

# LEXICAL AND STYLISTIC FEATURES OF TOURISM TERMS IN ENGLISH AND UZBEK

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## Abstract

This article examines the stylistic aspects of tourism terms in English and Uzbek. There are another views of the concept of the tourist sphere of the scientists. Traditionally, in linguistics, a genre is considered to be a set of features such as the style of presentation of the text, the form of speech, and generally accepted traditional methods of constructing speech and combining speech units.

**Keywords:** Guidebook, brochure, features, genres.

## Introduction

There is another view of the concept of the tourist sphere based on the criteria proposed by G. N. Manaenko, recognizes it as an independent type of speech, namely: environment, social subject, content, text. The same parameters are further divided into other parts, taking into account the features of institutionality and the rhetorical organization of tourist texts. "Parameters such as social status, role relationships, social activity of participants, worldview, generality of knowledge do not allow for analysis in many texts of tourist communications under the concepts of "social subject" and "content", they are characterized by massness and anonymity". Legends, myths, descriptions of religious rituals, humor, dramatization of narratives, which are emotional components of the rhetorical device, cannot be considered as the main aspect of the genre and set of texts. And finally, the criterion of institutionality - "people should communicate in accordance with the specific norms of society, even if they do not know each other personally. In this regard, author's guidebooks, forums and literature on tourism attract attention, which describe impressions from a trip to another city or country and help create a real image in other people."

There is another view of the concept of the tourist sphere. N. V. Filatova, based on the criteria proposed by G. N. Manaenko, recognizes it as an independent type of speech, namely: environment, social subject, content, text. The same parameters are further divided into other parts, taking into account the features of institutionality and the rhetorical organization of tourist texts. "Parameters such as social status, role relationships, social activity of participants, worldview, generality of knowledge do not allow for analysis in many texts of tourist communications under the concepts of "social subject" and "content", they are characterized



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In our opinion, it would be effective to combine various approaches to the isolation of an independent type of speech with the concept of the totality of "specific socio-cultural activity" that characterizes each text of tourism science.

"The tourism industry is a form of activity that uses language in oral and written speech, creating and disseminating social and cultural meanings of places and people; it is a language presented in certain genres that participates in the promotion of tourism."

V. I. Karasik writes that "any institutional discourse is distinguished by two features: the goal and the participants of communication. Accordingly, the tourist sphere is distinguished by its own thematic orientation, that is, its orientation to a specific recipient, which has its own purpose, its own language means, and its own genre paradigm."

The tourist sphere is divided into such subtypes as professional, academic and mass, depending on the situation, goals and type of addressee of communication.

Each type is a set of its own communication strategies, characterized by lexical composition and genre-stylistic structure. In the professional and academic spheres, argumentative strategies are used, and in the public sphere, manipulative strategies. As for the lexicon, professional and academic speech is distinguished by highly specialized terms, and the mass tourist sphere is distinguished by the use of a wide layer of evaluative and emotional vocabulary.

In our work, we will consider only mass subtypes of the tourist sphere, where the participants in communication are:

1. Tourists (potential and real);
2. Tourist organizations (tourist agencies, airlines, railway companies, guide services, translators, service sector employees, etc.).

The tourism industry takes on some of the features of the business sector, namely:

1. Tone depending on the type of recipient: neutral, formal style of communication based on stamps when communicating with representatives of the organization; emotionality, demonstration of friendly relations, psychological impact, etc. when communicating with tourists;
2. Status (relationships involve social distance);
3. The presence of a business problem (the need to receive a service);
4. A specific time and place.

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- 1) the verbal group, which is associated with the situations and circumstances in which verbal communication occurs (communication with a tour operator, excursion with a guide, etc.);
- 2) non-verbal, that is, written or printed types of the tourist industry (brochures, booklets, guides, phrasebooks, travel diaries, personal blogs and articles of tourists on the Internet, articles in encyclopedias, periodicals, travel agency websites, etc.; books about countries, cities, attractions, etc.).

We will dwell in more detail on the most common genres of the tourist industry.

Communication with a tour operator is formal and is characterized by the presence of pre-written clichés and scripts that help the tour operator answer all of the client's questions. A guided tour is a story told simultaneously with a parallel demonstration of objects. All explanations given by the tour guide to the group are also considered a story. The task of the tour guide is to inform about cultural facts and values, to interpret them, and to arouse intellectual and emotional reactions, therefore it combines the features of a dialogue and a monologue. The tour guide must have an introduction, a main part, and a conclusion. It takes into account the characteristics of the recipients of information, such as their level of socio-cultural and professional development, age, and education. The tour guide must also take into account internal relationships, initially formed stereotypes, prejudices, and previous misconceptions, as well as the past experience of tourists. The tour guide must be told in a simple way so that there are no unknown and incomprehensible concepts for foreign tourists. The excursion story is a set of not only words, but also intonation, gestures, facial expressions, visual aids and tourist maps, which act as compensatory elements that accompany the monologue and help to better assimilate what has been heard.

S. A. Pogodaeva in her work emphasizes that the most popular and popular non-verbal genres are tourist brochures and pamphlets, which are characterized by an encyclopedic vocabulary, a highly economical presentation of information and a desire for objectivity. These genres are considered secondary.

Tourist brochures present information in a concise, simplified syntax and with a selection of key information.

Unlike tourist brochures, pamphlets provide excessively voluminous information - they contain a lot of repetitions, explanations, historical, cultural and geographical information, and complex sentences.

Tourists use tourist brochures and leaflets not only to prepare for a trip, but also after the trip to conduct a retrospective, to remember what happened or to write their own reviews, share their impressions, make notes in their personal diary. Therefore, this feature cannot be ignored, the text should be written in such a way that it is suitable for both situations.



The materials in guidebooks are presented in various forms, contain comprehensive information about the mentality, culture, historical information, everyday nuances, therefore it is a special genre of the tourist industry. It involves variable speech tactics, presents the country, which is why it is considered the most complex genre of the tourist industry. According to L. N. Kiseleva, "guidebooks try to impress, to surprise the reader, to encourage him to visit the place described in the translation text. In a sense, a guidebook is an ideological text. When reading a guidebook, a person imagines an image of a country that could be considered ideal in the future.

A travel guide is written in such a way as to have a psychological effect on the recipient. There are the following methods for doing this:

- 1) hierarchy of places - authors write only about places that are not a shame to show to a visitor. Only attractive objects are shown, that is, beautiful landscapes, monuments, historical sites, etc.;
- 2) selection of facts - it is assumed that the reader has little knowledge about a foreign country or city, therefore, information that attracts tourists is provided, while facts that may scare them are omitted;
- 3) specific interpretation - information is presented to the reader from only one point of view, using various stylistic and syntactic techniques in the text, leaving some shortcomings, while showing all the beauties of the area.

N. V. Filatova noted that the guidelines are equivalent to the scientific style, that is, a high level of generalization, accuracy, information content and impersonality. However, these features are not manifested in their pure form: under the influence of the opposing features inherent in the journalistic style and advertising, they have changed greatly. Thus, the information content is combined with laconicism, which is why the text of the guide has received widespread traditional abbreviations for units of measurement, time periods, language names and combinations of terms. The appearance of laconicism is a separate design of syntactic structures, in which the title of a text fragment can be part of the first sentence of this fragment. The information has a two-level presentation: a graphic standard for the main information and a graphic and/or syntactic choice for the background. The accuracy in the guide is associated with the assumption: many, several, recently, soon, a little. The guide genre adopted a combination of cliché and expression from the journalistic style. The standard is manifested in the use of stamps: lush greenery, a beautiful church, a special charm.

Creolization of the text of the guidebook helps to implement the main strategy of the tourism industry, namely, to provide a high positive assessment of the proposed tourist product. We can say that the guidebook places tourists from different countries in a single cultural space, is the main source of information about the traditions and lifestyle of the country.

The materials presented in the guidebooks are:

- 1) facts from history;
- 2) cultural events and holidays;
- 3) descriptions of attractions with photos and illustrations;
- 4) coordinates of monuments, museums, cafes and souvenir shops, map;



- 5) excursion routes;
- 6) tour schedule, prices;
- 7) telephones, contact information
- 8) information for people with disabilities.

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### Conclusion

In tourist texts, various language means are correctly combined. The pragmatic side of this text is manifested in the choice of phonetic, lexical, grammatical and stylistic means, as well as in a special syntax.

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