

## **LINGUISTIC FEATURES OF FRENCH-UZBEK TRANSLATIONS IN THE TOURISM SECTOR**

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**Abstract.** *This article is devoted to the study of the linguistic features of French-Uzbek translations in the field of tourism. The article considers the interaction of language and culture, semantic and syntactic aspects, as well as terminology issues that arise in the process of translation from French into Uzbek. The article analyzes tourist terms and expressions in French, their equivalents in Uzbek, and translation methods. The importance of cultural context in the translation process, as well as factors determining the role of the translator, are discussed. The article also contributes to a deeper understanding of the linguistic connections between French and Uzbek and provides recommendations aimed at improving the quality of translations in the field of tourism.*

**Keywords:** *Tourism, translation, French, Uzbek, linguistic features, terminology, semantics, culture, tourist phrases, language and culture.*

**Introduction.** As global integration and cultural exchange processes continue in the tourism sector, the need to establish effective communication between different languages is becoming increasingly important. French, with its rich culture and history, is one of the languages widely used in the tourism sector. Uzbek, on the other hand, is a language that reflects the unique cultural and linguistic characteristics of Central Asia. This article examines the linguistic features of French-Uzbek translations, namely terminology, semantics and syntax.

Terms and expressions used in the tourism sector are often culturally specific. This can create difficulties in the translation process. Translators need not only to know the language, but also to take into account the differences between the two cultures. The article analyzes French tourist expressions and their Uzbek equivalents, as well as translation methods and strategies.

The practical importance of translations in the tourism sector is also of particular importance. In order to develop tourism in Uzbekistan, it is important to provide accurate and high-quality translations. This article aims to study in more depth the linguistic features of French-Uzbek translations and identify problems in this process.

### **Methods And Analysis**

This article uses a number of research methods to study the linguistic characteristics of French-Uzbek translations. The main methods are as follows:

Analytical method: The translation of French tourist phrases into Uzbek was analyzed. Linguistic aspects such as terminology, semantics, and syntax were discussed in this process.

Comparative method: The differences and similarities between French and Uzbek phrases were

compared. This method examined the cultural contexts of both languages and their importance in the tourism sector.

Empirical research: French and Uzbek materials available in tourist destinations in Uzbekistan, including brochures, websites, and advertising materials, were analyzed. Practical examples were provided through these materials.

Interviews and questionnaires: Interviews were conducted with translators and tourism professionals who participated in the translation process. Their opinions and experiences helped to further understand the complexities of the translation process.

## **Discussion**

In the current era of rapid globalization, one of the pressing issues in translation studies is intercultural communication, in particular, the object of our chosen research, the translation of tourism terminology, the presentation of cultural values of a certain direction to an audience unfamiliar with them and the elimination of communicative-pragmatic problems. The purpose of tourism terminology is actually, along with travel and recreation, meeting with others, negotiations with the participation of various stakeholders, the main actors of which are translators and intercultural mediators on the one hand, and international tourists on the other. Cultural figures need to mediate for those who visit abroad, in order to have the opportunity to travel abroad. Translators and intercultural mediators with varying degrees of experience in the field of tourism develop a different sense of recognition, different from foreigners. However, this process is very delicate, because it goes through complex stages of linguistic and intercultural changes. Translators need to find a balance between flexibility, a naturalization strategy in the translation of a destination to foreigners, and the need to maintain a certain identity is crucial [8. 45.], since cultural diversity is at the heart of the tourist offer. Translators and mediators need to find ways to arouse the interest of visitors and attract their attention. To this end, attention has been paid to translation strategies that go beyond cultural transmission processes, in particular models drawn from the field of strategic and communicative-pragmatic studies of tourism terminology.

The ideal of terminology Taylor believes that "one concept - one term" is sometimes not applicable and even misleading when working with tourist terms. For example, the standards for standard rooms differ between hotels in different countries or even hotels in the same country. Economy (economy) rooms in some countries offer their guests shared facilities, while economy rooms in other countries offer private rooms, but without a balcony or are smaller in size. In some countries, rooms are classified as superior or even deluxe, although they have the same facilities as standard rooms in other parts of the world. There is also no clear information about the size of the bed, so some king-size beds are more "king-size" than others. [13.35.]

## **Results**

M. Therese Cabret "From the perspective of translation as an activity, terminology is understood as a tool for translation" [2.358-361]. The most commonly adopted strategies for translating terms vary across language pairs and depend largely on the target language. Some of the most commonly used approaches are transliteration/transcription, calque, descriptive/illustrative translation, or a combination of these. We also believe that the use of functional equivalents is less common in Uzbek translation, partly due to what Cabret calls the "lack of terminology" in the target language and argues that this is one of the main problems of translation. On the other hand, "practitioners" (meaning translators) generally agree [6. 129-138] with the idea of transferring a new term into the target language without changing its graphic form. It is understood that, acting as "primitive translators," as Taylor puts it [Taylor, C. 35.], they often leave the term unchanged in the target texts.

The issue of translating abbreviations is more complicated. According to our data, there are cases where even professionals cannot easily understand the abbreviation. Peter Newmark suggests the

following procedures for displaying abbreviations:

transcription, reconstruction of the abbreviation, definition, combination of transcription and definition, writing in the source language and full translation, etc.

The assessment of the quality of translation of tourist terms is also a separate scientific research work, and we must emphasize that the issue of assessing quality is very ambiguous. As far as we know, there are no generally accepted, commonly used criteria for assessing the quality of translation. Much depends on the type of text, genre, source text and target language conventions.

Functionalism theory [10. 115-173], Reiss, Vermeer, Nordlar, considers the target translator as the driving force of the translation decision-making process and a coordinating factor in decisions.

As we have already mentioned, M. Teresa Kabr' emphasizes that "compactness, accuracy and adequacy are the most relevant criteria" for assessing specialized speech. Leaving aside the controversial nature of the expediency of translation at the text level, we descend to the word level in order to assess errors made in translating tourism terminology.

Peter Newmark divides translation errors into two main categories - misleading and nuanced. Misleading errors are in turn divided into referential and linguistic, and nuanced into stylistic and lexical errors. For this study, we adopt Dorothy Kelly's "disruption of communication approach" and combine it with a functional approach, thereby obtaining three types of errors:

- Mistranslations;
- Misinterpretations;
- Zero translations

### **Conclusion**

Studying the linguistic features of French-Uzbek translations is important for ensuring quality communication in the tourism sector. Translators should work taking into account terminology, semantics, syntax and cultural context. The results of this study will help to build the knowledge necessary for excellent communication in the tourism sector and are important in developing cultural exchange. By eliminating the difficulties that arise in the translation process and providing quality translations, tourists can be provided with accurate and precise information, which will improve their travel experience.

So, translators translate, transform meanings and transform linguistic units. The results of their interventions are evident not only on the page but also in everyday life, especially in areas such as tourism terminology, where economic, cultural and social issues converge. However, translators are too often limited or even silent in a globalized society. Most importantly, translation is only meaningful when it can integrate the strong lexical-semantic, functional-stylistic, cognitive-conceptual aspects of both languages. Of course, in this process, it is important to rely on the theoretical aspects of the issue.

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