



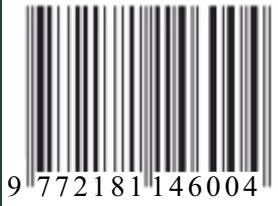
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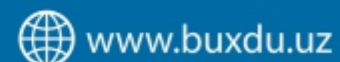
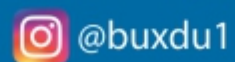
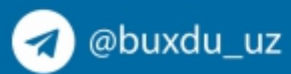


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MUNDARIJA *** СОДЕРЖАНИЕ *** CONTENTS

TILSHUNOSLIK *** LINGUISTICS *** ЯЗЫКОЗНАНИЕ

Менглиев Б.Р., Гулямова Ш.Қ.	“Оралиқ учинчи” қонуни ва тилда полифункционал сўзлар муаммоси	4
Yuldasheva D.N.	Sukut – shaxslararo psixolingvistik birlik	14
Mirxanova G.R.	Zamonaviy o‘quv lug‘atchiligida sinonim lug‘atlarni takomillashtirish muammolari	20
Sharipov S.S.	Advancements in contemporary lexicography: a deep dive into electronic and online dictionaries and the nuances of scientific terminology	24
Rustamova D.	Turli tilshunoslik maktab va yo‘nalishlari qarashlarini ensiklopedik lug‘atda ifodalash muammosi	28
Bobokalonov R.R., Ochilova Y.R.	Neyropsixolingvistika: nutq madaniyati va so‘z jozibasi haqida mulohaza	33
Ganieva O.Kh., Khakimova D.M.	Classification and particular challenges of translating tourism terminology from english into russian language	38
Davlatova M.H.	Ingliz tili fe‘l predikatlarning funksional-semantik maydonda voqelanishi	43
Amonturdiyev N.R.	O‘zbek tili etnografizmlarning nominativ xususiyatlari	48
Юлдашева Д.Н.	Использование молчания в деонтологической культуре	53
Yunusova M.Sh.	Shifokorning nutq harakati strategiyasi va taktikalari	60
Rasulov Z.I.	Semantic and syntactic properties of elliptic structures	65
Axmedova D.B.	Til korpuslari va ularning birliklari	70
Kim Y.H., Sunatullaeva M.	우즈베키스탄 한국어 학습자의 모음 발음 양상 연구 -중급 학습자 중심으로-	74
Mardonova S.O.	O‘zbek tilshunosligida so‘z yasash usullari, yasama so‘zning til va nutqqa munosabati	79
Mukhammadieva N.M.	Emotive vocabulary as a means of emotional coloring of a literary text	85
Narzullayeva F.O.	Jahon va o‘zbek tilshunosligida so‘z va polisemantizm	90
Nazarova N.A.	Tilshunoslikda nazariy va amaliy onomastika tasnifi	95
Quvvatova Sh.Ch.	Specific features of English and American romanticism	100
Raxmatov A.P.	Nemis tilida kelasi zamoni ifoda etuvchi vosita va omillarning o‘zaro munosabati	107
Saidov X.Sh.	Features of using abbreviations in sms language and the internet by the materials of English language	111
Shaymanova Y.T., Karshiboeva Z.A.	Speech acts and their place in modern linguistics	115
Tursunov M.M.	The link between language and culture in sociolinguistics	120
Umurova Kh.Kh.	Linguoculturological analysis of axiological concepts of wedding rite in different cultures	127
Назарова Г.А., Сайдуллаева М.С.	Калькалаш – сўз ўзлаштиришнинг самарали усули сифатида	131
Achilova R.A.	Baholovchi va tavsiflovchi allyuziyalar talqini	137
Jumayev E.B.	O‘zbek adabiy tilida o‘zlashtirmalik va gap	141

Mansurova N.A.	Ingliz va o'zbek tillarida marketing va menejmentga oid terminlarda terminologik sinonimiya	146
Tashlanova N.Dj.	Tarixiy dialektual-lug'at va leksikologik tadqiqotlarda analitik bazaning ahamiyati (Ingliz tili misolida)	151
Yunusova M.Sh.	Polysemy in contrast to homonymy	156
Adambaeva F.R.	Ingliz tilida biotexnologiyaga oid ko'p komponentli atamalarning morfologik xususiyatlari	160
Niyazova Sh.T.	Lexical significance of «face» across linguistic landscapes: a comparative study in uzbek, russian, and english	165
ADABIYOTSHUNOSLIK *** LITERARY CRITICISM *** ЛИТЕРАТУРОВЕДЕНИЕ		
Ражабов Д.З.	Ўзбек халқ шеър тузилишида вазн, ритм, қофия уйғунлиги	171
Adizova O.I.	Maqollar xalq ijodiyotining bebaho namunasidir	176
Tўраева Б.Б.	Чингиз Айтматов романларида хронотоп поэтикасининг қиёсий-типологик тадқиқи	180
Eshniyazova M.B.	The poetics of genres in the mystical works of Alisher Navoi	185
Mahmudova D.M.	Corpora and literature	190
Umarov U.A.	Jahon adabiyotida arxetip tushunchasining paydo bo'lishi va o'rganilish masalasi	195
Шербекова Г.Я.	Бухоро никоҳ тўйи қўшиқларида совчилик удумининг ифодаланиши	200
Kilicheva M.R.	Postmodern narratology in "Time's arrow" by Martin Amis	205
Kuchkarov T.O.	"To'maris" rivoyati sujeti va uning o'zbek folkloridagi epik talqinlari	209
Musurmonov T.T.	Somerset Moem ijodi va ingliz nasrida noan'anaviy tasvir hamda adabiy arxitiplar	215
Yaхуayeva N.I.	Asar badiiy olamini yaratishda badiiy makon kategoriyasining adabiy-estetik vazifasi	219
Темирова Дж.Х.	Сюжетная составляющая игр с противостоянием в русском и узбекском детском игровом фольклоре	223
Эргашева Д.А.	XX аср боши миллий ҳаракатларнинг адабий жараёнларга таъсири	227
Sabirova Z.Z.	Adabiyotshunoslikda davrlashtirish masalasining qiyosiy tahlili	232
"NAVOIY GULSHANI"		
Sayliyeva Z.R.	G'urbat ahlin bayoni	236
Иботова М.О.	Карими хилқат ичинда макорими ахлоқ...	240
FALSAFA VA HUQUQ, SIYOSATSHUNOSLIK *** PHILOSOPHY, LAW AND POLITICAL SCIENCES *** ФИЛОСОФИЯ, ПРАВО И ПОЛИТОЛОГИЯ		
Paluaniyazov B.Y.	Markaziy Osiyoda xavfsizlik va barqarorlikni ta'minlashning mafkuraviy-siyosiy jihatlari	242
Rajabov Sh.Sh.	Estetik ehtiyojlarning dizayn va kibermarketing sohasidagi transformatsiyasi	247
Иномов А.С.	Ўзбекистон ички ишлар органларида маънавий-маърифий ишлар самарадорлигини ошириш	253

	истикболлари	
Мирзатиллаев Ж.Ў.	Жиноят процессида халқаро ҳамкорликнинг моҳияти	257
PEDAGOGIKA *** PEDAGOGICS *** ПЕДАГОГИКА		
Xalilov T.	Masofaviy ta'lim: tabiati va muhimligi	262
Yakubova F.Y.	Pedagogical aspects of developing general competence of students in the conditions of innovative education	267
Hajiyeva F.	Ways to develop intellectual skills in students	272
Baumenova K.	Pisa tadqiqotida kreativ fikrlash: samarali yechimlar va yutuqlar (o'zbek tili misolida)	281
Sayidova N.S., Avezov A.A., Ostonova N.X.	Ispring quizmakerda test sinovlari o'tkazishning ahamiyati	286
Yadgarova L.Dj., Ergasheva D.B.	Axborot texnologiyalarining matematik paketlaridan matematika fanini o'qitishda foydalanish imkoniyatlari	295
Yulbarsova X.A.	Ishbilarmonlik o'yinlari orqali bo'lajak sotsiologlarda ijtimoiy kompetentlikni rivojlantirish	300
IQTISODIYOT *** ECONOMICS *** ЭКОНОМИКА		
Narzullayeva F.S.	Iqtisodiy masalalarda matematik modellashtirishni qo'llash	305
Жураев Ф.Д., Махматкулов Г.Х.	Критерии выбора трендовых моделей при среднесрочном прогнозировании производственных мощностей малых предприятий	309
Rahimov A.M.	Mehmonxona va umumiy ovqatlanish korxonalari faoliyatini ekonometrik modellashtirishda zamonaviy uslubiy yondashuvlar	315
Ashurov Sh.R.	O'zbekistonda soliq ma'muriyatchiligini rivojlantirishda Yevropa davlatlari tajribasining ta'siri	320
TARIX *** HISTORY *** ИСТОРИЯ		
Hayitov Sh.A., Artikov Z.Z.	Otaulla Xo'jayev timsoli – tarixiy tadqiqotchilar talqinida	331

**CLASSIFICATION AND PARTICULAR CHALLENGES OF TRANSLATING TOURISM
TERMINOLOGY FROM ENGLISH INTO RUSSIAN LANGUAGE**

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Abstract. *Scientific, technical and economic progress influencing greatly the development of tourism industry around the world. Thus, the need in the reasonable and applicable method of communicating between the nations is growing as well. English language is accepted as an international language, and is of great help in the process of interaction. However, it is known that there is also a presupposed untranslatability of terminology related to the tourism and travelling sector. The present study focuses on investigating specific problems in the translation process of tourism terms from English language into Russian language, as well as classification of the methods commonly used.*

Keywords: *tourism, methods, problems, communication, translation, comparative method, classification.*

**КЛАССИФИКАЦИЯ И ОСОБЫЕ ТРУДНОСТИ ПЕРЕВОДА ТУРИСТИЧЕСКОЙ
ТЕРМИНОЛОГИИ С АНГЛИЙСКОГО ЯЗЫКА НА РУССКИЙ**

Аннотация. *Научно-технический и экономический прогресс оказывает большое влияние на развитие туристической отрасли во всем мире. Таким образом, возрастает потребность в разумном и применимом способе общения между нациями. Английский язык принят в качестве международного языка и оказывает большую помощь в процессе взаимодействия. Однако известно, что существует также предполагаемая непереводаемость терминологии, связанной с туристическим и путешественническим сектором. Настоящее исследование посвящено изучению конкретных проблем в процессе перевода туристических терминов с английского языка на русский язык, а также классификации общепринятых методов.*

Ключевые слова: *туризм, методы, проблемы, общение, перевод, сравнительный метод, классификация.*

**TURİZM TERMIÑOLOGİYASİNİ İNGLİZ TİLİDAN RUS TİLİĞA TARJİMA
QİLİSHNİNG TASNIFLANISHİ VA MAXSUS MUAMMOLARİ**

Annotatsiya. *Ilmiy-texnik va iqtisodiy taraqqiyot dunyo bo'ylab sayyohlik sanoatining rivojlanishiga katta ta'sir ko'rsatmoqda. Shuning uchun xalqlar o'rtasidagi muloqotning maqbul va amaliy usuliga bo'lgan talab ham o'sib bormoqda. Ingliz tili xalqaro til sifatida qabul qilingan va o'zaro aloqadorlik jarayonida katta yordam bermoqda. Ammo sayyohlik va safar bilan bog'liq terminlarni tarjima qilishda ma'lum darajada tarjimasizlik mavjudligi ham ma'lum. Ushbu tadqiqot ingliz tilidan rus tiliga sayyohlik atamalarini tarjima qilish jarayidagi muayyan muammolar hamda umumiy qo'llaniladigan usullarni tasniflashga bag'ishlangan.*

Kalit so'zlar: *sayyohlik, usullar, muammolar, aloqa, tarjima, solishtirma usul, tasniflash.*

I.Introduction. Tourism is the product of globalization and people's ongoing crave for changes, and progress in all spheres of human activity. Its development started in the last century. It is important to mention that tourism plays one of the most crucial roles in people's lives as our nature is all about discovering the world, or something which is not explored yet. Moreover, it is the third profitable sector of the world economy. It is evident that tourism became a mean of intercultural communication. Thus, many words, or terms in particular, could fall a victim of misunderstanding among different cultures. Therefore, they should be well-studied further, and translated in a more professional way. Without any doubt, some scientific papers on this topic made a clear definition of the tourism term itself as well as the factors which

are affecting it all along. A large number of terms and expressions of tourism domain from English language are primarily influenced the Russian tourism terminology.

Vocabulary of tourism terminology is widely used not only by people who rely on the tourism services, but also by specialists in this sphere. This means that such vocabulary comprises both commonly used words and special terms. Historical and social factors in the tourism sphere as well as the fact that the English language is the most popular international language left footprint on the whole tourism industry. All of this is the product of the globalization process.

The purpose of this paper is to make comparison of terms used in the Russian and English tourism spheres; to make it clear about how borrowings of tourism terms from English language influencing Russian tourism terms.

II. Materials and methods. The English tourism terminology is in its flourishing period as new types of tourism are revealed. Thus, new meanings are constantly created as well. For example, ecotourism, all-inclusive tour, health tourism and etc.

The influence of the globalization process could be traced in the growth of activities, places to visit around the world; attempts of the standardization of the legal regulations, ethics, technologies as well as terminology of the tourism industry. It could be traced in the way how tourism agencies classify all important elements of the tourism sector. The unification process presents in the classification system of accommodation, transportation, meals and etc. A significant layer of tourism terminology presents in all languages. If we take Russian language, for example, hotel, charter, VIP-service, tour all of them came from English language, and when these words are articulated in Russian, they could be easily understood, as they are borrowed.

It should be noted that the translation process itself could be of two types: literal translation and indirect one. It is known that literal translation is possible only in that case when both countries of the translated languages are on the same level of political and cultural development. This could be related to the Europe countries, if we talk about the English language. It is not a secret that most of these countries are from one language family, and as their borders are also close enough to each other, without any doubt their cultures could not differ from each other too much. However, if the translator understands that the translated word could convey different meaning or has different structural or stylistic form; in this case it is possible to resort not to literal but indirect translation.

Without any doubt, every translator faces with challenges connected with how to transfer the message of the term without distorting the meaning. In this case, the translator should find an equivalent, which would be a little complicated as there is usually 'the lexical gaps' between the source language and the target language.

Due to the existence of non-equivalence in most terms of tourism sector, in the translation process, it is important to understand that an impressive amount of borrowings present in Russian language. According to the comparative analysis of the terminology system of both languages, it is revealed that the Russian tourism terminology could be divided into 3 groups: transportation, accommodation, organizations [1, pp. 7,8].

According to this classification the following terms were created to name a few: cruise line - круизная линия, boarding pass - посадочный талон, which is related to transport; check-in - регистрация, bed and breakfast - размещение и завтрак, related to the accommodation; travel catalogue - туристический каталог, booking - бронирование, which is connected with tourism advancement and tourism organizers.

Lots of terms in the Russian terminology of tourism were created with the usage of abbreviation, e.g. 'flight' - авиарейс; adjective-substantial form as in 'tourism industry' - туристическая индустрия, and so on.

In order to fill the lexical gaps, translators should take into account the fact that the meaning of the terms could be distorted. There are 5 methods of translation not-equivalent words related to this sphere of specialization. It is important to look through them in some details.

The first method is transformational translation, which deals with the process of changing of syntactic structure of the sentence and the meaning of the word.

The second way is called descriptive translation, where the meaning is formed by complex word combinations. For example, 'room-service' - доставка в номер, 'bellman' - коридорный в отеле.

Transliteration/transcription is the third method which in combination provides both sound and graphical form of the word. For example, 'snorkeling' - снорклинг, 'parasailing' - парасейлинг.

Analogical translation is the fourth way, which is also requiring the help of some clarification in the process of translation.

The last method is related to the process of substitution of some parts of the word, which could prevent from conveying an appropriate meaning. For example, the change of some morphemes of the word, e.g. 'destination' - *дестинация*, 'English breakfast' - *Английский завтрак*.

Due to the fact that the influence of other linguistic communities and the invention of new technique lead to the expansion of the vocabulary related to the tourism sector. And borrowing is the most common mean of introducing new vocabulary, especially into the Russian language from the English language.

It is common in the international culture to use terms from the English language in order to decrease the percentage of distortion in the communication process. In this context, it should be mentioned that the progress of tourism influences the growth of terms, particularly in the English language. Moreover, lots of technological advancements reveal and contribute to the above mentioned process.

III. Results and discussion. The focus of the research was to examine the specific challenges encountered when translating tourism terms from English to Russian and classify the commonly used translation methods. The comparative analysis of Russian and English tourism terminology revealed that more than half of the Russian terms are borrowed from English. This borrowing phenomenon is influenced by globalization and the dominant position of the English language in the tourism industry.

Tourism industry terminology is widely used by both the general public and industry professionals, encompassing commonly used words and specialized terms. English, as the widely accepted international language, has greatly influenced the vocabulary of the tourism industry, leaving its mark on the terminologies of various languages. For example, terms like hotel, charter, VIP-service, and tour have been borrowed from English into Russian and are easily understood in their borrowed form.

Tour operators in the Russian tourism industry increasingly favor transliteration and transcription due to their reliance on the English language. This trend reflects the industry's dependence on English and its impact on Russian tourism terminology.

When translating tourism terminology from English to Russian, translators are faced with various challenges stemming from the differences between the two languages. To overcome these challenges, different methods of translation are employed. After analyzing existing literature, five main methods of translation for non-equivalent words in the tourism sector have been identified: transformational translation, descriptive translation, transliteration/transcription, analogical translation, and substitution.

A. Classification of Translation Methods

1. Transformational Translation

Transformational translation involves altering the syntactic structure of the sentence and the meaning of the word. This method is used when a literal translation is not possible due to cultural and linguistic disparities between English and Russian. For instance, the term "room-service" is translated as "доставка в номер" in Russian, where the word order is rearranged to adhere to Russian syntax. Similarly, the term "bellman" is translated as "коридорный в отеле," where the word "bellman" is substituted with a more descriptive phrase.

2. Descriptive Translation

Descriptive translation is employed when the meaning of a word is formulated through complex word combinations. Translators create descriptive phrases in the target language that convey the same meaning as the original term. For example, the term "all-inclusive tour" can be translated as "туристический тур с полным пакетом услуг," where the phrase "with a full package of services" elucidates the concept of an all-inclusive tour.

3. Transliteration/Transcription

Transliteration/transcription is a method that encompasses both the sound and graphical form of the word. It is frequently utilized for terms that lack direct equivalents in the target language. In this method, the original term is transliterated or transcribed using the alphabet and pronunciation rules of the target language. For instance, the term "snorkeling" is transliterated as "снорклинг" in Russian, and the term "parasailing" is transcribed as "парасейлинг."

4. Analogical Translation

Analogical translation entails finding a similar term in the target language that conveys a comparable meaning to the original term. This method necessitates additional clarification to ensure the accurate conveyance of the intended meaning. For example, the term "destination" can be translated as "дестинация" in Russian, which connotes the idea of a place or location. Similarly, the term "English breakfast" can be translated as "Английский завтрак," where the adjective "English" specifies the type of breakfast.

5. Substitution

The substitution method involves replacing certain parts of the word to convey the appropriate meaning in the target language. This method is employed when direct translation is not feasible due to

linguistic differences. For instance, modifying specific morphemes of a word can alter its meaning. In the translation of tourism terminology, this method is commonly used for terms pertaining to meals and cuisine. For example, the term "buffet" can be translated as "шведский стол" in Russian, which literally means "Swedish table."

B. Specific Problems in Translation. During the translation of tourism terms from English to Russian, translators often encounter specific problems that are unique to this field. One of the major challenges is the lack of equivalence between the two languages. This means that certain English terms do not have direct counterparts in Russian, necessitating alternative translation methods.

Another challenge lies in accurately conveying the meaning of a term without distorting its original intent. Translators must carefully consider cultural and contextual factors that may impact the understanding of the translated term. This calls for a deep understanding of both languages and the cultures involved.

Furthermore, the rapid development of the tourism industry and the introduction of new technologies and concepts add complexity to the translation process. New terms and expressions continuously emerge, requiring translators to stay updated with the latest developments to ensure accurate and effective translation.

Moreover, the existence of lexical gaps between English and Russian poses a significant challenge. The absence of direct equivalents for certain terms in the target language compels translators to be resourceful and creative in finding alternative ways to convey the intended meaning.

C. Influence of English Borrowings on Russian Tourism Terminology. The influence of English borrowings on Russian tourism terminology is undeniable. Historical, social, and cultural factors, coupled with the widespread use of English as an international language, have led to the borrowing of numerous terms from English into Russian.

Comparative analysis of the terminology systems in both languages reveals that Russian tourism terminology can be classified into three main groups: transportation, accommodation, and organizations. Numerous commonly used terms in the Russian tourism industry, such as hotel, charter, VIP-service, and tour, have been adopted from English.

Furthermore, the expansion of vocabulary in the tourism sector is largely driven by the influence of other linguistic communities and technological advancements. Borrowing from English is the most prevalent way of introducing new vocabulary, particularly in the Russian language.

English borrowings in Russian tourism terminology often take the form of abbreviations or adjective-noun combinations. Examples include "авиарейс" (flight), "туристическая индустрия" (tourism industry), and "размещение и завтрак" (bed and breakfast).

A comprehensive understanding and effective translation of tourism terminology are crucial for successful communication in the global tourism industry. Further research and study in this field can contribute to the development of improved translation strategies and practices.

IV. Conclusion. The tourism sector, nowadays, comprises a wide range of thematic groups devoted to the economics, construction, medicine, sport, education, culture and etc. There are some evident examples: charter, visa, check-in and etc.

It is evident that the globalization affects tourism sector and its terminology as well as its interpretation. Thus, it is important to be sure that the implementation of the mentioned above measures could help to mitigate some difficulties related to the overwhelming percentage of transliterated terms in tourism sphere in the Russian language. The influence of English language on Russian language cannot be considered as damaging as it is simply the result of the development process which could be traced in all spheres of human activity not to mention tourism.

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