

THE ISSUE OF SOCIALITY IN THE TRANSLATION OF TOURISM TERMS

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Abstract: This article, along with information on business tourism, discusses the issue of sociality in the translation of business tourism terms, and provides examples. Understanding and knowing the term tourism as a cultural phenomenon determines how well the translation of the term corresponds to the norms inherent in the culture of this form. The author theoretically analyzes the social comparative advantages of tourism for a certain social group. In order to analyze tourism in a conceptual context, the author tried to solve such problems as studying the possibilities of tourism terminology in English and Uzbek as a theoretical social phenomenon and providing a solution to the problem of correct translation.

Keywords: business, tourism, reality, addition, omission, exchange, transformation, concretization, lexicon, syntactic exchange.

INTRODUCTION. The issues of translating sector-specific terminology in business tourism are closely connected with economic, social, and cultural factors. Words related to economics that have entered from English and the problems that arise in their translation require special attention. Since the main unit of translation in text translation is considered to be the word (lexeme), it is necessary to examine the difficulties that arise during their translation.

For example, the English word sentence has different meanings in different fields.

In linguistics, sentence means a group of words that express a complete thought. A sentence usually contains a verb and expresses a statement, question, command, or exclamation, and begins with a capital letter when written [Cambridge Advanced Learner's Dictionary, p.1157].

In the legal field, sentence refers to the punishment given by a judge to a person or organization after they have been found guilty of committing a crime [Cambridge Advanced Learner's Dictionary, p.1157].

According to G. M. Hoshimov, the main translation problems related to words occur in the following cases:

translation of realia;

translation of abbreviations;

translation of the so-called "false friends of the translator";

translation of neologisms.

Realia are words that appear in a language in connection with the traditions, customs, and lifestyle of a particular people. In another language, there may be no exact equivalent to express the same concept or object. For example, in one of the works about Babur, the Uzbek word "*chopon*" was translated as "*gown*", meaning a robe.

However, the word gown does not fully correspond to the Uzbek concept of "*chopon*". Similarly, the Uzbek musical instrument *dutor* has sometimes been translated as guitar, which is not an accurate equivalent. Such realia may create certain difficulties in translation. In these cases, explanatory translation or commentary is often required. For example, the word *lavh* can be translated descriptively as: "*Lavh*" is a wooden object used when reading a book.

Therefore, such realia are often adopted directly into other languages. Many borrowed words spread from one language to another in this way, for example: *site, disk, tennis, ring, knockout, boxing, акция (share), tank*. These words are usually borrowed without translation.

Another important issue in translation is the phenomenon known as “*false friends of the translator*.” These are words that look similar in different languages but have different meanings. Such words may cause confusion for translators. For instance, the word *blank* has seven meanings and *box* has nine meanings in the dictionary mentioned above. Therefore, translators must be very careful in determining the correct meaning within the context.

There are also partial equivalents in different languages that may mislead translators. For example, the word *artist* has different meanings in various languages:

English – artist (a painter or creative person)

French – artiste (a person involved in art)

Spanish – artista (an artist or performer)

German – Artist (a circus performer)

Therefore, translators should be aware of such differences to avoid ambiguity.

Abbreviations also pose certain translation problems. When English abbreviations are borrowed directly, their meanings in Uzbek may appear in a completely different form. For example, the *SOROS Foundation*, established under the *Central European University*, is named after an individual. This meaning may only be clear to people familiar with the field. Therefore, when working with lexical units, translators must consider their specific characteristics.

New economic terms entering the Uzbek language, such as *internet, site, marketing, management, monitoring, and credit*, may be introduced to students through practical examples. Students may also be asked to identify neologisms in short texts. This helps reinforce their knowledge of newly learned vocabulary.

For example, the following text can be used for educational purposes: “*One day I saw Hakim. He was my friend and worked at an office as a manager. Hakim invited me to visit his office and wanted to introduce me to his colleague. I agreed and we went to the office. When we arrived, we met the head of the marketing department.*

There were many computers in the office connected to the Internet. Through them they could learn about political, cultural, and economic conditions anywhere in the world. Soon I had to return to my workplace for a meeting, so I left the office with a great impression.”

In addition, visual materials such as pictures, computers, language laboratories, and educational films can also be used to explain and reinforce the topic during lessons.

Today, as cultural, political, and economic relations with foreign countries continue to develop, our language is being enriched with many new words. Words such as *exchange, currency, credit, share, internet, file, export, and bank* are increasingly used.

During the translation process, difficulties often arise with newly introduced words. Therefore, it is important to understand new lexical units entering the language system in order to avoid problems during translation.

Translation transformations are interlingual changes carried out to achieve translation adequacy or equivalence. These transformations include various linguistic modifications.

One type of transformation is *transposition*, which involves changing the order of language elements in translation. For example, within the lexical field of tourism the concept of travel may be expressed through several words: *travel, journey, trip, voyage, hike, walking, camping, picnic*.

“*Travel*” – used in a general sense, usually involving transportation.

Air travel has become much cheaper.

“*Journey*” – refers to traveling from one place to another.

He fell asleep during the train journey.

“*Trip*” – refers to a short journey.

“*My first business trip was to Spain.*”

Another transformation type is substitution, where a grammatical or lexical unit is replaced by another unit. For example, the word journal may be translated not only as magazine but also as daily newspaper depending on the context.

Substitution may include:

change in word order;
change in grammatical form;
replacement by synonyms;
antonymic translation;
change in parts of speech;
replacement of sentence elements.

Other transformations include addition, where words absent in the source text are added to clarify meaning, and omission, where redundant elements are removed to maintain natural expression.

In order to achieve translation equivalence, translators must skillfully apply various translation transformations. These transformations are generally divided into four main types:

transposition (reordering of elements);
substitution;
addition;
omission.

In practice, these transformations rarely appear in a pure form and are usually combined, creating complex translation strategies.

Usually, the following elements can change their positions in a sentence during translation: words, word combinations (phrases), independent sentences, and parts of compound sentences.

Due to the specific characteristics of languages, changing the position of words and phrases within a sentence is one of the most common phenomena in the translation process. Words borrowed from foreign languages often create certain difficulties for translators. Among such words, it is relatively easy to translate international words, which sound almost the same in many languages. For example:

Station – станция / stansiya
University – университет / universitet
Student – студент / student

However, there are also words that are pronounced and written almost the same in both the source text and the target language, but differ in meaning and usage. In translation studies, such words are called “*false friends of the translator.*” Translators must be very careful when translating these words, as their meanings can be misleading. Special dictionaries of such words have been compiled to help translators avoid mistakes.

As an example, we can consider the word “playwright.” A translator who is not familiar with the exact meaning of this word might hesitate or incorrectly translate it simply as “*dramaturg.*” However, the word “*playwright*” has several meanings:

the head of the literary department of a theatre;
a writer who creates plays for the stage;
a person responsible for adapting and revising scripts and repertoire for theatrical performance.

Therefore, the equivalent of the word “playwright” in Uzbek, English, and Russian should not always be translated directly as “*dramaturg.*” In many contexts, it is more appropriate to translate it as “a writer of plays” or “a dramatist/author of drama.”

Finally, the translation of tourism texts, like literary translation, can be carried out according to two main strategies: a tourist-oriented strategy and a source-text-oriented strategy (Kazakova, 2015). Since tourism involves encountering new cultural spaces and concepts, preserving the national cultural color in tourism texts is extremely important.

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