

## EXPRESSIONS AND PECULIARITIES OF TRANSLATION OF SPECIAL TOURISM TERMS



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### Abstract

The article deals with expressions and peculiarities of translating English tourism terms into Uzbek and Russian languages. The choice of the most suitable ways of translation according to the requirements of the given professional field is investigated.

**Keywords:** term; translation of terms; translation of special words; ways of translating terms.

## МАХСУС ТУРИСТИК ТЕРМИНЛАР ВА УЛАРНИ ТАРЖИМА ҚИЛИШНИНГ ЎЗИГА ХОС ХУСУСИЯТЛАРИ

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### Аннотация

Мақолада инглиз тилидаги туризмга оид терминларни ўзбек ва рус тилларида ифодалаш ва таржима қилишдаги ўзига хосликлар, шунингдек, терминларни ушбу касбий соҳа талабларига мувофиқ таржима қилишда энг мақбул усулларини танлашга бағишланган.

**Калит сўзлар:** термин; термин таржимаси; махсус сўзларни таржима қилиш; терминларни таржима қилиш усуллари.

## СПЕЦИАЛЬНЫЕ ТУРИСТИЧЕСКИЕ ТЕРМИНЫ И ОСОБЕННОСТИ ИХ ПЕРЕВОДА

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### Аннотация

Статья посвящена выражению и особенностям перевода англоязычных терминов туризма на узбекский и русский языки, а также выбору наиболее оптимальных способов перевода терминов, согласно требованиям данной профессиональной отрасли.

**Ключевые слова:** термин; перевод терминов; перевод специальных слов; способы перевода терминов.

After gaining independence, our republic gradually became integrated into the world community: joining a number of authoritative organizations and expressing its position in the international community. At the same time, our unique and rich culture, our glorious history, ancient and ancient historical monuments attract tourists to our country. Many people today are traveling overseas. This is a major factor in the acceleration of globalization, and it affects people in all aspects of life, primarily on culture. In order to attract tourists around the world, articles are being published in many newspapers and magazines, various TV programs are broadcast, and online information is available on a huge amount of tourism. Most of them are in foreign languages, which require self-translation. When translating tourist terms, the interpreter is confronted with a large number of phraseological units, which, when translated into a particular phrasal unity, translates his / her (without distorted interpretation) translation, at the same time preserving the national color of the same phraseological unit» (4, 118). Contemporary tourism has its own written sources, with the advent of global human resources, in reaching the major dimensions of the communication process in its own production and consumption. They, as a rapidly developing phenomenon of our time, have contributed to the formation of mass tourism.

What is tourism? The concept of tourism in the Law of the Republic of Uzbekistan «On tourism» is defined as follows: «tourism – from the place of permanent residence of a physical person, in the place of education, (travel) for one year with no treatment of paid employment» (3, 4). This means that this statement means that «tourism» is one of the terms of the economy, and that the tourism means that we leave our place of residence for another reason. I.V. Zorin and V.A. Kwartolnov in the book Tourism Economy – is a place where people can enjoy their vacation or rest, health care, hospitality, education or vocational training in their home country. Traveling for practical purposes, but not in any place where money is encouraged.

Authors of the concepts in the field of tourism are using imaginative means to form textual information and interpret these tools, events, and subjects. Thus, the terms under consideration form the meaningful speech and the content-composition, as well as the verbal and Para verbal components that are interconnected in them, by selecting themselves in a semantic form, by selecting and enhancing a cultural, appropriate signal. Lexical-semantic events are of great interest to the addressee, due to their aesthetic and emotional features. They arrange the attention of the addressee as a means of locating spectators' accents, and promote a positive psychological response,

accomplishing the solution of the issue of the solution. Most of the terms we have considered are widely used in parallelism, illusory, such as photographs and photographs.

At present, the variety of terms used in tourist business.

The following can be grouped into several groups.

1. Information editions, travel agencies, information, advertising materials.
2. Travel guides, encyclopedic articles, and books on specific countries, cities, places of interest, permanent publications, and articles on travel agencies websites.
3. Trips, traveler's personal opinions, opinions posted on the forums, as well as the «order» comments on the famous people's travels.

O.P. Karibina based on the research, it should be emphasized that typologisation in tourist terms also applies to communicative functions provided by the addressee of communicative functions that form the strategies. At the same time, the strategy can be defined as a separate subdivision, which is driven by an address focused on achieving a communicative goal directed to a particular persecute effect. Tourist booklets are one of the most widely used types of media used by tourist agencies to attract customers' attention. They are presented in presentations, shows, posters, ships, shops and offices. The purpose of this booklet is primarily to attract the attention of potential customers. That is why, in its creation, various literary ornaments and technological solutions are used, which should make the printed product bright and memorable.

It is well known that the terms used in such materials and their translations have to meet these requirements. In terms of translating tourist terms, they should be considered as advertising costs.

O.P. Korebina has shown that so far, the phenomenon of tourism has been studied as a social area of advertising promotion (2, 38).

So when translating it, it is necessary to solve the following two issues:

1. The content of the assignment must be fully completed.
2. The client can be interested in the country, the region, or the street that is being told on the Tourist Avenue. It should be noted that not only is it important to keep the advertising level as it is of the original title, but it is also important for a particular audience to be interested in the text.

This should not be forgotten about the meaningful level of the importance of the excursion program, so the interpreter is very attentive and should fulfill some of the following requirements:

1. Information about Aboriginal mentality, habits, habits and traditions, national culinary characteristics and behavior must be as accurate as possible.

«Palov (plov, the main ingredients are meat, rice, fat (oil), onions and carrots) the most widespread and favorite dish of Uzbekistan is cooked during both weekdays and holiday» (1, 110). («O'zbekistonda keng tarqalgan va sevimli taom bo'lgan palov (asosiy mahsulotlari go'sht, guruch, piyoz, va sabzi) har kuni va bayramlarda ham tayyorlanadi»).

2. Similar translations of toponymic names should also be made. Any traveler should easily find familiar names on his travel guide or on the map of the study site. In these cases, there is no definite interpretation and can only be applied to the geographical data correction. For example: «Brno is situated at the crossroads of the D1 (Prague – Brno) and D2 (Brno – Bratislava) motorways» (Brno D1 (Praga – Brno) and D2 (Brno – Bratislava)

3. The aforesaid requirement also applies to the illustrations of routing illustrations indicated in the recycled term. If the word portrait of an excursion is available in a particular region, then all instructions in the translation must match the actual figures, otherwise the tourist may not find the desired location or the point between them. For example: «Marshrutkas and buses run from about 6 a.m. until 8pm or 9 p.m. To get between the Registan stop and Navoi, take any vehicle marked GUM, such as bus 3, 22 or 32, or marshrutka 6 or 35. A taxi between the old town and the new town should cost 3000S «(54, p. Buses and buses run from 6:00 am to 6:00 pm or 21:00 o'clock in the morning, with buses 3, 22, or 32, registered as GUM or «GUM» for routes to Registan or Navoi stations in the city center. Ride, any taxi ride, taxi for the old and new city will cost 3000 sums»).

4. As far as advertising is concerned, customers need to be attracted by the various means of expression:

Lexicon:

– Using metaphors: «global in its outlook» – «global scene»  
 – Use of commonly used adverbs in English: good, good, friendly, best, free, fresh, full, sure, wonderful, welcoming, special, fine, big, real, easy, bright, extra, rich friendly, best, free, fresh, fully trusted, incredible, welcoming, private, elegant, great, real, easy, bright, high quality, rich) «You will meet friendly and welcoming people.» You are welcomed by friendly and hospitable people. Also, it is possible to observe the use of lexicon specifically for tourist attitudes to create a clear image and to have a stylistic effect (e.g. humor) and to build a more credible relationship with the reader.

Grammar Tools

– Use rhetorical questioning: «Is not it time you were treated for a holiday?»;  
 – Abbreviations: «Alaska B4UDIE.» (Alaska, before you die.) («You did not come to Alaska, you were not born!»);

- The use of personality and privacy. Constructions such as «we», «you and your» give you more confidence in the ad text: «We work so you do not have to».
- use the secret command to force the action: try, get, take, send for, use, call, make, let, come on, hurry, come, see, give, remember, Search, Search, Run, Allow, Hurry, Keeling, Try, Remember, Remember, Discover, Select, Search): «Let the sunshine in your heart. Come to Bali. («Let your sunlight shine in your heart.»);
- secret command: «Our spa treatment is certainly worth trying.» («Our treatment center is worth the effort»).

Phonetics tools:

- use of alliteration (if you are not able to translate audio, use different combinations such as unusual rhythm, word sequence, repetition): «Tour to Turkey !!!» («ТУР В ТУРЦИЮ!!!»);

Graphic tools (attention is drawn to the use of particular word play): «I feel Slovenia» («Я чувствую Словению»/»Я чувствую любовь». Slaveniyani his qilyarman – Sevgini his qilyarman).

In conclusion, the interpreter faces a number of difficulties in translating the terms of the tourist, and analyzes the expressions used in the term to solve those difficulties, if they are able to find a suitable alternative to the accepted norms. These terms are built not only on the basis of logic, but also on the basis of the student's emotional impact; the translator simply does not translate the term into a single word.

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