to operate across borders, there is a need for translation of these units. The process of translation becomes more complex as these lexical units now take on different cultural and ethnic aspects across multiple frontiers and take on new forms and meanings. All of these complexities are reflected in the English tourism terminology that has gone through this process.

Translating lexical items from one language to another requires the translator to use certain translation techniques. Successful translation is impossible without them. Since tourist lexemes are an integral part of a vast vocabulary, special methods of translating them have been developed. Before we start talking about the translation of the term, let's explain what lexical units we should include in this group. Vinogradova refers to the terminosystem as an industry term and a system that combines terminoids. The term terminoid refers to three groups of professional-specific lexemes:

➢ Professional special lexical units
➢ Words and phrases used in professional colloquial language
➢ Professional jargons

In general, tourism encompasses a wide range of areas and includes lexemes related to various aspects of life (food, transportation, recreation, work, health, entertainment, etc.). For this reason, the lexical-semantic and contextual-stylistic features inherent in all lexemes are also specific to it and must be taken into account in the translation process.

In the community of translators, the following methods of translating terms are distinguished:
1. transcription;
2. transliteration;
3. creation of new word-neologisms through translation;
4. literal translation;
5. translating realities through realities;
6. translation based on the approximation of meaning;
7. gloss translation - translation of realities by means of descriptive interpretation;
8. Expression through a contextual alternative;
9. transfer;
10. Neutralization-expression of a special term by means of a general lexical unit;
11. Zero translation is the omission of a particular term.

Before examining tourism terminology in the example of the above methods, it should be noted that some of them are useful in the translation of individual terms, while others are used in their contextual translation.

The object of our research was the content of the *Dictionary of Tourism and Hospitality.*

Transcription involves the acquisition of a term in the source language by the phonetic shell. A significant part of English tourism terminology is "Uzbekized" in this way.

Кемпинг-camping, сноубординг-snowboarding, армреслинг-armwrestling дайвинг-diving, снорклинг-snorkeling, кейтеринг-catering, казино-casino, шейпинг-shaping, Драйв-ин-drive-in, пицца-pizza, сэндвич-sandwich, бранч-branch, шеф-chef(повар), кафетерия-cafeteria, Ресепшин-reception, альберго-albergo(итальянча меҳмонхона), альфреско-alfesco(очиқ

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ҳаводаги меҳмонхона), ҳаускипинг-housekeeping, Дьюти-фри-duty free, экотуризм-ecotourism, бизнес-центр-business center, онлайн-online, офлайн-offline, бизнес класс-business class, автострада-autostrada, вебсайт-website, агротуризм-agritourism, виза-visa, Зенофобия-xenophobia.

In transliteration, the language of translation is learned in a graphical shell. This phenomenon is less common than transcription and can be traced to the following terms:

Гид-guide, пансион-guesthouse, карусель-carousel, курьер-courier, тур-tour, круиз-cruise, брошура-brochure, каталог-catalogue, кушетка-kushetka, минибус-minibus, аттракцион-attraction, апартамент-apartment, ассимиляция-assimilation, акклиматизация-acclimatization, форс-мажор-Force Majeure, буфет- a buffet, ҳалол-halal, этник туризм-ethnics tourism, карвонсарой-accomodation, аутентиклик-authenticity.

Transfer means learning the word without any changes: *a la carte menu bistro dacha motel spa charter bed and breakfast*. It has been found that the method of transfer involves the acquisition of a very small number of terms. However, the process is in a state of open progress, and the transfer of popular culture among Uzbek culture is growing. However, this is associated with the risk that the need for translators will decrease.

Sometimes in the process of translation new concepts and with them new names, and sometimes new additional meanings of existing names. This process ends with the formation of *neologisms*. For example, we all know the meaning of the English *animator* lexeme, which means "master of animation." But in the context of tourism, it is formed by the meaning of "entertainment developer" of any type and place (hotel, steamship, plane, etc.). Another example is the translation of the English word *vending machine*. By pointing to a device that sells a product by accepting a coin, he introduced a new concept and its name, and even a new type of business that has not yet become widespread (Vending business). However, due to the desire of the Uzbek people to become a direct participant in the trade process and the fact that the culture of bargaining is part of the values of our people, this term and its essence of service has not yet attracted widespread attention.

At the present stage of linguistic development, one of the most "productive" ways of learning words and terms is kalkalash. It means expressing concepts that do not exist in the language within the limits of language. Kalkalash is an active method in uzbek language.

The translation of the English tourism terminology also shows that kalkalash results are the most numerous and the most effective method:

Circle/round trip	Aylanma sayohat
Airport art	Aeroport san'ati
Ghost town	Arvoh shahar (aholisi tark etgan shahar)
Mental map	Aqliy xarita
Sunbaking/sunbathing	Oftobda toblanish
Culture shock	Madaniy shok/zarba
Travel/motion sickness	Sayohat behuzurligi
Room service	Xona xizmati
Summer home	Yozlik uy
Health farm	Sog'lomlashtirish fermasi
E-ticket	Elektron chipta
Duplicate reservation	Dublikat buyurtma
Compactness index	Ixchamlik indeksi
Community tourism	Jamoa turizmi
Rest room	Hojatxona
Mass tourism	Ommaviy turizm
Airship	Havo kemasi

It is also observed that the kalkalash is carried out through the neighboring languages. For example, the following tourist terms are included in the Uzbek lexicon in Russian:

Adult tourist ⇨ Взрослый турист ⇨ O'spirin turist

Baby-sitter ⇨ Услуги детской сиделки ⇨ Bolalarga qarash xizmati

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Beachview room ⇨ Номер с видом на пляж ⇨ Plyajga qaragan nomer
Cityview room ⇨ Номер с видом на город ⇨ Shaharga qaragan nomer
Gardenview room ⇨ Номер с видом на сад ⇨ Bog'ga qaragan nomer
Landview room ⇨ Номер с видом на окрестности ⇨ Atrofga qaragan nomer
Mountainview room ⇨ Номер с видом на горы ⇨ Tog'ga qaragan nomer
Oceanview room ⇨ Номер с видом на океан ⇨ Okeanga qaragan nomer
Parkview room ⇨ Номер с видом на парк ⇨ Parkka qaragan nomer
Poolview room ⇨ Номер с видом на бассейн ⇨ Basseynga qaragan nomer
Riverview room ⇨ Номер с видомна реку ⇨ Daryoga qaragan nomer
Seaview room ⇨ Номер с видомна море ⇨ Dengizga qaragan nomer
Valleyview room ⇨ Номер с видомна долину ⇨Vodiyga qaragan nomer
Grandmaster ⇨ Мастер-ключ ⇨ Master kalit
Triple room ⇨ Трехместный номер ⇨ To'rt o'rinli xona
Botel ⇨ Плавучий отель ⇨ Suzuvchi mehmonxona
Diving ⇨ Подводное плавание ⇨ Suv ostiga sho'ng'ish
Incentive-tour ⇨ Инсентив-тур ⇨ Insentiv tur
Catering ⇨ Общественное питание ⇨ Ijtimoiy ta'minot
Convenience foods ⇨ Полуфабрикаты ⇨ Yarim- tayyor mahsulotlar

Commenting on some of the above, the words diving and catering are still in use. The meaning of terms, that is, the expression of a concept in two or more terms, is one of the central problems in terminology. It is customary to refer to this linguistic phenomenon in the scientific literature as "duplication" or "quasi-synonymy". Quasi-synonyms (partial synonyms) are words with similar meanings that cannot be synonymous in all contexts. It turned out that there are many examples of them in tourism terminology:

keytering↔ ijtimoiy ta'minot
xona ↔ nomer
ekonom klass ↔ ikkinchi klass
akvatik sport ↔ suv sporti
administratsiya ↔ resepshin
elektropoyezd ↔ elektrichka
turist ↔ ekskursant
(route) yo'nalish ↔ kurs ↔ qatnov yo'li
(cabin) kupe ↔ salon
(charter) yollanma reys ↔ yollanma samolyot
(porter) yuk tashuvchi ↔ shveysar ↔ eshik qorovuli

Proof that quasi-synonyms are not absolute synonyms is that, for example, the terms *economy class* and *second class* can only be mutually functional substitutes in the context of an aircraft cabin. Absolute synonyms, on the other hand, must be equivalent in any contextual context.

L.L. Kutina, who contributed to the Russian terminology, explains the phenomenon of duplication as follows:

This definition indicates that the terminology system of the tourism industry of our country is open to change and the process of formation, selection and consumption is still in its infancy. The very process of socio-cultural evolution requires which of the quasi-synonyms undergoes a historical selection and disappears in the process. In recent years, it has been observed that people of different nationalities are becoming more and more aware of popular culture and are assimilating tourism terms through linguistic transfer (without change). As a result, it is possible to linguistically predict the decline of perceptions in the following centuries of trends in the translation of terminology in various fields.

Materials and methods. One of the most pressing issues in the translation of tourism terminology is the assimilation of national-private words that express concepts specific to a particular folk culture. These words are known in linguistics and translation theory as "realities." The word "Realis" was originally derived from the Latin plural word "realia", which originally

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meant "вещественный" - "material", "действительный" - "real", and later became a horse. has become a term that expresses a nationally specific word. "Realities are synonymous words and phrases that belong to a particular people and represent objects, concepts, and event names in that language. They represent the geographical, ethnographic, literary, material and spiritual life of the people, as well as cultural, social and historical. "

The discussion of realities is also relative. After all, some realities have become international and familiar to the whole world community. They represent concepts that are specific to specific semantic groups:

Foods ⇨hot dog, hamburger, kimchi, pizza, spaghetti, muesli, marshmallows, champagne, sausage, bistro

Dresses ⇨ kimono, sari,

Shelters and buildings ⇨ dacha, bungalow, yurt, albergo, alfresco, market

Road transport ⇨ highway, caravan, rickshaw

But not all realities are so popular. In addition, the culture of the tourism terminology system is constantly expanding due to the languages of different peoples in the process of development. Realities limited to a particular cultural space can be mastered in several ways:

➤ Transliteration or transcription is performed;
➤ Translated verbatim (kalkalash);
➤ Represented by means of descriptive commentary;
➤ Functional alternatives are found in the culture of the language of translation.

Of the above methods, the most objective approach to the aspects of source-language culture is the "gloss", ie the technique of descriptive interpretation. This is because finding a functional alternative to a certain term takes a lot of work and sometimes ends in a completely unsatisfactory result. Neither transliteration nor transcription is always acceptable.

There are also cases when some terms in the foreign terminosystem are not mastered at all. This is known as a "zero translation". This is because a particular term-lexeme is an expression of a concept that is completely alien to the source-language culture, is condemned, or does not need to be used. For example, the names of all types of tourism are often mentioned in various publications and shows, in everyday life, there is no need to translate the words *sex tourism, pick-up point.* Although their content is easy to understand, there is no need to include them in the Uzbek tourism terminology system. As a result, they are left without translation for an indefinite period of time (it is difficult to predict developmental changes).

Neutralization is used in the translation of tourist terms, as well as in the translation of other texts. The reason for this linguistic phenomenon may be that the possibilities of translation are limited in some respects, and the exact meaning of the word cannot be found. For example, the English lexemes *traveler, tourist, excursionist,* and *hiker* are translated in the same way as *tourist (or tourist).*

The extent to which term translation techniques are actively used is illustrated by the results of a small study based on the translation of three types of travel texts:

	Transcrip-tion / trans-literation	kalkalash	Transference	Gloss translation	Functional equivalent	Neutrali-zation	Zero translation
Descriptive texts	10,2%	17%	1,5%	5,1%	33,9%	11,9%	8,5%
Illuminating texts	25,4%	40%	1,3%	9,7%	15,8%	2,5%	1,3%
Professional communication texts	9,9%	24%	26,8%	5,7%	21%	4,2%	4,2%

Three types of travel texts were selected for the above study:

1. Descriptive texts (recreation area (country, island, sea, etc.), landscapes (forest, waterfall, modern city, etc.), types of holidays (beach vacation, attractions, cruise, excursion) texts giving general descriptive information about;

2. Illuminating texts (texts that provide practical information about the means, equipment and services used and offered: hotel, cruise ship, excursion equipment, terms of service, visas and documents information);

3. Professional communication texts (texts representing the exchange of information between tourism professionals: price lists, applications, booking systems, ticket conditions, booking guides);

We will explore the conditions and methods of mastering tourism terminology and examine some of the complexities and incompetent examples of translation that may arise in the translation process.

Analyzing the content of the sites on the Internet, we have seen the factors that lead to the observation.

"Words from English. The concept of flying in the wind is one of a number of sports that have been introduced to the Uzbek language in the section "English words from other languages":

"Flying in the wind, arm wrestling, freestyle, skateboarding, snowboarding, kickboxing ..."

While all types of training are understandable, the name of flying in the wind evokes various associations in the minds of internet users. In the culture of Western countries, air and wind sports form two separate directions. Wikipedia lists the following sports activities under the names of these two groups:

Wind sports:
- ◆ Ice boating
- ◆ Kite boating
- ◆ Kite landboarding
- ◆ Kite buggy
- ◆ Kite flying
- ◆ Kite jumping
- ◆ Kite skating
- ◆ Kite surfing
- ◆ Land sailing
- ◆ Sailing
- ◆ Snowkiting
- ◆ Windsurfing
- ◆ Sail biking

Air sports:
Gliding
Hang gliding
Microlighting
Parachuting
Paragliding
Parasailing
Air Ballooning

Results and discussions. In all of the above, the movement in the wind is caused by a certain means (aircraft, boat, sail, sail). The fact that so many exercises are associated with the movement of flying in the wind, no doubt leads to confusion in the reception of information. This means that the term has failed to achieve its functional function. Because whether it is a tourist product or a type of service, the consumer must have a clear idea about it and be able to use it to the fullest.

Here is another excerpt from this site:

"Shaping, fitness, diving, surfing, bodybuilding, snowboarding, paintball, freestyle wrestling, wrestling, powerlifting, bowling, training, skating ring, forward, goalkeeper, biker, sniper, overtime, stepping class, competitions, scooters. "

The word formulation listed above does not quickly reflect the concept of *shaping* in the minds of all users. First, the transcribed shaping term itself is already popular and there is no need to translate it literally. Second, the use of an additional explanatory word for semantic conformity is a necessity in this case, i.e., *the formation of the body*.

The description of the *skate ring* on the list is simply a sad example of illiteracy. The linguist understands that this interpretation refers to the English *skating -rink* lexeme. In English, this lexeme means "*ice skating rink*" (katok), and the word rink differs from the ring lexeme (ring) by a single letter.

Consider another lexical group in the Art / Radio / TV category:

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"Thriller, western, video clip, clipmaker, news producer, music, blockbuster, bestseller, underground, pop art, (had) rock, rock and roll (L), casting, shake, break, brain rings, (discussion), hit - parade, meteotime, supersta, superman, skinhead "

Shaking in this lexical group refers to western dances (breakdance, shakedance). Such a translation of them is not an acceptable option. Although there are essential elements of these types of dances, *shaking* and *breaking* are units of extreme general meaning in this case, and the functional function of the terms is lost.

Also, the concept expressed in the form of *brain rings* already implies a well-known *brainwashing*. The best way to learn these terms is to transcribe them in the phonetic shell. Trying to translate all the terms of tourism (as well as any other optional field) literally is not wise in today's fast-paced world. Because of the rapid spread of information on the Internet, the population of the country is mastering any concept *first-hand*, that is, directly (as first-hand information).

While the above examples focus on the inappropriate translation of individual terms, the issue of their optimal translation in tourist texts is also worth noting. After all, the term tourism is used in practice in the language of tourism in the context of tourist texts.

Representatives of the world linguistic community have categorized errors and inconsistencies in the translation of tourism terms. The following are the types of errors that are generalized based on their criteria:

→ grammatical and spelling errors

→ lexical-semantic inconsistencies

→ Pragmatic and discourse (methodological context) inconsistencies

→ Dropping the required information, duplicating or entering excessive information

In order to avoid the above mistakes and discuss techniques for skillfully translating travel texts, we will explore a few travel text sentences.

*" You will meet **friendly** and **welcoming** people."*

"Sizni samimiy va mehmondo'st insonlar kutib olishadi."

Conclusion. If we pay close attention, the difference between the two sentences used in the future tense is that in the English version, if the owner of the sentence is the performer of the action, in the translated text it is the person who receives it (directly). the translation would be "You meet sincere and hospitable people"). This difference is due to the different features of the languages, that is, as natural and effective as the first sentence sounds in the English tourist text, the Uzbek version has the same effect on the tourist of this language culture.

The same can be said of the translation of "You will like it": "You will definitely like it."

Rhetorical interrogations have a place in the tourist text. They serve as a stimulus to the consumer to promote tourism services and products. They should be expressed in functional equivalent rhetorical questioning:

→ *"Isn't it time you treated yourself to a holiday?"*

→*"Ta'tilga chiqish vaqti kelmadimi?"*

The translator is also required to have a special knowledge of English tourist terminology. Because without knowing their essence, it is impossible to create a cultural alternative in translation:

"Alaska B4UDIE." (Alaska, before you die.)

("Alyaskaga bormabsiz, bu dunyoga kelmabsiz!")

In addition to the above, it is important to choose the right personal pronouns:

"We work so you don't have to".

"Biz ishlaymiz ─ siz dam olasiz."

The purpose of the tourist text is to make a conscious impression on the consumer by using phonetic sounds. The translator should be careful to notice such features of the text in the source language and carefully translate them into the target language. For example, using alliteration works well:

"Tour to Turkey! → "Тур в Турцию!"

However, such direct embodiment of the sound shell of a sentence does not create a natural-sounding act of speech in the Uzbek language. In the Uzbek text, we will try to create this effect with a different sound:

"Turkiya sarhadlariga sayohat!"

Apparently, the sound [s] also did a great job. If this effect is not achieved by sound, it is necessary to use combinations such as unusual rhythm, word order, repetition.

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STRUCTURAL AND COMPOSITIONAL PROPERTIES OF PHYTOMORPHS

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Abstract:

Background. The article is based on factual material, which shows that metaphors are an important product of popular thinking, one of the most common ways of creating figurative meaning. The fact that phytomorphic metaphors - figurative words based on the names of plants in the Uzbek language - occur as a separate system is confirmed by examples. Structural and compositional features of phytonym metaphors are analyzed and classified.

It is well known that an important feature of fiction is that the author puts into words the idea he wants to convey through the work. Every word , every idea serves to reveal the purpose of the

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