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COGNITIVE APPROACH TO JUDGMENT SYSTEMATICITIES OF TERMINOLOGY
SPHERE OF TOURISM
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Abstract: The article presents cognitive approach to the comprehension of the system of English terms related to travel industry. Considered is type and structure of the terminological concept tourism which appears to reflect the structure of the whole industry. The data of the concept structure are indicated in the chart which reveals the systemic ties of the related terms included in the concept tourism. Offered are tasks to be completed at the lessons aimed at assimilating professional terms of tourism and reflected the conceptual link between them.

Keywords: cognitive approach to the system of terms, English terms of travel industry, concept tourism, concept structure, systemic ties, lexical semantic group.

КОГНИТИВНЫЙ ПОДХОД К СИСТЕМНОСТИ СУЖДЕНИЙ
ТЕРМИНОЛОГИЧЕСКОЙ СФЕРЫ ТУРИЗМА
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Аннотация: В статье представлен когнитивный подход к рассмотрению системности англоязычной терминологии сферы туризма на примере концепта tourism «туризм». На основе данных когнитивной лингвистики определен концепт, указаны языковые средства выражения и типы концептов. Подчеркнуты особенности терминологического концепта, и определен тип концепта tourism «туризм». Описана примерная структура исследуемого концепта, включающая в себя более частные терминологические понятия, отражены понятийные связи между ними.

Ключевые слова: когнитивный подход к системности терминологии, англоязычная терминология сферы туризма, концепт tourism, структура концепта, системные связи, лексико-семантическая группа.

ТУРИЗМ СОҲАСИ ТЕРМИНОЛОГИЯСИНИНГ ҲУКМ ТИЗИМЛАРИГА
КОГНИТИВ ЁНДАШУВ
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Аннотация: Маколада туристик саноатига асосланган tourism «туризм» терминологиясининг когнитив ёндашуви келтирилган. Когнитив тилшунослик маълумотларига асосий, концепт туризм ва туризмчалари ва туризмдирин ифода қилинди. Англий тилининг туризм концепти белигиланди. Концептнинг таъминий марқий таъсирланиб ва улар орасида концепт ва акс эътиролдан.

Калит сўзлар: терминологияининг когнитив ёндашуви, англиз терминологияси, концепт “туризм”, концепт туризми, тазил алоқалари, лексик-семантическая группа.
INTRODUCTION. Processes of globalization of a world economic system set a specific objective for the higher education system: to prepare experts of various fields of activity according to the international standards. Education has to provide a possibility of participation of experts of the different countries in scientific cooperation, the organization of production activity, say, a possibility of participation in all forms of professional business communication.

Improvement of the higher education system is carried out on the basis of harmonization of curricula and programs, implementation of the international high school projects and programs, as a result of the organization of exchange of experience for the faculty, and for students — providing to an opportunity receiving or improvement of professionally focused education abroad. These types of activity in the higher education system fit into wider framework of internationalization of the higher education caused by globalization of economy [1, P 5; 2, 7]. In this context teaching foreign languages is of particular importance what thematic scientific conferences testify to. Basis of professionally focused training in foreign to language makes training of professional terminology of sublanguage specialties.

The aim of this article — to show possibilities of application cognitive approach to judgment of system of English-speaking terminology spheres of tourism on the example of a concept of tourism “туризм” and to give methods of use of the received results in a teaching technique. The perspective of terminology of the sphere of tourism is exclusively relevant because of huge value of the tourist industry. Success development of this industry, in particular the entrance tourism providing to the country currency receipts in the budget, directly depends on advertising information support, in particular in foreign languages, from participation of our experts in the international exchanges, fairs tourist services, symposiums, conferences, seminars, from the qualified and high-quality service of foreign tourists. All these functions, since drawing up or transfer to foreign language of advertising materials, will inevitably enter the list of functions of university graduates. Thorough possession of a terms framework of students depends on system assimilation of terminological lexicon of the sphere of tourism.

MAIN PART. In judgment of terminological systems, both in the theoretical plan, and in respect of teaching is use of results of cognitive researches. Cognitive the linguistics is aimed at modeling of the device of language consciousness and the analysis of forms of language representation of knowledge of the world and ways storages of this information in consciousness. Cognitive approach to to judgment of terminological systems of language it is aimed at modeling their structures and analysis of the relations between their units, connected with designation of conceptual space. Central concept of cognitive linguistics and main object researches "concept" under which, by definition is V.A.Maslova, mental national and specific is understood" education, the plan of contents is all set of knowledge about this object, and the plan of expression — set of language means (lexical, phraseological, paremiological, etc.)." [3, page 27].

The concept of tourism «туризм» as the professional term fixes conceptual reflection of functioning of this industry. S.G. Vorkachev specifies that except subject
correlation the concept includes all communicatively significant information, i.e. it 1) paradigmatic, 2) syntagmatic, 3) word-formation communications [4]. Addressing such characteristic of a concept as "national specificity" it should be noted that the terminological system assumes unification of a terms framework, i.e. specific terms and their ratios in different languages for effective use on a global scale. It is reached during professional interaction in this sphere and the process of loan both experience, and lexicon designating it accompanying it. Cf. for example, loan of terms tour operator, travel agency, a tour in the presence for the last term of a close analog in Uzbek language the . Along with universal elements in the language systems of various languages there are linguistically also extra linguistically caused national specific elements.

It is possible to carry units designating the specific realities objects of reality included in this sphere to the category of the last: Museum of Tolerance «толерандлик музейи», Orange Bowl Stadium “Оранж бавл майдони” in Miami», The Mary Kay Beauty Museum “Мари кей косметик компанияси”. Falling within the scope of a similar terminological concept in other language, names of such realities receive the specifying nomination. Existence in a terminological system linguistically of the caused national specific elements (caused by grammatical structure, a lexical system, specifics of word compatibility of this language) can be illustrated with the following English and Uzbek terms - equivalents: to honeymoon “асл ойини ўтказиш”, to buy/sell a holiday “йўланма олиш/кетиш “ (but in any way not «holiday» or «rest»), city break/weekend break “дам олиш экскурсияси” (actually, as a rule, a tour for 3 days at the end of the week), to book a hotel for 3 nights “уч кунга мехмонхона буюртма қилиш” (but not «nights»). As for the plan of language expression of a terminological concept, it, obviously, is limited to inclusion of lexical units and set phrases.

Inclusion of paremiological combinations of a discussion (for example, ravens of the Tower  "Тауэр қарғалари”which are an important sight of the Tower as according to the legend, the Tower will stand while in it there live his crows), anyway they are on the periphery of conceptual area.

The model of the interacting ways of knowledge of a concept offered V.I. Karasik, assumes use of our daily knowledge, elements of scientific knowledge and general erudition and also stereotypic structures and phototypical structures [6]. Organization of units in a terminological concept first of all leans on the categorization and taxonomy developed by all disciplines serving this field of activity (tourism geography, the organization of tourism, tourism management, marketing in tourism) [7; 8; 9]. Structure a terminological concept is based on allocation of distinctive semantic signs at components its units [10, page 61] that was earlier actively used when studying systemacities in lexicon in the form of lexico-semantic groups, lexico-semantic fields and associative fields. On a certain correlation of former methods of a research of semantics and systemacity of lexicon and also modern cognitive researches lexicon in the form of concepts I.A. Sterlin specifies, noting that "the maintenance of a concept fills up the analysis of synonyms, similyar, antonyms key lexeme" [10, page 62] (in our case туризм «tourism»). It is objective a concept in language emphasizes need of the analysis of compatibility of lexemes, that
gives the chance to reveal some components of a concept [10, page 62]. The model offered below reflects approximate structure of terminological concept of tourism «туризм». Leading semantic signs, the classifications which are criteria, are taken out in names the semantic groups isolated in this concept and thematic ranks of terms (Types of tourism «туризм турлари»), Region/Destination «туман, мамлакатга келиш»), Means of conveyance «йўл воситаси»), Forms of tourism «туризм шакли»), Age of tourists «туристларниң ёши» Purpose саёхат максади», Tourist activities «турист хизматлари»), uniting hyponymic names are names of types of tourism depending on these signs. The conceptual center of this terminological concept hyperonym of tourism «туризм». Even this hyperonym has a number of synonyms, actively used in terminology of tourism industry — туризм саноати, travel industry «бизнес саёхат», tourist trade «туризм», travel business “туризм ва саёхат соҳаси”, touring «туризм». Feature of these terms synonyms is their compound character. The same trend is shown also in designations of hyperonyms more low rank, the above-stated hyperonyms included in structure, — national tourism «миллий туризм», international tourism «халқаро туризм», domestic tourism «ички туризм», Inbound tourism «кириш туризм», outbound tourism «ташқи туризм», organized tourism «режалаштирилган туризм», unorganized tourism «режалаштирилмаган туризм».

CONCLUSION. From positions of cognitive linguistics term tourism «туризм» represents the terminological concept designating various objects, the phenomena and processes of this branch of economy and including their terminological designations in the conceptual contents, the concept of tourism «туризм» implicitly comprises all terminology, connected with designation of this industry. Being guided by provisions of cognitive linguistics that the conceptual maintenance of a concept is formed on the basis of inclusion of the word meanings connected with a keyword paradigmatic, syntagmatic, word-formation and associative communications we tried to systematize these relations of the term tourism «туризм» with other terms of the sphere of tourism. The structure of this concept reflects only its kernel, the most essential part of its conceptual contents and shows interrelations between separate terms, presenting them in the form classifications. Systematization of terminology of the sphere of tourism is guided not only by the analysis of lexical meanings of terms of a tourism, but also on professional taxonomy and classifications of this conceptual area, meeting methodical requirement of system, that is stronger assimilation of terminology.

As criteria for classification of terminology distinctive semantic signs acted that it was earlier actively used for the analysis of systemacity of lexicon on lexico-semantic groups, lexico-semantic fields. Cognitive approach incorporates the principles of studying of systemacity of lexicon developed within previous theories, paradigmatic and syntagmatics, providing adequate and flexible reflection of reality. Offered the structure of a concept in the form of lexical groups and thematic ranks shows existence of various types of the relations between separate terms: rood-specific, portative, associative, synonymic, and antonymic. Terminology can serve as basic material for methodical use on classes in English
References: