Lexical Features of Terms Related to Tourism and Technology in English and Uzbek

Dilfuza Xusenaliyevna Kadirova
Teacher of the Foreign Languages Department,
Tashkent State Technical University named after Islam Karimov
E-mail: Shaxnoza90.90@mail.ru

Makhbuba Baxtiyarovna Sadikova
Teacher of the Foreign Languages Department,
Tashkent State Technical University named after Islam Karimov

Zulfiya Choriyevna Almardanova
Teacher of the Foreign Languages Department,
Tashkent State Technical University named after Islam Karimov

Gulbahor Karabaevna Abdukhalilova
Second Foreign Languages Department teacher,
Uzbekistan State World Languages University

Abstract: Theoretical lexicography studies the history of lexicography, types of dictionaries, requirements for dictionaries, critical analysis of existing dictionaries, practical lexicography deals with the study, compilation, improvement and consumption of a certain type of vocabulary. Practical lexicography involves the application of general theoretical principles and rules of lexicography in the process of creating a dictionary.

The ambiguity of terms, the meaning of terms, the essence of the concept, the excessive length, complex phrases are inconvenient, with an excessive number of foreign terms. The creation of a glossary of terminology in various fields in response to the above problems is an urgent task of modern lexicography.

It is very important for a lexicographer to work with a specialist in the field from the beginning to the end of the terminology system development process. There are good reasons for this. When developing a dictionary of common words, the lexicographer himself/herself can easily provide accurate and detailed explanations of words, as well as develop examples of authorship. To explain specific terms and understand the situations in which they are used, the lexicographer must have not only linguistic knowledge, but also an understanding of this specific area. Bilingual dictionaries are more practical than textual content.

Key Words: practical, term, lexic, situation, tourism, technical.

Introduction

This, of course, requires a lot of volumes. For this reason, it is not for nothing that monolingual dictionaries cover more terms than translation dictionaries. For dictionaries of practical translation, the functional value of the term is important, that is, the user must be able to use the dictionary in order to understand a certain word in the correct context, understand it from a communicative point of view and understand it himself/herself. Bidirectional dictionaries do not mean they are bicultural. The lexicographic interpretation of the tourism terms in active and passive translation dictionaries differs: in passive dictionaries an explanation of a foreign word in the native language is given, in active dictionaries foreign equivalents are found by means of a word in the native language.

The tourism industry influences dramatically the interaction and convergence processes among different cultures and nations. Tourism, "despite a series of economic crises and a complex military and political situation, continues to demonstrate the unofficial status of the world phenomenon" [1]. V.A. Mityagina rightly argues that developing in this area today becomes "one of the manifestations of ethnic societies' readiness not only for dialogue and integration, but also for globalization, as the travel activity gives opportunities for approval of co-existence of cultures in their individual experience" [2]. E.Yu. Novikova notes that the tourist sphere is "one of the effective tools for mutual understanding among representatives of various linguacultures, as well as intensification of business and cultural-mediated communication" [3]. In the previous epoch a journey or travelling was the lot of the elect, as noted by S.A. Korolkova and A.P. Naumova, however, today tourism has become a mass phenomenon in which the largest segments of population are involved. Another specific feature of the 21st century's tourism is its global character. More and more people tend to travel outside their country to visit various tourist attractions of other states [4]. A thirst for change of places and new impressions popularized in global media, the purpose of which is to promote regional branding, contributes to growth in global mobility. At present, all segments of the tourism industry demonstrate an increase in information flows providing the progress of international tourism as well as the increased attractiveness of the regions for foreign tourists. In this regard, providing a multilingual format for the information and advertising materials including most texts of tourism discourse becomes highly relevant. The texts of the tourism discourse creating positive, attractive image of the destination in the collective imagination of the linguistic community implement the important task of branding the regions.

In recent years, linguistic characteristics and peculiarities of translation in the tourism discourse have been actively studied by linguists of different countries (see, for example: [6, 7, 8, 9]). Such studies appear to be of current interest, as

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the result of linguistic analysis of multilingual tourism resources can be taken into account by their designers and developers, which, as shown by A.A. Gureeva, contributes to improving the quality of the language presentation of information about a particular tourist service, object, city, etc., and will result in their greater popularity among tourists and, thus, increasing economic profit [10]. Understanding translation as a cross-cultural phenomenon has been universally recognized, since one translates not from language into language, but from language + culture into language + culture according to J-R. Ladmiral and E. Lipiansky [11].

In other words, translation is always a correlation between the language and culture of two interacting linguistic societies, whereas the translator is not a passive mechanism of recoding text from one language into another, she or he is an active participant in the translation process. It is she/he that is considered to be the "conductor" through the lingua-cultural barrier, the mediator that is able to meet the expectations of both the sender of the text and the recipient belonging to the various lingua-cultures. Translation in the field of tourism is a specific intellectual activity, providing positive contact between the culture of a tourist destination country and a tourist who is a product of a different culture and another language. The translator applying language means creates the attractive reality of the tourist destination and promotes the tourist brand of the region. In addition to historical, cultural, natural and other monuments and attractions, the important component of the tourism industry is accommodation, and a well-designed hotel website also contributes to creating positive brand of the region.

Research objectives and methodology

This article is devoted to understanding translatological problems, revealed after translation analysis of the materials of hotel websites as well as to identifying the effective translation strategies while presenting information about hotels in a multilingual form. When preparing a trip choosing a hotel plays an important role. While doing it, a potential guest refers to the information posted on the websites of various hotels. That is why, it should be highly informative, concise, and attractive at the same time. However, a technically flawless website with a bright design and a great amount of useful information is not a guarantee that this very hotel will be chosen by a potential guest. Fascinating language form of presenting website content becomes an essential key to success. As the evidence from practice shows it is often not considered by hoteliers when providing content for the website, aimed at foreign guests that either do not speak a foreign language, or speak it at a level that does not allow them to acquire provided information easily. Hotel owners do not always pay attention to the facts that are obvious for a professional translator: it is the right and suitable word that turns faceless and unfamiliar place (in our case hotel) into an attractive tourist choice, it is the correct language form that will make a potential visitor act, i.e. to reserve a

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hotel. Marketing and advertising specialists have long known that information is always easier to perceive through emotions, especially positive. However, not applying to professional translators hoteliers obtain texts of rather doubtful quality, which do not appeal to the target audience. Therefore, hotels lose potential visitors only because the latter cannot find or acquire necessary information on the websites of hotels. High-quality translation of the website contributes to the fact that the hotel will be in demand among potential customers from different countries. Large hotels always translate their website into several languages, because the more localization languages are used on the website, the greater the number of people will be able to come to it when entering search queries in their native language. Consequently, one way to expand the client base is to translate the main sections of the website. At the same time, it is impossible to ignore the fact that "when translating the texts of hotel websites there are certain communicative and linguistic norms and pragmatic settings" [12]. Potential guests visiting the website, which says about lush greenery, rich blue ocean, picturesque landscapes and beaches with golden sand might imagine colorful paintings and, perhaps, decide in favor of this hotel. Translation of tourist content in general and hotel websites in particular is not a mechanical code-switching from one language to another, but its adequate localization, which is understood by linguists as the maximum focus on potential recipients and pragmatic adaptation of the text to their linguistic

peculiarities and national and cultural specifics [13; 14]. It involves, firstly, focusing on the information relevant for a foreign tourist, eliminating unnecessary details and communicating all emotionality and expressive colouring, peculiar to the texts of hotel websites. The data for our research have been taken from English, French and Russian-language websites of hotels; their translations are taken either from the official websites of the hotels or are executed by the authors of the article within their professional activity. Within translatological analysis, we have considered translation from English and French into Russian, revealed the errors, identified and suggested the effective solutions which can be called highly professional and exemplary in terms of translation strategy.

Results and discussion

Now, let us analyze the examples of translated texts from the hotel websites. Source text: London has gained a distinguished new landmark in the form of a graceful and historic luxury 2 SHS Web of Conferences 50, 01121 (2018) https://doi.org/10.1051/shsconf/2018500 1121 CILDIAH-2018 hotel. Perfectly positioned in the heart of London, Corinthia Hotel is just steps from Trafalgar Square, Embankment, Westminster and Covent Garden and a few minutes from Mayfair and The CityVast lobbies, high ceilings, natural light and spectacular views have been combined with cutting-edge design to create iconic public spaces, beautifully appointed rooms, luxurious suites and stunning penthouses. Some of the

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world's leading designers have made their mark on Corinthia with stylish destination bars, speciality restaurants, London's largest and most luxurious spa and wellness centre and 295 rooms, suites and penthouses that will take your breath away. https://www.corinthia.com/en/hotels/lond on/destinati on/location Translation into Russian: В Лондоне появилась новая достопримечательность в лице величественного роскошного отеля. Идеально расположенный в самом сердце города, отель «Коринтия Лондон» находится в нескольких шагах от Трафальгарской площади, Вестминстера и Ковент-Гардена. Мэйфэр и Сити также находятся в пределах досягаемости Просторные вестибюли, высокие потолки, естественное освещение и потрясающие виды наряду с ультрасовременным дизайном отличают традиционные места общественного пользования, элегантные номера и роскошные пентхаусы. Несколько ведущих мировых дизайнеров работали над созданием стильных баров, специализированных ресторанов, крупнейшего в Лондоне центра СПА и здоровья и более, чем 250 захватывающих дух номеров и пентхаусов.

https://www.corinthia.com/ru/hotels/lond on/destination/l ocation The original text in English involves a large number of thematically oriented vocabulary items used: a graceful and historic luxury hotel, perfectly positioned in the heart of London, vast lobbies, high ceilings, natural light, spectacular views, cutting-

edge design, beautifully appointed rooms, luxurious suites, stunning penthouses; rooms, suites and penthouses that will take your breath away, etc. Due to the choice of emotive adjectives and illustrative comparisons, the translator managed to preserve the imagery and expressiveness of the original text: величественный роскошный отель, идеально расположенный в самом сердце города, просторные вестибюли, высокие потолки, естественное освещение, потрясающие виды, ультрасовременный дизайн, элегантные номера, роскошные пентхаусы, захватывающие дух номера and пентхаусы, etc. The translator used adequate equivalents and several transformations. So, when translating the phrase a graceful and historic luxury hotel (literally изящный и исторический роскошный отель meaning "Elegant and historic luxury hotel") the translator used the omission and did not translate the adjective historic, which made the translation into Russian more successful and not overloaded with the attributes. In the second sentence of the phrase в самом сердце города (in the source text: in the heart of London) proper name London was replaced by the translator with the lexeme город (literally translated: the city) in order to avoid repetition with the previous sentence. The translator added definitive pronoun самый meaning "the most" which in the Russian language in combination with the noun has an emphatic function and emphasizes the utmost proximity to the described object, and also typically used in the phrase в самом сердце города (literally

translated: in the very heart of the city). When translating the sentence Vast lobbies, high ceilings, natural light... the translator used a syntactic transformation, avoiding the use of an infinitive construction not peculiar to the Russian language. Syntactical transformations are also used for translation of the last sentence. Thus, the clause that will take your breath away is replaced by a participial phrase захватывающих дух, which appears to be correct, as a dependent clause would be stylistically unsuccessful solution in a Russian sentence. The part of the main sentence have made their mark on Corinthia with stylish destination bars has been translated with the help of lexical transformation, thus, the translator has chosen stylistically more neutral variant работали над созданием стильных баров (literally translated: worked on creation of stylish bars) and used the omission, eliminated the name of the hotel, because it seems redundant, due to the context it is clear that stylish bars, specialized restaurants are located in the mentioned hotel. The translated text is larger than the original text, due to the language peculiarities of the Russian language (in comparison with English Russian has longer words), but it fully meets all the criteria of quality translation: there are no language errors, communicative norms are observed, pragmatic attitudes are communicated, they are to create the most vivid image of the destination and attract potential visitors. Translation strategy (elimination of redundant information while preserving emotiveness and expressiveness of the text) is realized by

using several translation techniques. Considerable attention is given to syntax, because it is the structure of the sentence that demonstrates the translator's professional proficiency in grammatical transformations, the ability to apply them appropriately and reasonably, in accordance with the norms of the target language. Thus, the chosen translation strategy – preservation of a pragmatic component of the original text (while the text form being conventional to the new culture) – ensures the preservation of communicative and pragmatic function of the text in the new lingua-cultural space, and, consequently, performs its "commercial" task, i.e. to increase the popularity of the hotel and increase the number of customers. The translation of this text shows that a professional translator, clearly understanding the task, having a well formed operational competence, is able to create a text that will implement its main function to attract new customers. However, most translated texts do not meet many requirements: they have language, speech, pragmatic and meaningful errors. Analyzed examples show either the use of machine translation or the lack of professionalism 3 SHS Web of Conferences 50, 01121 (2018) [https://doi.org/10.1051/shsconf/2018500 1121 CILDIAH-2018](https://doi.org/10.1051/shsconf/20185001121) of the translator. Text containing errors is unlikely to create an attractive image of the hotel. Language errors (grammatical, spelling, punctuation), as well as violation of stylistic norms, are found in many translated texts. Of special annoyance are obvious spelling mistakes, which provide evidence of amateur's work, with lack of

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knowledge but claiming to be a translator. Thus, on a website of the four-star Hotel Le Cep, Beaune (http://www.hotel-cep-beaune.com/fr/), one of the tourist centers of Burgundy, in the localized Russian version there are such spelling errors: "подобрОнные, требоватеЛных, гостеприЙмном, расположеНый, тренЕровок, предлОгаются". It is certainly true that these errors do not violate the understanding of the text, but they negatively affect the consumer's expectations. Here are a few more examples of translations from the websites of English and French hotels illustrating the violation of lexical compatibility and grammatical coordination, which is caused by the loan translation of the source text.

The main problem of the twenty-first century in the translation industry, as well as in the tourism sector, is that the number of people who know foreign languages is growing. This is undoubtedly a positive factor, as tourists can get acquainted, communicate with representatives of the country where they come to rest in their native language or, at least, using the simplified English Language as "lingua franca" of our time. However, there is a devaluation or depreciation of professional translator's work: everyone who knows language thinks she/he can translate. This activity results in the texts written in the target language, which in terms of the content practically do not distort the original text, but in general are not highquality professional translation, as while preserving most of cognitive information they lose functional-pragmatic information. A peculiarity of the translated text of tourism discourse is that it must represent space unfamiliar and alien to the culture of the recipient in the form of a habitual cultural phenomenon. That is why all linguistic forms should be familiar to a foreign recipient, a translator must carefully choose between stereotyped, cliched formulas and vivid metaphors and epithets. The translator's strategy while working on translation of marketing texts created to attract the maximum possible number of potential users (guests) of other lingua-society should be aimed at creating such text which will be perceived by a potential buyer not as a translation of a foreign-language text, but as the original text. Therefore, the following competencies of a professional translator become in demand: creativity, native speaker level and proficiency to be able to use idiomatic expression of language space, as well as clichés and terminology of many associated spheres, for example, cosmetology; in addition, inexhaustible cultural stock and wide existential competence are significant. The translated text of the hotel website should not only accurately and adequately convey the content of the original text, but also demonstrate the advantages of the hotel in the form comprehensible to the users (guests) of the website. In most cases, the translation strategy for this type and genre of the text is to create a new text with certain stylistic markers and figurative characteristics, which requires changing the shape and structure of the original text

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