ANDIJON DAVLAT CHET TILLARI INSTITUTI
GID HAMROHLIGI, MADANIYATLARARO MULOQOT
VA TARJIMASHUNOSLIK KAFEDRASI

# «TURIZM SOHASIDA SOTSIAL MEDIA, MAHALLIY MADANIYATLAR VA GID HAMROHLIK MUNOSABATLARI» MAVZUSIDAGI RESPUBLIKA ILMIY-AMALIY ANJUMANI

ANDIJON 2024 XONOBOD

29-30 OKTABR

**O‘ZBEKISTON RESPUBLIKASI OLIY TA‘LIM, FAN VA INNOVATSIYALAR VAZIRLIGI**

**ANDIJON DAVLAT CHET TILLARI INSTITUTI**

**GID HAMROHLIGI, MADANIYATLARARO MULOQOT VA TARJIMASHUNOSLIK KAFEDRASI**

# “TURIZM SOHASIDA SOTSIAL MEDIA, MAHALLIY MADANIYATLAR VA GID HAMROHLIK MUNOSABATLARI”

Respublika ilmiy-amaliy anjumani materiallari to‘plami

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# 1-QISM

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Ushbu to‘plam Andijon davlat chet tillari instituti rektorining 2024- yil 10-sentyabrda 04-62-son buyrug‘iga asosan Andijon davlat chet tillari institutida 2024-yil 29-30-okyabr kunlari Respublika miqyosida ilmiy va ilmiy-texnik tadbirlar rejasiga kiritilgan - ”Turizm sohasida sotsial media,mahalliy madaniyatlar va gid hamrohlik munosabatlari” respublika ilmiy-amaliy anjumani mavzusidagi respublika ilmiy-amaliy anjuman materiallari asosida tayyorlandi.

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Ilmiy-amaliy konferensiya materiallariga oid mazkur to'plam turizm sohasida sotsial media,mahalliy madaniyatlar va gid hamrohlik munosabatlarini amaliyotga tadbiq etilishiga bag‘ishlanganligi bilan ahamiyatlidir.

Maqolalarda keltirilgan statistik ma‘lumotlar, ilmiy-nazariy faktlarning ishonchliligi, imloviy va stilistik xatoliklar uchun muallif o‘zi javobgar.

# ISLOHOTLAR AMALDA: TURIZM SOHASIGA QARATILGAN E’TIBOR NATIJASIDA ANDIJON VILOYATI XONOBOD SHAHRINING TURIZM SALOHIYATINI RIVOJLANTIRISH BO‘YICHA OLIB BORILAYOTGAN ISHLAR XUSUSIDA

**Andijon davlat chet tillari instituti rektori,**

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Bugungi kunda O‘zbekistonda turizm sohasi iqtisodiyotning muhim tarkibiy qismi sifatida rivojlanib, mamlakatimizning global maydonda tanilishiga katta hissa qo'shmoqda. Prezidentimiz Shavkat Mirziyoyev rahbarligida qabul qilingan qator qarorlar va farmonlar turizmning iqtisodiy va madaniy jihatdan yuksalishiga zamin yaratdi. Xususan, 2019-yil 5-yanvarda imzolangan "O‘zbekiston Respublikasining turizm salohiyatini rivojlantirish bo`yicha chora-tadbirlar dasturi" va 2022-yilda qabul qilingan "Yoshlar turizmini rivojlantirish to‘g‘risidagi" qaror yosh avlodni jalb qilish hamda turizmni yangi bosqichga olib chiqish imkonini berdi.

O'zbekistonning boy madaniy merosi, qadimiy shaharlari va go‘zal tabiat manzaralari xalqaro turistlarni o‘ziga jalb etishda katta ahamiyat kasb etadi. Ayniqsa, yoshlar turizmi so‘nggi yillarda sezilarli o‘sishga erishib, mamlakatimizga chet eldan kelayotgan turistlar sonining ortishiga sabab bo‘lmoqda. Shuningdek, turizm infratuzilmasini rivojlantirishga qaratilgan qator investitsiyalar, mehmonxonalar, dam olish maskanlari va boshqa xizmatlarning kengayishi mamlakatimiz turizm salohiyatini kuchaytirmoqda. Yoshlar turizmining rivojlanishi global iqtisodiy aloqalarning mustahkamlanishiga xizmat qilmoqda, bu esa mintaqaviy iqtisodiy rivojlanishga ham ijobiy ta‘sir ko‘rsatmoqda.

Birgina misol raqamlarga e’tibor qaratadigan bo‘lsak Xonobod shahrida bir vaqtning o‘zida **2 118 o‘rinli 531 ta** joylashtirish vositalari, jumladan, **3 ta**

mehmonxona, **3 ta** hostel, **408 ta** dala hovli (dacha), **115 ta** oilaviy mehmon uylari, **2 ta sihatgoh** turistlarga xizmat qiladi.

Bundan tashqari, **1 ta** istirohat bog‘i, **7 ta** madaniy meros obyektlari, **42 ta** umumiy ovqatlanish shahobchalari mavjud.

Xonobod shahriga turistlar oqimini ko‘paytirish maqsadida, institut tomonidan **Movarounahr travel, Lingvo travel, Kishmish travel, Oila-turizm, Tamerlan travel** kabi mahalliy turistik kompaniyalar bilan yaqindan hamkorlik o‘rnatildi.

2024 yil mavsumida Xonobod shahriga xorijiy ham mahalliy turistlar oqimini ko‘paytirish maqsadida institut tomonidan bir qator chora-tadbirlar ishlab chiqildi va shu asosda ishlar tashkil etilmoqda.

Jumladan,

1. Xonobod turistik zonasi madaniyati va urf-odatlarini o‘zida aks ettiruvchi animatsion mobil ilova yaratildi. Bu mobil ilovada Xonobod shahrining hunarmandchiligi, milliy taomlari, tabiat manzaralari, turizm obyektlari va diqqatga sazovor ziyoratgohlari haqida foto va videokontentlar joylashtirilgan. Ushbu mobil ilova yangi ma’lumotlar bilan doimiy boyitib boriladi. Mobil ilova Davlat ro‘yxatidan o‘tkazilib, Adliya vazirligidan DGU guvohnomasi olingan. Hozirda mobil ilovani ommalashtirish maqsadida Play market dasturiga joylashtirish choralari ko‘rilmoqda, bundan tashqari **Movarounahr travel, Lingvo travel, Kishmish travel, Oila-turizm, Tamerlan travel** kabi tur firmalarga tur-paketlar ishlab chiqishda foydalanish uchun tavsiya etildi.

2. **“Khonobod piligrim tourism”** turistik mashruti manzillar ro‘yxati va chizmasi (sayohat xaritasi) tayyorlandi. Bunda Bibiseshanba va Fozilmon ota ziyoratgohlari haqida qisqacha ma’lumot, sayohat xaritasi, turistik xizmatlar ko‘rsatuvchilar, transport va ovqatlanish joylari haqida ma’lumotlar jamlandi.

3. Joriy yilning 21 fevral kuni Andijon davlat chet tillari institutida Jahon gidlar assotsiatsiyasining O‘zbekiston bo‘yicha gid tarjimoni E.Hatamov ishtirokida seminar trening tashkil etildi. Seminarda Gid hamrohligi, madaniyatlararo muloqot

va tarjimashunoslik kafedrasi professor-oʻqituvchilari hamda iqtidorli talabalar, turizm sohasi mutaxassislari faol ishtirok etdilar.

4. Turistik tashkilotlar bilan hamkorlik ishlarini rivojlantirish maqsadida joriy yilning 27 mart kuni Toshkent shahar "City Palace" mehmonxonasining forumlar zalida "Ichki turizm yoʻnalishidagi turoperatorlar mahsulotlarini turistlarga taqdim etish hamda yangi hamkorlik aloqalarini yoʻlga qoʻyish" maqsadida keng qamrovli yarmarkada institut vakillari ham ishtirok etib, institut koʻrgazmasi tashkil etildi hamda bir qator turistik tashkilotlar **“Tamerlan travel”, “Kishmish travel” “Oila turizm”** kabi turistik firmalar bilan hamkorlik kelishuvlariga erishildi. Shuningdek, 28 mart kuni Andijon shahar Savdo-sanoat palatasida boʻlib oʻtgan Ichki turizm yarmarkasida **“Movorunnahr”, “Travelistan”** kabi turistik firmalar bilan hamkorlik kelishuvlari amalga oshirildi.

5. Andijon davlat chet tillari institutida tahsil olayotgan nogironligi bor talabalar uchun “Sayohat barcha uchun” loyihasi Andijon viloyati boʻylab turizm ob'ektlariga inklyuziv sayohat doirasida **“Bogʻi Bobur majmuasi va Bibiseshanba ziyoratgohi tashrif”, “Xonobod shahriga sayohat”** sayohat dasturlari ishlab chiqildi.

6. Joriy yilning 2-aprel kuni Andijon davlat chet tillari instituti va Xonobod shahar hokimligi hamda Xonobod shahar maktabgacha va maktab ta’limi boʻlimi oʻrtasida oʻzaro hamkorlik memorandumi imzolandi. Unga koʻra hamkor tashkilotlar hududda turizm sohasini ilmiy-tadqiqot faoliyati asosida rivojlantirish boʻyicha oʻzaro kelishuvga erishdilar. Kelgusida hamkorlikda turizm sohasini rivojlantirish boʻyicha ilmiy va start-ap loyihalar ishlab chiqiladi.

7. Joriy yilning 3 aprel kuni Andijon davlat chet tillari institutida "Movarounnahr travel" tur agentligi mutaxassislari tomonidan sifatli xizmat koʻrsatishning ilgʻor usullari toʻgʻrisida seminar trening tashkil etildi.

8. Joriy yilning 24-26 aprel kunlari Andijon shahridagi Chinor mehmonxonasida Fargʻona vodiysida faoliyat olib borayotgan tur-gidlar uchun maxsus GIZ eksperti **Martin N. Petrich** ishtirokida "Ilgʻor xalqaro tajriba va

masterklass amaliy mashg‘uloti" mavzusida seminar o‘tkazildi. Unda Gid hamrohligi va tarjimonlik faoliyati yo‘nalishidagi talabalar ishtirok etdilar.

9. 2024 yilning 30 aprel va 1 may kunlari II an'anaviy Yoshlar akademiyasi forumi doirasida vodiy oliy ta'lim muassalarida tahsil olayotgan xorijiy talabalar hamda faoliyat olib borayotgan professor-o‘qituvchilarining Xonobod shahri bo‘ylab sayohati tashkil etildi, ular Bibiseshanba, Fozilmon ota ziyoratgohlari hamda institutning Xonobod shahridagi turizm o‘quv laboratoriyalarida bo‘lib, dam olib qaytdilar. Sayohatda Hindiston, Pokiston, Janubiy Koreya, Yangi Zellandiya, Kanada, Fransiya, Qirg‘iziston, Turkiya, Germaniya, Buyuk Britaniya davlatlaridan 150 nafarga yaqin vakillar ishtirok etdilar.

10. Bundan tashqari, viloyatga, xususan, Xonobod shahriga turistlar oqimini yanada oshirish va institut imkoniyatlaridan samarali foydalanish maqsadida Andijon davlat chet tillari instituti qoshida turistik firma firma faoliyati yo‘lga qo‘yildi.

11. Joriy yilning 7-13-iyun kunlari institutning Xonobod shahrida joylashgan Turizm o‘quv laboratoriyasida talabalar uchun yozgi o‘quv oromgohi (Summer School) tashkil etildi. Ushbu oromgohga o‘quv yili davomida faol bo‘lgan 70 nafar talabalar jalb etildi.

12. Joriy yilning may va iyun oylarida 2 ta xalqaro ilmiy-amaliy konferensiya institutning Xonobod shahridagi turizm o‘quv laboratoriyasida tashkil etildi. Ushbu konferensiyalarda 150 nafarga yaqin mahalliy, 30 nafardan ortiq Kanada, Hindiston, Pokiston, Turkiya, Janubiy Koreya va qo‘shni Qirg‘izistondan vakillar ishtirok etdilar.

13. Viloyatda turizm xizmat ko‘rsatish sohasini rivojlantirish, turizm sohasiga chet el tajribasini yo‘naltirish maqsadida Singapur davlatining Singapur Amiti global instituti bilan **Turizm yo‘nalishi** bo‘yicha qo‘shma ta’lim dasturi ochish va akadem mobillik asosida talabalar almashinuvini yo‘lga qo‘yish bo‘yicha kelishuvga erishildi. Hozirda institutning 6 nafar talabalari akademik mobillik asosida Singapur Amiti global institutida tahsil olmoqdalar. Kelishuvga ko‘ra

talabalarimiz, 3 oy onlayn ta'lim oladi, 3 oy Singapurda o‘qishini davom ettiradi va 6 oy olgan bilimlarini amaliyotda qo‘llab, yurtimizga qaytishadi. Bundan tashqari Turizm yo‘nalishida qo‘shma ta'lim dasturi ochish bo‘yicha ham kelishuvlar oxiriga etkazildi. Joriy yilning sentyabr oyidan boshlab 1+3 tartibida talabalar qabuli yo‘lga qo‘yildi.

14. 2023-yil sentyabr oyida ochilgan Xonobod posti viloyatga tashrif buyurayotgan turistlar **oqimiga** sezilarli **ijobiy ta’sir ko‘rsatdi**. Bir kunda o‘rtacha **ming** nafar Qirg‘iziston fuqarolari O‘zbekistonga kirib kelayapti va ularning **30 foizi turizm** maqsadida Xonobod shahrida qolmoqda yoki Andijonning boshqa hududlariga tashrif buyurmoqda. Bu o‘z-o‘zidan mazkur postga yaqin hududlarda qo‘shimcha **umumiy ovqatlanish**, **taksi**, **bank**, **tibbiyot**, **joylashtirish xizmatlari** va **tekstil, charm**, **hunarmandchilik**, **non mahsulotlari** savdosi tashkil qilishga ehtiyoj tug‘dirmoqda va ko‘plab yangi xizmat ko‘rsatish shahobchalari ochilmoqda. Ushbu ehtiyojlardan kelib chiqib, Xonobod turistik zonasi aholisi uchun turizm biznesi, servis va ekskursiya xizmatlarini tashkil qilish hamda mehmonxona xo‘jaligi bo‘yicha o‘quv kurslari dasturi ishlab chiqildi va aprel oyi oxiridan o‘qitish ishlari boshlandi.

15. Andijon, xususan, Xonobod shahrining turizm imkoniyatlari to‘g‘risida ma'lumotlarni etkazish uchun Xonobod postida **infokiosk tashkil qilish** va **flayer, videorolik, elektron platforma** joylashtirish rejalashtirilgan. Ma’lumot o‘rnida, Xonobod shahrida Yangi hayot MFYda tashkil etilgan Turizm infokioskasida ham barcha ma’lumotlar bazasi, tarqatma va bukletlar institutimiz professor-o‘qituvchilari tomonidan ishlab chiqilgan.

16. Xonobod shahrida joriy yilning 29-30-31-iyul kunlari “Dunyo sadolari” xalqaro milliy estrada san'ati festivali bo‘lib o‘tdi. Xalqaro festival doirasida Xonobod shahriga mahalliy va xorijiy tashrif buyuruvchilar soni 2,5 barobarga (2 mln nafar) ortdi. Shuningdek, ushbu xalqaro tadbir mahalliy aholi uchun samarali bo‘lib, yirik iqtisodiy o‘zgarishlarni ham yasadi. Xususan, tadbirkorlik subyektlarida ham tushum keskin ortdi. Jumladan, 2024 yilning 7 oyi davomida tushum 48

milliard so‘mni tashkil qilib, (shundan 29-30-31 iyul kunlari 8,5 milliard so‘mga etgan) o‘tgan yilning mos davriga nisbatan 2 barobarga ortgan. Bu ko‘rsatkichlar Xonobod shahridagi tadbirkorlik subyektlarining va aholining daromadi oshganligini ko‘rsatmoqda. Savdo va xizmat ko‘rsatish faoliyati bilan shug‘ullanuvchi tadbirkorlar soni o‘tgan 2023 yilda 48 tani tashkil etgan edi. 2024 yildagi xalqaro tadbir davomida doimiy faoliyat olib boruvchi tadbirkorlik faoliyatlari soni 230 taga ko‘payib, qariyb 5 barobarga ortdi. Mehmonlarga xizmat ko‘rsatuvchi dala hovli va uy mexmonxonalaridagi yotoq joylar soni 1900 tani tashkil qilgan bo‘lsa 2024 yilda bu raqam 6 mingdan ortdi. Ayniqsa, aholi daromadlarini oshirish, ish bilan ta’minlash va kam daromadli fuqarollarning daromadini oshirishda “Sayxunobod”, “Uychi” tajribasi asosida 600 dan ortiq xonodonlarda uy-mehmonxonalar tashkil etildi. Ushbu tadbir doirasida Andijon davlat chet tillari institutining ko‘ngilli talabalardan iborat 100 nafar gid-tarjimonlar jamoasi ham bir oy davomida Xonobod shahriga kelgan mehmonlar uchun xizmat ko‘rsatdilar.

17. Andijon viloyatiga 2024-2025 yillarda sayyohlar oqimini oshirish maqsadida Qirg‘iziston Respublikasida faoliyat olib boruvchi turoperatorlar bilan yaqindan hakmkorlik o‘rnatish maqsadida Qirg‘iziston Respublikasi O‘sh viloyati hamda Issiqko‘lda bo‘lib o‘tgan xalqaro turizm festivallarida institut vakillari ham ishtirok etib, bir qancha kelishuvlarga erishildi. Andijon viloyatining turizm imkoniyatlari taqdimoti, shuningdek, viloyatimizning tranzit imkoniyatlaridan unumli foydalangan holda xorijiy sayyohlarning qolish muddatlarini uzaytirish yuzasidan ikki tomonlama kelishuvlarga erishildi.

Barchamizga ma’lum, Xonobod shahriga turizm oqimi mavsumiy, shahardagi **ushbu mavsumiylikni bartaraf** etish uchun qo‘shimcha xizmatlar tashkil qilish ishlari rejalashtirilgan. Jumladan, shahardagi **18,5 gektar** “Alisher Navoiy” bog‘i imkoniyatlaridan samarali foydalanib, 2 gektar **“grin zona”** loyihasi amalga oshiriladi. Bog‘ hududida **20 ga yaqin savdo-ko‘ngilochar** va **sog‘lomlashtirish**

**xizmatlari** (skeyt, Workout zona, fudtrak, ko‘chma sirk, badminton, zoopark va b.) yo‘lga qo‘yilishi rejalashtirilgan.

## O‘ZBEKISTONDA YOSHLAR TURIZMINING RIVOJI: TURIZMGA BO‘LGAN ZAMONAVIY YONDASHUVLAR VA KELAJAK ISTIQBOLLARI

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**Dr.Gerrard Krzik OHIO University, USA**

***Annotatsiya.*** *Ushbu maqola O‘zbekistonda yoshlar turizmini rivojlantirish bo‘yicha amalga oshirilayotgan chora-tadbirlar, uning iqtisodiy va ijtimoiy ahamiyati haqida so‘z yuritadi. Yoshlarning sayohat qilish imkoniyatlarini kengaytirish, mamlakatning turizm salohiyatini oshirish orqali xalqaro turizmda yoshlarning ishtirokini oshirishga qaratilgan strategiyalar haqida fikrlar bayon etiladi.*

***Kalit so‘zlar****: yoshlar turizmi, turizm rivoji, iqtisodiy va ijtimoiy ta’sir, turizm haftaligi, yoshlar siyosati.*

***Abstract.*** *This article describes the measures being taken to develop youth tourism in Uzbekistan and its economic and social significance. It discusses strategies aimed at increasing youth participation in international tourism by expanding travel opportunities for young people and enhancing the country's tourism potential.*

***Keywords:*** *youth tourism; tourism development; economic and social impact; tourism week; youth policy.*

Hozirgi kunda turizm industriyasining muhim qismlaridan biri yoshlar turizmi bo‘lib, u global iqtisodiy aloqalarning tez sur’atda kengayishiga o‘z hissasini qo‘shmoqda. Mintaqaviy iqtisodiy rivojlanishda turizmning ahamiyati oshib borayotgani kuzatilmoqda, bu soha iqtisodiyotning o‘zgaruvchanligiga

qaramasdan doimiy o‘sishni ko‘rsatadi. Bu jarayon, o‘z navbatida, jamiyat taraqqiyoti va dam olish uchun zarur infratuzilmaning rivojlanishi tufayli yuzaga keldi. Sayohat bugungi kundagi hayot tarzining ajralmas bir bo‘lagiga aylangan va Jahon sayyohlik tashkilotining taxminlariga ko‘ra, 2030-yilga borib xalqaro turistik tashriflar soni 2 milliarddan oshishi kutilmoqda.

Zamonaviy sharoitda yoshlar turizmi ichki sayyohlik bozorining barqaror segmentlaridan biridir. Uning rivojlanishi yosh avlodni faol sport bilan shug‘ullanishga jalb etilishini ta’minlaydi, ijodiy, jismoniy, intellektual salohiyatni saqlab qoladi va yaxshilaydi, mintaqalar va madaniyatlararo aloqalarni rivojlantiradi. Yoshlar turizmi - bu individual yoki jamoaviy shakldagi sayohatning alohida turi bo‘lib, unda yoshlar dunyoni o‘rganish va bo‘sh vaqtlarini o‘tkazish umumiy maqsadi bilan birlashgan katta guruhlarda dam olishni afzal ko‘radilar, yoshlarning o‘z yurtiga munosib va barkamol fuqaro bo‘lib yetishishida uning ta’siri katta. Yoshlar turizmi dam olish sohasini rivojlantirishning istiqbolli yo‘nalishi hisoblanadi. U jamiyat hayotining barcha sohalariga: ma’naviy, siyosiy va huquqiy, iqtisodiy va ijtimoiy sohalarga faol ta’sir ko‘rsatadi. Yoshlar turizmining iqtisodiyotni rivojlantirishga, iqtisodiyotni tarkibiy qayta qurishga va ustuvor yo‘nalishlarni, jumladan, ijtimoiy yo‘nalishlarni o‘zgartirishga, uning aholining umumiy iqtisodiy farovonligiga qo‘shayotgan hissasini oshirishga alohida ta’sirini alohida ta’kidlashimiz mumkin. Shuning uchun bu mavzu bugungi kunda juda dolzarb [1.1].

O‘zbekiston davlat darajasida so‘nggi yillarda yoshlarni qo‘llab quvvatlash masalalariga alohida e’tibor berilmoqda. Barcha sohalarda, tadbirkorlik bo‘ladimi, ta’lim masalasimi, umuman yoshlar bilan bog‘liq keng imkoniyatlar yaratilmoqda. Shu bilan birga yoshlarni chet el mamlakatlarining nufuzli ta’lim muassasalarida o‘qishlari uchun qulay shartsharoitlar yaratilib berilmoqda. Bundan tashqari, davlatimiz rahbari shaxsan yoshlar bilan uchrashuv o‘tkazib, ular uchun yaratilayotgan imkoniyatlar bilan tanishtirib o‘tdilar. Yoshlarni shunday so‘zlar bilan ruhlantirdilar yurtboshimiz: **“Men har gal yoshlarimiz bilan**

**uchrashganimda sizlarning g‘ayrat shijoatingizdan kuch-quvvat olaman, ko‘nglim tog‘day ko‘tariladi. Har biringiz jonajon Vatanimiz va xalqimizga sidqidildan xizmat qilish orzusi bilan yonib yashayotganingizni yaxshi bilaman. Sizlarni O‘zbekistonning eng katta boyligi, bebaho xazinasi sifatida qadrlayman”** [2.1].

Bugun turizm sohasida yaratilgan imkoniyatlarning bardavomligini, mamlakatimizning boy tabiiy boyliklarini asrab avaylash, tarixiy, ma'naviy, madaniy merosini muhofaza qilish, kelgusi avlod ham ulardan emin-erkin foydalanishini ta'minlash maqsadida, Yangi tahridagi Konstitutsiyamizda fuqarolar O‘zbekiston xalqining tarixiy ma'naviy, madaniy, ilmiy va tabiiy merosini asrab-avaylashi shart ekanligi va ular davlat tomonidan muhofaza qilinishi belgilab qo‘yildi. Xususan, 2019 — 2025-yillarda O‘zbekiston Respublikasida turizm sohasini rivojlantirish Konsepsiyasida 2021-2025 yillarda mamlakat iqtisodiyotida turizm industriyasi ulushini ko‘paytirish, ushbu yo‘nalishda zarur infratuzilmani rivojlantirish va dunyo bozorida respublikaning turizm salohiyatini targ‘ib qilish orqali mamlakatning yalpi ichki mahsulotida turizm ulushini 5 foizgacha (2017-yil yakuni bo‘yicha — 2,3%) yetkazilgan, shuningdek, 2025- yil yakuniga qadar 9 milliondan ortiq turistlarni, shu jumladan uzoq xorijdan — 2 million turistni jalb qilish belgilab quyilgan [3.1].

2023 yil 30 aprelda qabul qilingan “Ichki turizm xizmatlarini diversifikatsiya qilishga oid qo‘shimcha chora-tadbirlar to‘g‘risida”gi Prezident qarorida ichki turizmni rivojlantirish maqsadida bir qator vazifalar belgilab berilgan. Ushbu qaror ichki turizm xizmatlarini kengaytirish va fuqarolarga O‘zbekistonning turizm imkoniyatlarini yaxshiroq tanishtirish uchun zarur sharoitlar yaratishni ko‘zda tutadi. Bundan tashqari, taqdim etilayotgan turizm xizmatlari sifatini oshirish va jahon bozorida raqobatbardoshligini ta'minlash, shuningdek, turizm sohasi bilan shug‘ullanayotgan tadbirkorlar uchun yangi imkoniyatlar yaratish rejalashtirilgan. Qaror doirasida “O'zbekiston bo'ylab sayohat qil!” dasturida ham ko‘plab maqsad va vazifalar aniq belgilangan.

Mazkur qarorga koʻra, 2023 yildan boshlab esa yanvar oyining birinchi dekadasi va mart oyining uchinchi dekadasida “Yoshlar turizmi haftaligi” oʻtkaziladi. Ta’kidlash joizki, ushbu sa’y- harakatlar ichki turizmni rivojlantirish hamda yoshlarning mazmunli sayohatlarini tashkil etish, ularni yurtimizning turistik manzillari va imkoniyatlari bilan yaqindan tanishtirishda muhim ahamiyat kasb etadi.

Kelajakda turizm sohasining davlat siyosatidagi asosiy maqsadlaridan biri hududlarning infratuzilmasini kompleks va tezkor rivojlantirishdir. Turizm sohasi iqtisodiy va ijtimoiy masalalarning samarali yechimlarini ta'minlab, ish oʻrinlarini yaratishda, hududlarni diversifikatsiya qilish va ularning taraqqiyotini jadallashtirishda muhim rol oʻynashi kutilmoqda. Shuningdek, turizm orqali aholi daromadlarini oshirish, yashash sifatini yaxshilash hamda mamlakatning investitsiyaviy jozibadorligi va xalqaro imidjini mustahkamlashga yoʻnaltirilgan harakatlar amalga oshiriladi.

Turizm sohasining jadal rivojlanishi iqtisodiyotga katta hissa qoʻshib, aholi daromadlarining oshishi va bandlikni ta’minlashda muhim rol oʻynamoqda. Shu maqsadda, turizmning huquqiy asoslarini mustahkamlash uchun yangi tahrirdagi "Turizm toʻgʻrisida"gi qonun loyihasi va yana 30 ta normativ-huquqiy hujjat ishlab chiqildi. Oʻtgan yillarda Butunjahon turizm tashkiloti (YUNVTO) Oʻzbekistonning sayyohlik salohiyatini toʻliq ochishda ishonchli hamkor sifatida oʻz oʻrnini mustahkamladi. Bu hamkorlik doirasida xavfsiz turizmni rivojlantirish uchun qoʻshma chora-tadbirlar ishlab chiqilib, startap loyihalar amalga oshirilmoqda. Bugungi kunda yuzga yaqin mamlakat fuqarolariga Oʻzbekistonga vizasiz kirish imkoniyati taqdim etilgan boʻlsa, yana 55 davlat uchun soddalashtirilgan elektron viza tizimi joriy etilgan.

Prezidentimi Shavkat Mirziyoyev 2023 yil 16 oktyabr kuni Butunjahon turizm tashkiloti Bosh assambleyasining 25-sessiyasida oʻz nutqida bir qator amaliy takliflarni ilgari surdi. Ular orasida Jahon yoshlar turizmi sammitini Toshkentda oʻtkazish tashabbusi ham bor edi, bu taklif konferensiya ishtirokchilari

tomonidan keng qo‘llab-quvvatlandi. Bunday xalqaro tadbirning O‘zbekistonda o‘tkazilishi mamlakatning turizm sohasidagi roli va tinchlikparvar tashqi siyosatdagi muvaffaqiyatlarini yana bir bor tasdiqlaydi.

Turizm sohasida kadrlar tayyorlash jarayoni ham dolzarb masalalardan biri hisoblanadi. Malakali va raqobatbardosh kadrlar yetishtirish bu sohaning kelajakdagi rivoji uchun hal qiluvchi ahamiyatga ega. Shu sababli, 2021/2022 o‘quv yilidan boshlab, "Ipak yo‘li" turizm xalqaro universiteti, Toshkent davlat iqtisodiyot universiteti, Buxoro va Termiz davlat universitetlarida "ziyorat turizmi" bo‘yicha magistratura dasturlari ochildi, bu esa turizm sohasiga yangi malakali mutaxassislarni jalb qilishga xizmat qiladi.

Yoshlar orasida eng ommalashgan turizm turlaridan biri tarixiy va madaniy turizm bo‘lib, u ta’lim va ma’lumot olishga yo‘naltirilgan sayohat shakllarini o‘z ichiga oladi. Ushbu turizm dasturlari insoniyatning turli tabiiy va madaniy merosiga qiziqish asosida shakllanadi. Turistlarga madaniy tajribalarga boy mahsulotlar taklif etiladi, shu jumladan etnik va etnografik turizm ham o‘ziga xos tarixiy-madaniy yo‘nalish sifatida ko‘rib chiqiladi. Bular ekologik turizm bilan yaqin aloqada bo‘lib, har ikkisi saqlab qolish va zarar yetkazmaslik kabi maqsadlarga qaratilgan.

Turizmning eng asosiy rag‘batlantiruvchi omillaridan biri turli xalqlar va ularning madaniyatlariga qiziqishdir. Sayohatchilar dunyoning chekka hududlariga yoki turli millatlar yashaydigan joylarga borib, ularning tarixi, urf-odatlari va san’ati bilan yaqindan tanishishni ma’qul ko‘radilar. Bu esa sayohatni boshqa madaniyatlarni o‘rganish va o‘z ma’naviy dunyosini boyitishning eng samarali usuliga aylantiradi.

Tarixiy-madaniy turizmning rivojlanishi hududlarda mavjud bo‘lgan tarixiy va arxeologik yodgorliklar bilan chambarchas bog‘liq. Ushbu obyektlarning tarixiy ahamiyati, ularning yaxshi saqlanganligi va hududda tutgan o‘rni turistlar oqimining oshishiga katta hissa qo‘shadi. Sayohatchilarning ko‘proq vaqtini bir manzilda o‘tkazishiga imkon beruvchi bir nechta obyektlarning mavjudligi, turizm

xizmatlarining eksportini kengaytiradi va unga qo‘shilgan xizmat ko‘rsatish tarmoqlarining rivojlanishiga turtki beradi.

Shuni aytish joizki, turizm sohasining rivojlanishi infratuzilmaning rivojiga bog‘liq. Turizm obyektlari, mehmonxona va restoranlar, shuningdek, transport xizmatlari sohaning muhim qismlari hisoblanadi. Masalan, avia va temir yo‘l qatnovlarini samarali tashkil etish turistlarning vaqtini tejash va ortiqcha xarajatlardan saqlanishiga yordam beradi, bu esa turizmning rivojlanishida ijobiy o‘zgarishlarga olib keladi.

Mamlakatimizda barqaror yoshlar turizmini rivojlantirish yo‘lida qilingan sa'y-harakatlar natijasida erishilgan yutuqlarga qaramay, hali ham ko‘plab imtiyozlar samaradorligini oshirish imkoniyati mavjud. Iqtisodiy nuqtai nazardan, bu avvalo mavsumiy muammolarni hal etishga ko‘mak beradi, ya'ni turizm sohasidan keladigan daromadlar yil davomida barqaror bo‘lib, davlat iqtisodiyotiga doimiy foyda keltirishi mumkin. Shuningdek, bu jarayon O‘zbekistonda hali keng e'tibor qaratilmagan turistik joylarning kashf etilishi va ommalashishiga, turistik faoliyatni diversifikatsiya qilishga yordam beradi. Agar ichki yoshlar turizmi izchil shakllantirilsa, u kelgusida xalqaro darajadagi yoshlar turizmi sifatida rivojlanib, global sayohatlarga aylanishi mumkin.

Ijtimoiy nuqtai nazardan, yoshlar turizmi mamlakatimiz yoshlariga yangi g‘oyalar va motivatsiya berib, ularning milliy qadriyatlarga bo‘lgan e’tiborini oshiradi. Yoshlar o‘z yurtlariga nisbatan chuqurroq hurmat va mas'uliyat bilan yondashib, dunyoqarashlarini kengaytiradilar hamda xalqaro tajribalar almashish imkoniyatlariga ega bo‘ladilar.

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## TURIZM SOHASIGA OID TERMINLARINING TARJIMA MUAMMOLARI

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Turizm – bu turli madaniyatlar, tillar va an'analarni birlashtiruvchi global sanoat. Bu sohada ishlatiladigan terminlarning xilma-xilligi va doimiy ravishda yangi atamalar paydo bo'lishi tarjima jarayonini murakkablashtiradi.

Turizm terminlarining tarjimasida quyidagi muammolarga duch kelish mumkin:

Ko'p ma'nolilik: Ko'pgina turizm terminlari bir necha ma'noga ega bo'lishi mumkin. Masalan, "resort" so'zi dam olish maskani, kurort, gohida esa hashamatli mehmonxona ma'nosini anglatadi. Har bir madaniyatning turizmga bo'lgan munosabati va turizm xizmatlariga bo'lgan talabi o'ziga xosdir. Bu esa, ba'zi bir tushunchalarni to'g'ridan-to'g'ri tarjima qilishning imkonsizligini keltirib chiqaradi.

Turizm sohasi doimiy ravishda rivojlanib borayotgani sababli, yangi xizmatlar, mahsulotlar va texnologiyalar paydo bo'ladi. Bu esa, yangi atamalarni izlash va tarjima qilish zaruratini tug'diradi. Ba'zi bir turizm tushunchalariga o'zbek tilida aniq ekvivalenti bo'lmasligi mumkin. Bu holatda, yangi atamalarni yaratish yoki mavjud atamalarni qayta talqin qilish kerak bo'ladi.

Turizm terminlarini tarjima qilishda e'tiborga olinishi lozim bo'lgan jihatlar:

1.Har qanday terminni tarjima qilishdan oldin, u qaysi kontekstda ishlatilganligini aniqlash kerak. Turizm sohasidagi terminlarni tarjima qilishda kontekstni aniqlash juda muhimdir. Chunki bir xil so‘z turli vaziyatlarda turlicha ma’noni anglatishi mumkin. Masalan,"Бронирование" termini:

Mehmonxona xizmati: Mehmonxonada xona buyurtma qilish.

Aviatsiya: Aviachipta buyurtma qilish.

2.Tarjima qilinadigan matnning madaniy xususiyatlarini hisobga olish zarur.

Madaniy turizmda uchraydigan terminlarning tarjimasida ko‘plab muammolarga duch kelinadi. Buning asosiy sababi har bir madaniyatning o‘ziga xos o‘ziga xos xususiyatlari, urf-odatlari, qadriyatlari va tarixiy merosini aks ettiruvchi o‘ziga xos atamalarga ega bo‘lishidir.

Madaniy o‘ziga xos turizm terminologiyasining tarjima muammolariga misollar:

Masalan, "choyxona" degan so‘zni ingliz tiliga tarjima qilishda "teahouse" so‘zini ishlatish mumkin, ammo bu so‘z o‘zbek choyxonasining madaniy va ijtimoiy ahamiyatini to‘liq aks ettirmaydi. Choyxona bu faqat choy ichiladigan joy emas, balki o‘zbeklarning ijtimoiy hayotida muhim o‘rin tutadigan madaniy markazdir. "Choyxona" termini o‘zbek madaniyatida faqat choy ichiladigan joy emas, balki ijtimoiy hayotning muhim markazi, ma’lumot almashinuvi, muzokaralar va dam olish uchun mo‘ljallangan maskan sifatida katta ahamiyatga ega. "Teahouse" termini esa bu madaniy va ijtimoiy omillarni to‘liq aks ettirmaydi.

Choyxona" terminini ingliz tiliga tarjima qilishda quyidagi usullardan foydalanish mumkin:

Ta’riflovchi tarjima: "Choyxona"ni "a traditional Uzbek teahouse, a social gathering place where people meet to drink tea, socialize, and discuss news" kabi ibora bilan ta’riflash mumkin.

Ko‘p so‘zli iboralar: "Tea house, a community center" yoki "Tea house, a place of social interaction" kabi iboralarni ishlatish mumkin.

Transliteratsiya: "Choyxona" so‘zini transliteratsiya qilib, o‘qiluvchanlik uchun qo‘shimcha izoh berish mumkin.

Neologizm yaratish: "Teahouse" so‘ziga qo‘shimcha so‘zlar qo‘shib, "Uzbek teahouse" yoki "community teahouse" kabi yangi termin yaratish mumkin.

"Choyxona" terminining tarjimasida uchraydigan muammolar, madaniy va ijtimoiy omillarning tarjima jarayonidagi ahamiyatini yaqqol ko‘rsatadi. Tarjima

jarayonida kontekstni, maqsadni va madaniy farqlarni hisobga olish muhimdir. Yuqorida ko‘rsatilgan usullar "choyxona" terminini ingliz tiliga tarjima qilishda eng maqbul yechimlardan biri bo‘lishi mumkin."Choyxona" terminining tarjimasida uchraydigan muammolar, madaniy va ijtimoiy omillarning tarjima jarayonidagi ahamiyatini yaqqol ko‘rsatadi. Tarjima jarayonida kontekstni, maqsadni va madaniy farqlarni hisobga olish muhimdir. Yuqorida ko‘rsatilgan usullar "choyxona" terminini ingliz tiliga tarjima qilishda eng maqbul yechimlardan biri bo‘lishi mumkin.

3. Turizm sohasiga oid ixtisoslashtirilgan lug'atlardan foydalanish tavsiya etiladi.

Turizm sohasidagi mutaxassislar uchun lug‘atlarning ahamiyati beqiyos. Bu lug‘atlar faqatgina so‘zlarning ta’rifini berib qolmasdan, balki sohaning o‘ziga xos xususiyatlari, tushunchalari haqida batafsil ma’lumot beradi. Bugungi kunda turizm sohasidagi eng mashhur va keng qamrovli lug‘atlardan biri "Oxford Guide to Travel and Tourism" hisoblanadi.

"Oxford Guide to Travel and Tourism" nima uchun muhim?

"Oxford Guide to Travel and Tourism" lug‘ati turizm sohasida ishlaydigan barcha mutaxassislar uchun muhim manba hisoblanadi. Ushbu lug‘atning ahamiyati quyidagi omillar bilan izohlanadi:

Keng qamrov: Lug‘atda turizm sohasining barcha jihatlari qamrab olingan: mehmonxona xo‘jaligi, aviatsiya, kruizlar, sayyohlik agentliklari faoliyati va boshqalar.

To‘liq ma’lumot: Har bir terminning ta’rifi, sinonimlari, antonimlari va misollar keltirilgan.

Ilmiy asoslanganlik: Lug‘at maqolalari taniqli olimlar va soha mutaxassislari tomonidan yozilgan.

Doimiy yangilanib turish: Turizm sohasi dinamik rivojlanayotganligi sababli, lug‘at ham doimiy ravishda yangilanadi.

"Oxford Guide to Travel and Tourism" lug‘ati an’anaviy lug‘atlardan biroz farq qiladi. Unda terminlar alifbo bo‘yicha emas, balki tematik tartibda joylashtirilgan. Masalan, "Accommodation" (joylashuv), "Transportation" (transport), "Tourism management" (turizm menejmenti) kabi bo‘limlar mavjud.

Ushbu lug‘atdan foydalanish juda qulay. Lug‘atning boshida mavzular ro‘yxati berilgan bo‘lib, siz qiziqqan mavzuni topib, tegishli bo‘limga o‘tishingiz mumkin. Har bir terminning ta’rifi qisqa va aniq bo‘lib, hatto boshlang‘ich darajadagi o‘quvchilar ham osonlik bilan tushunishi mumkin.

Lug‘atdan misollar:

Ecotourism: Bu so‘z tabiatga zarar yetkazmasdan amalga oshiriladigan turizm turini anglatadi. Lug‘atda ekoturizmning afzalliklari va kamchiliklari, shuningdek, bu turdagi turizmning rivojlanish tendensiyalari haqida ma’lumot berilgan.

Xulosa

Turizm terminlarining tarjimasi – bu murakkab va mas'uliyatli jarayon. Ushbu jarayonda tarjimon nafaqat til bilimlariga, balki turizm sohasidagi bilimlarga ham ega bo'lishi kerak. To'g'ri va aniq tarjima turizm sohasidagi muloqotning samaradorligini oshiradi va xalqaro hamkorlikni mustahkamlaydi.

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# XONOBOD –VODIYNING YASHIRIN GAVHARI

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O'zbekistonning sharqiy kurorti go'zal Xonobod shahri dastlab Buyuk Ipak yo'lining bir tarmog'ida turar-joy qishlog'i sifatida tashkil etilgan. Bugungi kunda Xonobod tog‘lar bag‘rida joylashgan yashil shahar bo’lib, qulay joylashuvi tufayli Andijon viloyatining kurort go‘shasiga aylanishi ko‘zda tutilgan. Prezident Shavkat Mirziyoyev 2020-yil 21-22-may kunlari Andijon viloyatiga tashrifi davomida ichki turizmni rivojlantirish, xususan Xonobod shahrini turizm markaziga aylantirish bo’yicha ko’rsatma bergan edi. Xonobod vodiysi o‘zining tabiiy jozibasidan tashqari madaniy merosga boy bo’lib, tubjoy xalqlar azaliy an’ana va hunarmandchiligini saqlab kelmoqda.

Xonobod vodiysi atrof-muhitni muhofaza qilish haqida xabardorlik kuchayib borayotgani sababli barqaror turizm amaliyotiga sodiqdir. Xonobod vodiysining yashirin marvarid maqomi uni kashf etishga arziydi. Sarguzashtlar, madaniy hordiq yoki shunchaki tabiat bag‘riga damolishni xohlovchilar uchun bu sehrli vodiy o‘z sirlarini ochish baxtiga muyassar bo’lgan har bir sayohatchida unutilmas taassurot qoldiradi. Farg’ona vodiysidagi Andijon viloyatining sharqiy qismida, Qoradaryo sohilida, Buyuk ipak yo‘lining bir tarmog‘ida qishloq sifatida tashkil topgan Xonobod shahri joylashgan. Uning asosiy tabiiy diqqatga sazovor joyi shifobaxsh xususiyatga ega Fozilmon ota bulog’idir.[6:26] Shaharlar avtomagistral orqali bog'langan bo'lib, u orqali jamoat va shaxsiy transportlar harakatlanadi. Qulay va juda yam-yashil Xonobod kichik aholi punktining shimoldan janubga uzunligi 3 kmga yaqin, sharqdan g'arbga esa 3,7 km. Qirg‘iziston bilan chegara yaqinida joylashgan. Shahar ichida Xon taxti deb nomlanuvchi Xontaxt bor, u haqida qadimiy afsona yashaydi. Unga ko’ra, qo‘shni davlat hukmdori sayohatlari chog’ida shu yerlarda to‘xtagan. U unumdor joylarda dam olayotganda, shabadaning yengil va tetiklantiruvchi ta'sirini yoqtirardi, keyin xon uni har qanday yo'l bilan

o'zlashtirishga qaror qildi. Xonning xohishiga yashirincha kulib, shamolni 200 tangaga sotishdi. Yig‘ilgan sholini shamolda quritish vaqti kelganda, xon elchilari tog‘ qishlog‘i aholisiga yetib kelishdi. Ular hukmdorga tegishli bo'lgan shamoldan foydalanganlik uchun to'lov talab qildilar. Natijada qishloq aholisi uni 500 tangaga qaytarib sotib olishga majbur bo’ldi. Shahar tarixidagi muhim tarixiy doston suv ombori qurilishidir. Bugungi kunda Xonobod tog‘li hududdagi yashil shahar bo’lib, qulay joylashuvi tufayli Andijon viloyatining kurort go‘shasiga aylanishga mo‘ljallangan. [5:29]

Xonobod sanatoriysi – kislorodli va ionlangan havo tufayli yuqori va pastki nafas yo‘llari, asab tizimi, yurak-qon tomir kasalliklarini davolashga ixtisoslashgan iqlimiy kurortdir. Xonobod sanatoriysida surunkali oshqozon-ichak, ginekologik va urologik kasalliklarga, periferik asab tizimining kasalliklariga, shuningdek suyaklar va bo‘g‘imlar kasalligiga chalingan bemorlar davolanadi. Zamonaviy uskunalar va malakali mutaxassislar yuqori sifatli davolanishni ta’minlaydi. Davolanish maskanida qarag‘ay, terak, eman, akatsiya, yong‘oq, kashtan, zarang va boshqa daraxtlar o‘sadi. Mintaqaning tabiiy-iqlim sharoiti ionli havoning kislorod bilan to‘yinganligi ideal manbai bo‘lib, bu nafaqat turli xil kasalliklarni davolash uchun, balki yaxshi dam olish uchun ajoyib imkoniyatdir.

O‘zbekiston Respublikasida turizmning barcha turlarini, jumladan davolash-sog‘lomlashtiruvchi va rekreatsion turizmni tashkil etish va rivojlantirishning beqiyos imkoniyatlari mavjud. Respublikaning ana shunday beqiyos imkoniyatlar mujassamlashgan go‘shalaridan biri – Andijon viloyatining Xonobod shahri va uning yaqin atrofi hududlaridir. O‘zbekistonda turizmni rivojlantirishning huquqiy-me’yoriy asoslarini yaratishga alohida e’tibor berilmoqda. O‘zbekiston Respublikasi Prezidentining 2017 yil 16 avgustdagi “ 2018-2019 yillarda turizm sohasini rivojlantirish bo‘yicha birinchi navbatdagi chora-tadbirlar to‘g‘risida”gi PQ-3217-son Qarori bilan tasdiqlangan “2018-2019 yillarda turizmni rivojlantirish bo‘yicha birinchi navbatdagi chora-tadbirlar dasturi”ga binoan, respublikadagi turistik resurslarga boy Andijon viloyatining Xonobod shahrida ham keng ko‘lamdagi

yaratuvchilik ishlarini olib borish rejalashtirilgan. [1:5] Ma’lumki, O‘zbekiston Respublikasi Prezidentining “Ichki turizm hizmatlarini diversifikatsiya qilishga oid qo‘shimcha chora-tadbirlar to‘g‘risida”gi 2022 yil 30 apreldagi PQ № 232-sonli qarori chiqdi.Ushbu Qarorning amalga oshirilishi 2022 yil 1 iyundan boshlab, “O‘zbekiston bo‘ylab sayohat qil!” dasturi doirasida jamoa tashkilotlariga ish beruvchilar tomonidan xodimlar uchun yiliga bir marotaba maxalliy sayohatga chiqish imkoniniyatini yaratish qoidala-ri kiritildi. Ushbu Qarorning amalga oshirilishi va O‘zbkistonda Yevropa darajasidagi birinchi – Xonobod – Muynak turistik magistralining yaqin ikki yilda ishga tushirilishi, har ikki shaharlarda tibbiy va sog‘lomlashtiruvchi turizmni yanada rivojlantirish imkonini berishi tabiiy. [4:9]

Xonobodda kelajakda aholiga sifatli va samarali davolash-sog‘lomlashtirishga va mazmunli dam olishga doir hizmatlar ko‘rsatishni ta’minlashga qaratilgan real chora-tadbirlarni ishlab chiqishda ilmiy asos bo‘la oladigan manbaalardan biri bo‘lib qolishi mumkin. Xonobod xududining tog‘ yonbag‘rida miloddan avval I ming yillik boshlarida o‘troq ziroatkor Sho‘raboshot va o‘troqlashayotgan ko‘chmanchi Eylaton madaniyatlariga oid mozor va manzilgohlar qayd etilgan. Ajdodlarimiz, tabiiyki bir joyda ikki ming yil davomida uzluksiz hayot kechirishi, bevosita bu xududdagi mavjud iqlim sharoiti, serunum yerlar hamda suv manbaasining barqarorligi bilan bog‘liq bo‘lgan. Tarixan Buyuk ipak yo‘li chorrahalarida joylashgan eng go‘zal va karvonlar safari uchun qulay hisoblangan Farg‘ona vodiysining sharqida joylashgan bugungi Xonobod shahri, hali mo‘jazgina qishloq bo’lgan davridayoq elga ovoza bo‘lgan edi. [7:29]

Bugungi kunda, sayyohlarda bu erda yashayotganlarga havas tuyg‘ularini uyg‘otadigan, xushbo‘ylikka burkangan qiradirlar va istirohat bog‘i, ikki qirg‘og‘idagi osmono‘par darahtlar ostidagi ariqchalarda zilol suvlar oqib turadigan jozibador shahar qurildi. Xonobod, o‘zining nisbatan katta bo‘lmagan o‘lchamiga ega bo‘lgan xududida “Andijon dengizi” va undan oqib chiqadigan Qoradaryo, Shaxrixon soyi, Andijon soyi, Savay kanali, qiradir ichidan tunnel orqali qo‘shni Qirg‘iziston respublikasiga o‘tkazilgan “Do‘stlik” kanali, ikkita ko‘l va shaharning

ichidan oqib o‘tadigan anhor va ariqchalarga boyligi bilan, O‘zbekistonda yagona shahardir. Ushbu holat ham shahar iqlimining jozibadorligini ta’minlab turadigan muhim omil bo‘lib qolmoqda.

So‘ngi yillarda, Sayid Fozilmon Dehlaviy ziyoratgohi va bu yerdagi shifobaxsh buloq atrof xududini janubdan o‘rab turgan qiradirlarlar o‘zlashtirilib, bog‘ va 150 ta oilaviy dam olish maskanlari va 20 ta oilaviy mehmonxonalar (2022 yil dekabr xolatiga) barpo etildi. [8:102] Xonoboddagi oilaviy mehmonxonalarning sohibu sohibalari mijozlarning estetik dam olishlari va asablarini tinchlantirishlarini ta’minlaydigan muhit yaratishga ham e’tibor berishmoqda. So‘ngi yillarda Xonobod shaxri Farg‘ona vodiysining turizm o‘chog‘iga aylantirilishida chet ellik investorlar ham ishtirok eta boshlashdilar. Jumladan, tadbirkor Isroilov Nusratillo Ne’matovichning tashabbusi va taklifi bilan Rossiyalik investorlar bu erda “Jannat buloq” rekreatsion turistik maskanini yaratishga asos soldi. Ushbu maskan bir vaqtning o‘zida 1000 kishiga hizmat ko‘rsatish imkoniga ega. “Hamkor Stimul Servis” ilmiy tadqiqot markazi rahbari Shohida Sultonovaning tashabbusi bilan “Absattar ota darasi“dagi uchta buloq suvlaridan na’munalar olinib, Toshkentdagi “Dori vositalarini standartlash ilmiy marazi” qoshidagi mahsus laboratoriyada tahlil qilishga erishildi.[8:105] Xonobodga tashrif buyurgan sayyohlar e’tiborini tortadigan jihatlaridan biri, mahalliy axolining inson salomatligiga ijobiy ta’sir etadigan har bir omilni asrab avaylash, ulardan o‘zlarida sog‘lom turmush tarzini shakllantirishda unumli foydalanayotganliklaridir. Bu borada pastlikdan yuqoriga – Xontaxtga olib chiqadigan uchta zinapoyali yo‘llar mvjudligini ko‘rsatib o‘tish o‘rinli. Eng yuqoriga olib chiquvchi yo‘lakdagi zinapoyalarning soni 624 ta. Har tongda, ertalabki badantarbiyani qiradirlar bag‘rida bajarishni turmush tarzining ajralmas qismiga aylantirib olgan mahalliy xalq va sayyohlar orasida keksasalar, ayniqsa ayollarning borligi etiborga molikdir.

Bugungi kunda Xonobodning sharqiy-janubiy tomonida maxsus “Yangi O‘zbekiston dengizi” loyixasi asosida katta maydonda sun’iy ko‘l va uning atrofida sog‘lomlashtiruvchi va rekreatsion oromgoxlar yaratish ishlari davom etmoqda.

Ushbu sahiy hududda mavjud bo‘lgan tabiiy shifobaxsh resurslardan nafaqat respublikamizning, balki xorijiy davlatlar aholisining sog‘lig‘ini saqlash va mustahkamlashda keng foydalanishni tashkil etish mumkin.

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# SUN'IY INTELLEKT TEXNOLOGIYALARINING SOTSIAL MEDIADA TURISTIK BREND YARATISH VA UNI SAMARALI BOSHQARISHDAGI ROLI

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**Annotatsiya**

Ushbu maqolada sun'iy intellekt texnologiyalarining sotsial mediada turistik brend yaratish va uni samarali boshqarishdagi roli tahlil qilinadi. Sun'iy intellekt vositalari orqali iste'molchilar bilan aloqani yaxshilash, brend imijini mustahkamlash va individuallashtirilgan marketing strategiyalarini ishlab chiqish imkoniyatlari ko'rib chiqiladi.

**Kalit so‘zlar:** Sun'iy intellekt, turistik brend, sotsial media, iste'molchilar bilan aloqa, raqamli marketing, maqsadli reklama, brend boshqaruvi.

Sotsial media hozirgi kunda turizm sohasida strategik muhim platformaga aylandi. Turizm kompaniyalari o'z brendlarini yaratishda va ularni rivojlantirishda keng ko'lamli digital marketing vositalaridan foydalanmoqda. Raqamli marketingda sun'iy intellekt (AI) texnologiyalari tobora kuchayib bormoqda va bu vositalar kompaniyalarga mijozlar ehtiyojlarini chuqurroq tahlil qilish, ularning xatti-harakatlariga moslashgan brend strategiyalarini ishlab chiqish imkonini beradi.

Sun'iy intellekt yordamida turizm kompaniyalari brendni yaratish va boshqarish jarayonida mijozlar bilan aloqani avtomatlashtirishi, personalizatsiya qilingan xizmatlar taklif qilish orqali iste'molchi tajribasini yaxshilashi mumkin. Shuningdek, sun'iy intellekt mijozlar xatti-harakatlarini bashorat qilish, kontentni

to'g'ri auditoriyaga yo'naltirish va real vaqt rejimida ma'lumotlar tahlilini amalga oshirishda yordam beradi. Bu tadqiqotda sun'iy intellekt texnologiyalaridan foydalangan holda sotsial mediada turistik brendni yaratish va boshqarishning afzalliklari tahlil qilinadi hamda bunday texnologiyalarning turizm sohasidagi kelajagi haqida fikr yuritiladi.

**Asosiy ilmiy qism:** Tahlil va muhokama. Sun'iy intellekt va sotsial mediada turistik brend yaratish jarayoni. Sun'iy intellekt (AI) texnologiyalari sotsial mediada turistik brend yaratish jarayonida inqilobiy o'zgarishlar kiritmoqda. AI vositalari turizm kompaniyalariga keng qamrovli mijozlar ma'lumotlarini tahlil qilish, ularning xatti-harakatlari va ehtiyojlarini tushunishga yordam beradi. Sun'iy intellekt vositalaridan biri bu "ma'lumotlar tahlili" bo'lib, u orqali kompaniyalar mijozlarning sotsial media platformalarida qanday kontentni ko'rishni xohlashini bashorat qila oladilar. Masalan, AI yordamida turistik kompaniyalar o'z foydalanuvchilarining qiziqishlari, geografik joylashuvi, demografik ma'lumotlari asosida reklama kampaniyalarini maqsadli auditoriyaga yo'naltiradi. Bu esa reklama samaradorligini oshirib, brendni ko'proq foydalanuvchilarga tanitadi va ishonch hosil qiladi. Sun'iy intellekt yordamida algoritmlar mijozlarning har birining o'ziga xos ehtiyojlari va sayohat preferensiyalariga moslashtirilgan maxsus takliflarni yaratishga imkon beradi. Bu turizm sohasida o'ziga xos brend imijini yaratishda juda muhimdir.

AI yordamida brend monitoringi va mijozlar bilan o'zaro aloqalar. AI texnologiyalari turistik brendlar uchun real vaqt rejimida sotsial media monitoringini amalga oshirish imkonini beradi. Misol uchun, AI dasturlari yordamida mijozlarning brendga bo'lgan munosabatlari va sharhlarini avtomatik ravishda kuzatish, tahlil qilish va bu ma'lumotlarni brend strategiyasini yaxshilash uchun foydalanish mumkin. AI yordamida turizm kompaniyalari nafaqat mijozlar sharhlarini kuzatadi, balki ular bilan shaxsiylashtirilgan munosabatlar o'rnatadi.

Chatbotlar kabi AI vositalari turizm kompaniyalarining mijozlar bilan aloqa qilishini avtomatlashtiradi. Chatbotlar yordamida mijozlarga 24/7 xizmat ko'rsatish,

savollariga tezkor javoblar berish va ularga individual turistik paketlar taklif qilish mumkin. Bu jarayon mijozlar tajribasini sezilarli darajada yaxshilaydi va ularning brendga bo'lgan ishonchini oshiradi.

Personalizatsiya qilingan marketing strategiyalari. Sun'iy intellektning eng muhim yutuqlaridan biri bu personalizatsiya qilingan marketing strategiyalarini ishlab chiqishdir. Mijozlarning turistik yo'nalishlar, xizmatlar va mahsulotlarga bo'lgan qiziqishini avtomatik tahlil qiladigan AI algoritmlari orqali kompaniyalar individual mijozlarga mos keladigan maxsus xizmatlar va takliflarni taqdim etadilar. Masalan, AI dasturlari foydalanuvchining o'tmishdagi qidiruv natijalariga va sotsial media faolligiga asoslanib, unga qiziqarli bo'lishi mumkin bo'lgan sayohatlarni tavsiya qiladi.

Personalizatsiya qilingan kontent iste'molchilar uchun qiziqarli va mos keluvchi bo'lganligi sababli, bu brendni mijozlarning ongida mustahkamlashga yordam beradi. Ayniqsa, sun'iy intellekt vositalari orqali individual ehtiyojlarni tushunish va ularni qondirish turizm kompaniyalarining bozorga bo'lgan ta'sirini kuchaytiradi. Turizm sohasida bu jarayon, brendning iste'molchilarning ehtiyojlariga mos kelishi orqali, raqobatda katta ustunlikni ta'minlaydi.

**Ilmiy xulosalar va takliflar.** Yuqoridagi tahlillar asosida quyidagi xulosalarga kelish mumkin:

1. Sun'iy intellekt texnologiyalari turizm sohasida brend yaratish va boshqarishda samarali vosita sifatida ishlatilmoqda. AI vositalari sotsial mediada brend strategiyalarini avtomatlashtirish orqali kompaniyalarni raqobatbardosh holatga olib chiqadi.

2. Brend monitoringi va mijozlar bilan o'zaro aloqani avtomatlashtirish AI yordamida kompaniyalarga vaqt va resurslarni tejash imkonini beradi. Ayniqsa, chatbotlar mijozlarga 24/7 xizmat ko'rsatishda juda samarali vositadir.

3. Personalizatsiya qilingan marketing strategiyalari turizm sohasida AI orqali brendni maqsadli auditoriyaga aniq yetkazish va iste'molchilar ehtiyojlarini qondirish imkoniyatini oshiradi.

4. Sun'iy intellektning turizm sohasida keng qo'llanilishi brendlar uchun yangi imkoniyatlar ochmoqda va bu turizm sanoatining kelajakda qanday rivojlanishini ko'rsatmoqda.

**Takliflar:**

- Turistik kompaniyalar sotsial media marketing strategiyalarini ishlab chiqishda sun'iy intellekt texnologiyalaridan keng foydalanishlari lozim.

- Sun'iy intellekt vositalarini kompaniya ichki jarayonlariga integratsiya qilish orqali mijozlar tajribasini optimallashtirish va brend ishonchliligini oshirish kerak.

- Shuningdek, AI yordamida olingan ma'lumotlarga asoslanib, marketing kampaniyalarini aniqroq va samaraliroq o'tkazish maqsadida yangi texnologiyalarni tadqiq qilish va joriy etish tavsiya etiladi.

## Xulosa

Sotsial media va sun'iy intellektning birlashuvi turizm sohasida brend yaratish va boshqarish jarayoniga katta ta'sir ko'rsatmoqda. Sun'iy intellekt texnologiyalari yordamida kompaniyalar o'z brendlarini raqamli platformalarda samarali targ'ib qilish, mijozlar bilan yanada yaqin aloqalar o'rnatish va ularga moslashtirilgan xizmatlarni taqdim etish imkoniga ega bo'lishmoqda. Sotsial media platformalari orqali turistik brendlar sun'iy intellekt vositalari yordamida mijozlarning xatti-harakatlarini real vaqt rejimida kuzatib borishi, o'z strategiyalarini dinamik ravishda o'zgartirishlari va maqsadli auditoriyaga aniq reklama kampaniyalarini o'tkazishlari mumkin.

AI vositalari orqali personalizatsiya qilingan marketing, turizm kompaniyalariga individual mijozlarning ehtiyojlariga mos keluvchi takliflar yaratish imkonini beradi, bu esa iste'molchi tajribasini yaxshilaydi va brendga bo'lgan ishonchni oshiradi. Shuningdek, sun'iy intellekt yordamida chatbotlar va boshqa avtomatlashtirilgan vositalar orqali mijozlarga 24/7 xizmat ko'rsatish imkoni yaratilmoqda.

Kelajakda sun'iy intellektning turizm sohasidagi qo'llanilishi yanada kengayib, brend yaratish va boshqarish jarayonlarini yanada samarali qiladi. Shu sababli,

turizm kompaniyalari sun'iy intellekt texnologiyalarini o'z marketing strategiyalariga kengroq integratsiya qilishlari lozim. Bu kompaniyalarning nafaqat raqobatda ustunlikka erishishiga, balki mijozlar bilan yanada samaraliroq va uzoq muddatli munosabatlar o'rnatishiga xizmat qiladi.

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## TURIZMDA RAQAMLI TEXNOLOGIYALAR VA IJTIMOIY MEDIA

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Texnologiyaning ta'siri inson faoliyatini amalga oshirish usullarini, moddiy va nomoddiy resurslarni safarbar qilishni, biznes imkoniyatlarini yaratish va sotib olishni o'zgartirdi. Internetdan keng foydalanish va tez texnologik evolyutsiya dunyoning barcha tarmoqlarida, ayniqsa turizmda inqilob qildi. Hozirgi kunda turizm platformasi Internetda tobora cheksiz bo'lib bormoqda, bu juda muhim, chunki turizm axborotga asoslangan sanoatdir. Sayohatchilar turistik mahsulot va sayohatning xususiyatlari haqida ko'p ma'lumot to'plashadi. Bundan tashqari, tanlangan yo‘nalish haqidagi to‘g‘ri ma’lumot sayohatchilarning qaror qabul qilish jarayoniga bo‘lgan ishonchini oshirishi, eng yaxshi qarorni qabul qilishiga yordam berishi va shu bilan birga sayohat sifatini oshirishi mumkin. Texnologik taraqqiyot jamoalarni ijtimoiy mediadan foydalanishga majbur qildi, bu esa foydalanuvchilarga muloqot, almashish, hamkorlik, nashr qilish va boshqalar kabi turli ijtimoiy media

xususiyatlaridan foydalanish imkonini beruvchi veb-saytlar va onlayn ilovalarni taklif etadi. Ijtimoiy tarmoqlar ijtimoiy tarmoqlar, mijozlar sharhlari, turli kontent saytlari, internet forumlari va boshqalarni o'z ichiga oladi. Ijtimoiy media mobil va internetga asoslangan texnologiyalar kabi axborot-kommunikatsiya texnologiyalari orqali odamlarning bir-biri bilan muloqot qilishining yangi usuli sifatida paydo bo'ldi. Bu, aslida, muloqotning yangi usuli emas. Bu ishtirokchilarning munosabatlari va integratsiyasiga asoslangan butun onlayn muhit. Ko'pgina mamlakatlarda ijtimoiy media turizm industriyasini ommalashtirishning muhim vositasi sifatida qaraladi va shuning uchun ijtimoiy medianing ahamiyati va uning ta'siri turizm industriyasining har qanday sektori tomonidan e'tiborga olinishi kerak deb hisoblanadi. Ijtimoiy tarmoqlar turistik tashkilotlarga biznes modellari va operatsiyalarini amalga oshirishning yangi usullarini taklif etadi. Hozirgi vaqtda turistlar ma'lumot olish uchun ijtimoiy tarmoqlardan foydalanadilar va bu turizm sohasida ishlaydigan shaxslar tomonidan ijtimoiy medianing ijobiy tomonlaridan foydalanish va tegishli imidj yaratish uchun hisobga olinishi kerak. Adabiyot sharhi Turizm xizmat ko'rsatish sohasi sifatida ma'lumotlarning turizm tajribasiga ta'sirini aniqladi.

Qaror qabul qilish bo'yicha tadqiqotga ko'ra, sotib olish jarayoni besh bosqichdan iborat: ehtiyojni aniqlash, ma'lumot olish, muqobil variantlarni baholash, sotib olish qarori va xariddan keyingi xatti-harakatlar . Sayyohlik kompaniyalari turli marketing usullarini birlashtirishga harakat qiladilar va to'g'ri Evropa ilmiy jurnali, ESJ ISSN: 1857-7881 (Print) e - ISSN 1857-7431, 2022 yil, 18-son nashri, №10 www. .eujournal.org 30 ta media kanali. ( Živković , 2014) Zamonaviy internet texnologiyalarining ishga tushirilishi butun dunyo bo'ylab marketing qoidalarini qayta belgilab berdi. U bozordagi turli tomonlar bilan uzoq muddatli munosabatlarni rivojlantiradi va qo'llab-quvvatlaydi. Raqamli marketing va an'anaviy marketing muvaffaqiyatining asosiy sabablaridan biri, birinchisi korxonalarga real vaqtda foydalanuvchi xatti-harakatlarini kuzatish imkonini beradi . Raqamli yo'lga qo'yilgan har bir kampaniya uning qo'llanilishi, jalb etilishi va

konvertatsiyasi nuqtai nazaridan kuzatilishi mumkin. Bu mijozlarning ehtiyojlarini tushunish uchun marketing tadqiqotlariga hech qachon bo'lmaganidek butunlay yangi ma'no berdi. (Kaur, 2017) Sayohatni rejalashtirish ichki va tashqi stimullardan kelib chiqadigan ehtiyojlarni aniqlashdan boshlanadi. Shuning uchun oldingi tajriba mijozni ma'lum bir mahsulotga undaydi. Bundan tashqari, boshqa odamlarning takliflari, reklamalari yoki boshqa marketing rag'batlantirishlari foydalanuvchiga qaysi faoliyat ushbu ehtiyojni qondirishi mumkinligini aniqlashga ta'sir qilishi mumkin. Odamlar o'z ehtiyojlarini bilib bo'lgach, ularning ehtiyojlarini qondira oladigan tovar va xizmatlar haqida ma'lumot topishga harakat qilishadi. Foydalanuvchilar, odatda, oila, do'stlar, qo'shnilar , hamkasblar va boshqa manbalar tomonidan tarqatiladigan shaxsiy ma'lumotlar (WOM) haqida to'liq ma'lumot olish uchun shaxsiy va shaxsiy bo'lmagan manbalardan foydalanadilar . Ma'lumotni onlayn to'plash o'z tajribalarini bevosita o'z ijtimoiy tarmoqlarida yoki oddiygina boshqa odamlarning profillari (do'stlar, bloggerlar), korporativ veb-saytlar, bloglar yoki ijtimoiy media sahifalarida joylashtirgan va baham ko'radigan foydalanuvchilar tomonidan mumkin. Shu sababli, onlayn ma'lumotni firmalar o'zlarining korporativ veb-saytlari, bloglari, ijtimoiy tarmoqlari sahifalarida olishlari mumkin. Masalan, TripAdvisor’da e’lon qilingan onlayn reklamalar, kontent, sayohat blogida joylashtirilgan xabarlar yoki kompaniyalar onlayn kanallarda nashr etadigan har xil turdagi kontent (matnli, vizual). Ijtimoiy tarmoqlarning tarqalishi bilan firmalar ham ijtimoiy tarmoqlardagi shaxsiy profillari orqali foydalanuvchilar bilan bevosita muloqot qilishlari mumkin.

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## СОЗДАНИЕ И УПРАВЛЕНИЕ ТУРИСТИЧЕСКИМ БРЕНДОМ В СОЦИАЛЬНЫХ СЕТЯХ

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Социальные медиа предоставляют уникальные возможности для создания визуально привлекательного контента, взаимодействия с целевой аудиторией, поддержания репутации и мониторинга отзывов. Важную роль в продвижении туристического бренда играют инфлюенсеры, а также анализ данных пользователей, позволяющий персонализировать предложения и улучшать клиентский опыт

**Социальные медиа** — это цифровые платформы и онлайн-сервисы, которые позволяют пользователям создавать, обмениваться и взаимодействовать с различными формами контента (текстом, изображениями, видео) и друг с другом. Социальные медиа играют ключевую роль в современной коммуникации, маркетинге, а также в формировании общественного мнения и взаимодействии с брендами.

Основные характеристики социальных медиа:

Интерактивность, Пользовательский контент, Визуальный и мультимедийный контент, Вирусный эффект, Аналитика и таргетинг

Примеры популярных социальных медиа: Facebook, Instagram, Twitter, YouTube, TikTok, LinkedIn.

**Туристический бренд** — это уникальный образ или имидж, который туристическая компания, регион или страна создаёт для привлечения путешественников. Туристический бренд отражает ключевые ценности, особенности и преимущества, ассоциирующиеся с конкретным направлением или предложением. Успешный туристический бренд помогает выделиться на конкурентном рынке и создать долгосрочную лояльность у клиентов. Основные элементы туристического бренда:

**Уникальное позиционирование, Визуальная идентичность, Эмоциональная связь, Качество и репутация, Контент, Аудитория, Ценности**

**Управление брендом** — это процесс разработки, поддержания и улучшения восприятия бренда с целью создания положительного имиджа и долгосрочной лояльности у целевой аудитории. В контексте управления брендом важно контролировать его восприятие на всех этапах — от создания до взаимодействия с клиентами.

**Туризм и социальные сети** — это взаимодействие туристической индустрии с цифровыми платформами, где пользователи могут создавать, делиться и потреблять контент о путешествиях. Социальные сети играют важную роль в формировании туристических предпочтений, продвижении туристических услуг и построении туристических брендов. Взаимодействие с платформами, такими как Instagram, Facebook, YouTube и TikTok, становится неотъемлемой частью маркетинговых стратегий туристических компаний, регионов и стран. Основные аспекты влияния социальных сетей на туризм:

**Формирование предпочтений, Платформа для продвижения, Отзывы и рекомендации, Роль инфлюенсеров, Вовлеченность и обратная связь, Создание туристического контента, Брендинг и репутация, Аналитика и таргетинг**

В результате, социальные сети стали мощным инструментом, который трансформировал туризм, усилив его глобальный охват, ускорив

распространение информации и изменив способы взаимодействия туристов с направлениями и услугами. Социальные медиа делают туризм более доступным, открытым и привлекательным для широкой аудитории, обеспечивая новые пути коммуникации и маркетинга, а также стимулируя глобальный обмен опытом.

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## THE IMPACT OF SOCIAL MEDIA ON MODERN EDUCATION


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**Annotation:** Social media is pertinent to everyday life, especially within the younger demographic. In the face of an evolving education system, platforms such as YouTube, Instagram and Twitter along with this wide variety truly are beginning to influence how students learn alongside educators teaching. The

communication and collaboration between them, a conjunction of which was once almost impossible if not real time, has become an everyday inclusion in the learning process making learning more engaging. This paper highlights the benefits of social media, how it increases student involvement in education, encourages teamwork and other educational content level options with a view to also checking disadvantages such as disruption or digital information deficits. In the end, it identifies implications these features have for learning in the future and suggests how teaching is also evolving.

**Key words:** Real-time, communication, learning process, becomes interactive, Access to educational materials, Group projects and collaboration, Teachers as facilitators of knowledge, Enhancing student, learning experience, Independent studies, enhance classroom learning.

## INTRODUCTION

In recent years, social media has become an integral part of daily life for millions of people across the world, revolutionizing the way we communicate, share information, and connect with others. Its influence extends beyond personal relationships and entertainment, deeply affecting sectors such as business, politics, and particularly education. The integration of social media into modern education has opened up new avenues for learning, collaboration, and student engagement, transforming the traditional classroom environment into a more dynamic, interactive space. Social media platforms such as Facebook, Twitter, Instagram, and Linked In, among others, serve as powerful tools for both students and educators. These platforms provide a means for learners to access educational resources, share academic content, engage in discussions, and connect with a global network of peers and experts. The flexibility and accessibility offered by these tools allow students to learn beyond the confines of the classroom, blending formal and informal learning experiences. However, alongside its benefits, the rise of social media in education has also presented challenges. Concerns over distractions, misinformation, privacy issues, and the

digital divide highlight the complex relationship between social media and effective learning. The growing reliance on these platforms raises questions about their long-term impact on academic performance, critical thinking, and the social development of students. This paper will explore the multifaceted role of social media in modern education, discussing its potential to enhance learning and engagement, while also examining the challenges that come with its widespread use in academic settings.

A new era for education where social media connected students and educators in their everyday life. Students use these platforms to work on group projects, ask and answer questions quickly in real-time; it is almost like having class without actually being there. With these platforms sparking a sense of community among students, they also allow the students to learn from each other and integrate real-time interactivity into course material. Incorporated in this are teachers themselves instrumenting those tools to achieve the same level of communication? By providing updates, useful content, and engaging discussions, etc., the learning process becomes more interactive & flexible. In addition, the open discussions and instant communication have made learning more productive, where students can sort out doubts or take help with their queries even after school.

In essence, social media has changed the way students use it to source information. Online services such as YouTube and functions within LinkedIn Learning provide access to literally an infinite amount of video materials on every topic imaginable. Depending on whether a student is working on some intricate mathematics problem that they are facing in their class, or learning how to code, there is instructional material out there that fits their mode of learning. This increased access to information enables students to carry out independent studies, which enhance what is taught in the classroom. Also, sites such as Pinterest supply teachers with exciting lessons, study materials, and educational tools, which helps to broaden the choice of materials for classes and improve

access to meaningful learning. Educators' roles in social media in education have transformed into a completely new concept where teachers consider social media part of education. Educators are no longer simply the principal source of knowledge; today, they are the facilitators of information who help students learn how to harness the power of social media platforms for knowledge exchange. Teachers need to stay up to date with the latest tools and the platforms that can help enhance the student learning experience as well as provide effective communication with students. This also implies that teachers should give students an opportunity to learn how to be media literate and to use social media in a responsible way that does not distract from — but enhances — education. Social media has multiple effects on education, both advantageous and adverse. Social media allows modern education to get a spot by activating listeners, clients, education lovers, adding and providing access to high educational resources. The distractions and spread of misinformation, however, need to be taken critically by students, and especially educators. The future of education is social media. As social media grows, it will only grow stronger as an educational tool, teaching students the skills they will need for success later in life.

## CONCLUSION

In conclusion, social media has undoubtedly transformed the landscape of modern education, offering both significant opportunities and notable challenges. Its ability to foster collaboration, enhance communication, and provide access to a vast array of educational resources has made it a powerful tool for students and educators alike. Social media enables a more interactive, flexible learning environment that transcends traditional classroom boundaries, supporting self-directed learning and global academic engagement.

However, these advantages come with potential drawbacks, including the risk of distraction, the spread of misinformation, and privacy concerns. The digital divide, which limits access for some students, also raises questions about the equity of its benefits. Educators must strike a balance between harnessing the

positive potential of social media and mitigating its negative impacts by promoting digital literacy, responsible use, and ensuring that social media complements rather than replaces essential academic skills and face-to-face interactions.

As education continues to evolve alongside technological advancements, it is essential for educators and policymakers to address the challenges and maximize the benefits of social media to create a more inclusive, engaging, and effective educational environment for the modern learner.

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## ENGLISH AS A NEW WAY OF COMMUNICATION: A GLOBAL PERSPECTIVE


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**Annotation:**

**O‘zbekcha:** Ushbu maqolada ingliz tilining global miqyosda yangi muloqot vositasi sifatida ko‘tarilishi, uning xalqaro muloqotda o‘sishi, global miqyosda foydalanishning muammolari va madaniyatning ta’siri muhokama qilinadi.

**На русском:** В данной статье рассматривается рост влияния английского языка как нового средства коммуникации в глобальном масштабе, его развитие в международном общении, сложности глобального использования и влияние на культурную идентичность.

**In English:** This article discusses the rise of English as a new means of communication globally, its increasing role in international communication, the complexities of its global usage, and its impact on cultural identity.

**Key words:**

**O‘zbekcha:** Ingliz tili, global til, xalqaro muloqot, madaniyat.

**На русском:** Английский язык, глобальный язык, международное общение, культурная идентичность.

**In English:** English language, global language, international communication, cultural identity.

In the age of globalization, English has emerged not merely as a language but as an essential tool for communication across cultural, economic, and political boundaries. Historically, languages have played a pivotal role in shaping interactions within and between communities. However, the advent of English as a lingua franca—a bridge language used for mutual understanding—has transformed the dynamics of communication worldwide.

The global proliferation of English can be attributed to various factors, including historical colonization, economic power, and the internet. The British Empire, at its zenith, established English in numerous regions, laying the groundwork for it to become a dominant global language (Crystal, 2003). Post-colonization and the rise of the United States as a superpower in the 20th century

further entrenched English as an indispensable tool in international relations, business, and academia.

Today, English has outpaced other languages in its reach and influence, becoming the primary language of international organizations such as the United Nations and the European Union. It is estimated that more than 1.5 billion people speak English worldwide, with approximately 375 million native speakers and nearly 1.2 billion non-native speakers (British Council, 2013). This unprecedented adoption of English has made it an effective medium for facilitating communication and fostering cooperation among diverse groups.

Despite its advantages, the widespread use of English also raises important considerations regarding language equity and identity. It often operates within a hierarchy where native speakers are privileged, leading to the marginalization of non-native speakers and their linguistic variations. This phenomenon, termed «linguistic imperialism,» posits that the dominance of English undermines local languages and dialects, threatening linguistic diversity (Phillipson, 1992).

Moreover, the complexity of English usage in different contexts can lead to misunderstandings. English spoken in India may differ significantly from American English not only in accent but also in usage and nuances. Such differences can create barriers rather than bridges, illustrating the paradox of a common language fostering both connectivity and division. The phenomenon of «English as a Second Language» often leads to a negotiation of identity, where non-native speakers must choose how to engage with the language—whether to adopt it fully, hybridize it with their first languages, or resist its use entirely (Canagarajah, 2006).

The question of cultural identity intertwined with the use of English cannot be overlooked. For many speakers, English serves as a portal to global culture and knowledge, offering access to literature, media, and education that might otherwise be unavailable. However, this access comes at a potential cost: the overshadowing of local languages and cultures. The pervasive nature of English in popular culture

often promotes a worldview, where local traditions and practices can be diminished or altered in favor of Western influences (Pennycook, 1994).

Additionally, the way individuals and communities navigate the English language can serve as an expression of identity. Bilingualism and multilingualism are increasingly seen not as limitations but as assets that enrich communication. The blending of languages and the emergence of «Globish»—a simplified form of English used for global communication—spotlight new possibilities for expression that honor both local and global identities (Naisbitt, 2006).

English, in its role as a new mode of communication, embodies both opportunity and challenge in the contemporary world. Its status as a lingua franca facilitates global dialogue and connection, yet simultaneously raises concerns about linguistic imperialism and the erosion of cultural identities. Ultimately, the challenge lies in harnessing English to foster inclusivity and respect for linguistic diversity while promoting genuine intercultural understanding. The future of communication will not only depend on the nuances of the English language but also on our collective ability to appreciate and incorporate the rich tapestry of global languages and cultures.

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# INTERNET IN OUR LIFE

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**Annotation:** In this modern world, the Internet has a very strong influence on people's lives. While some people use it properly, in some cases the internet is taking them into its trap. We can cite many examples of this.

**Annotatsiya:** Hozirgigloballashgan zamonda internet insonlarning hayotiga katta ta'sirini o'tkazmoqda. Ba'zi odamlar bundan to'g'ri foydalansa , ba'zi hollarda internet ularni o' domiga tortib ketmoqda.

**Аннотация:** В наше время Интернет оказывает очень сильное влияние на жизнь людей. Хотя некоторые люди исползуют это правильно , в не которых случах интернет заманивает их свою ловушкую мы можем привести множество пртиеров этому.

**Key words:** interconnected,worldwide, necessity, virtuality, entrance exams, website, COVID-19, entertainment,stalkers, hacker.

The internet is a vast global network of interconnected servers. It allows to users to exchange data, access information to others or worldwide and communicate. It operates through a system of protocols and provides different online services.

The internet is very useful in our life. It has revolutionized our lifestyle. We can use it for booking tickets, banking, clicking or studying, etc. the internet saves us a lot of time. We can see our friends and family living far away through video calls, using the internet. Internet is not just a need, it has become a our necessity. From before it was used as a source of entertainment however now it is impossible to work in offices or study without the net. When the global pandemic locked everyone in their house , it became an important medium to connect, study and work. In pandemic of COVID-19 , students were can not study without the internet.

On the other hand , many of us use it for virtuality. In addition, we work on it. A lot of people can work on this, such as online shopping magazines, can

participate online international projects, or join in online compettitions. We are also using in various entrance exams such as TOEFL, IELTS, TESL or SAT.

The last few years have witnessed heavy reliance on the Internet.this has been because of multiple advantages that it has to offer – for instance, reducing work stress and changing the face of communication most importantly.

In the education sector too, it plays ba major role, especially taking into consideration the pandemic. The Internet during the pandemic provided an easy alternative to replace the traditional education system and offers additional resources for studying, students can take their classes in the comforts of their homes. Through the internet, they can also browse for classes – lectures at noextra cost. The presence of the Internet is slowly replacing the use of traditional newspapers. It offers various recreational advantages as well. It can be correctly said that the internet plays a great role in the enhancement of quality of life.[1]

Many people use it for email, sharing of files, watching videos or movies, listening to songs, research purposes and education. The internet has also altered our interactions with our families, friends, and life partners. Everyone is now connected to everyone else in a more simplified , accessable, and immediate manner. We conduct part of our personal relationships using our laptops, smartphones.

Turning to the other sides of the argument is the internet is the whole world spider web. Although we think that there are only good sides to it, it also has its own bad sides. Below is given a list of the disadvantages:

- Addiction, time waster
- Causes distractions
- Spam and advertising
- Bullying
- Identify theft, hacking
- Viruses
- Cheating
- Affects focus and patience

- Stalkers and crime.
- Pornographic and violent images.

If any person spend much time on the internet connected devices, he can be addicted to the internet. On the other hand , a person who uses the internet very frequently can face abusive or trolls' people. Another issue cyberbullying is also increasing rapidly over the years.

In modern times , there is a huge amount of content available on the internet. Also, there are various resources that contain a large amount of data, such as Wikipedia, and some sites are also available that have less desirable content.

There are various malicious users and computer hackers that can steal your personal information and hack accounts, whivh can be used for identify theft and can be harmful to you personally.

The other side, the internet may not be useful for children as they are spending much time on the net. Also, there are many unethical and pornography communities are available on the Iternet that can cause to district their mind.therefore, the internet is not beneficial for children as they can bypass parental protection with the help of different tools available on the internet.

An internet addiction can have many harmful effects on a person, both emotionally and physically. Carpal Tunnel, Body, Syndrome, insomnia , vision problems and weight gain are just some of the physical problems one may suffer as a result of an internet education.[2]

Everthing becomes easy with modern technology. We call each other or send messages. Sometimes we chat online and even see each other on the screen with help of a small camera. We often send pictures and letters by internet as well.

The intertnet has changed our lifestyle. People can get information of what happening in the world at an time and at an place through Internet we may-talk to the friends in the world who are far away from us. But I also has some downside. The Internet is also a Source of violence and porn which fry III do harm to Innocent children. Besides being classmates and colleagues, I think the most way to make

friends is through other friends. It is especially true for people like me, because I am introverted and not used to introducing myself to strangers. In addition, with the development of the internet more and more young people enjoy making friends online. Another, the consumers can access the virtual stores on the internet and browse for items they love. Moreover, they can compare prices and look at the review sections and receice advice whether that product is worth buying or not.

Another problem is that we coordinate all meet-ups by WhatsApp, SMS, or Facebook pages. I am not into talking on the phone, so I really prefer this meanof communication. I think the fear of strangers from the internet is lessening a lot nowadays.

To sum up, the internet has profoundly impacted our world, transforming how we communicate, learn, work, manage our finances, shop and entertainment. It has made our lives more comfortable and connected and will go on to evolve and shape our future in countless ways.

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## TIL VA IJTIMOIY ONGNING ONTOLOGIK KELIB CHIQISHI


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**Annotatsiya:**

Ushbu maqolada ontologiya tushunchasi va uning zamonaviy falsafa, lingvistika, va axborot texnologiyalari sohalarida qo'llanilishi tahlil qilinadi. Ontologiya mavjudlik mohiyati, shu jumladan miqdor, sifat, tartib, vaqti

va makon tushunchalarini o'rganish uchun fundamental nazariya sifatida qaraladi. Maqolada lingvistik ontologiya tushunchasiga alohida e'tibor berilgan bo'lib, uning til va ong, tilning mohiyati hamda inson ma'nosiga ta'sirini ochib berishga xizmat qilishi bayon etiladi. Dasturiy ta'minotda lingvistik ontologiya orqali matnlarni avtomatik tahlil qilish va so'zlar orasidagi semantik aloqalarni o'rnatish imkoniyati kengaygan

**Kalit so'zlar:** *lingvistik ontologiya, ong, borliq, nutq, g;oya, til.*

"Ontologiya" bu yunoncha so‘zdan olingan atama bo‘lib, mavjudlik mohiyatini, shu jumladan, miqdor va sifat, tartib va voqelik, makon va vaqt, shuningdek, harakat va o‘zgarish kabi tushunchalarni o‘rganishni anglatadi. Zamonaviy ontologiya borliqning mohiyatini tushunish uchun turli sohalarda qo‘llaniladigan fundamental tushunchalarni taqdim etadi. Tarixiy ontologiya, shu jumladan, lingvistik ontologiya ongni o‘rganish uchun qimmatli imkoniyat yaratadi. Ong va til bilan bog‘liq tushunchalarning tarixiy rivojlanishini o‘rganish orqali tadqiqotchilar ushbu murakkab hodisa haqidagi evolyutsiyani kuzatishlari mumkin.

Ontologiyaga semantik tarmoq sifatidagi qarashlar XX acrning 90-yillar oxirlarida boshlangan. Lingvistik ontologiya – leksik ma’lumotlar bazasi. Axborot texnologiyalari sohasida “lingvistik ontologiya” atamasi tilshunoslikka qaraganda kengroq qo‘llaniladi. Unda bu termin, odatda so‘zlarini lingvistik ishlov berish dasturi bilan bog‘laydigan, matnni avtomatik tahlil qilish uchun so‘zlar o‘rtasida semantik aloqalarni o‘rnatadigan ma’lumot qidirish dasturiy ta’minotini bildiradi. Lingvistik ontologiya (LO) til borlig‘i va mohiyati haqidagi fan sifatida kam tilga olinadi. LO lisoniy borliqni tahlil qilish orqali tilning mohiyatini ochib berishga xizmat qiladi. F. de Soccyur ta’kidlaganidek, “... tilshunoclikning maqsadi tilning mohiyatini hech qanday cheklovlarsiz anglash, inson tilini uning paydo bo‘lish tarixi va lingvistik xilma-xillik sabablari bilan birgalikda tilning barcha ko‘rinishlari,

aloqalarida hamda nutqda namoyon bo‘lish shakllarida o‘rganish hisoblanadi”[1]. Til, asosan, aloqa va fikrlashning asosiy vositasi bo‘lib xizmat qiladigan og‘zaki va yozma nutq orqali namoyon bo‘ladi.

Nutq – bu g‘oya, fikr va his-tuyg‘ularni ifodalash uchun so‘zlarni talaffuz qilish yoki yozish jarayoni.

Nemis faylasufi M.Xaydegger ta’biri bilan aytganda, “tilning ekzistensial-ontologik asoslarini nutq tashkil etadi”[2].

Tarix davomida tilni ekzistensial nuqtayi nazardan tushunishda sezilarli siljishlar bo‘lgan. Parmenid[3], Geraklit[4], Aflotun[5] va ularning shogirdlari davridan boshlab tilning mohiyatini ontologiya nuqtayi nazaridan yaxshiroq tushunishga harakat qilingan.

Ular logotiplar deb nomlanuvchi keng qamrovli nazariy asosni ishlab chiqdilar.

Parmenid borliqni fikr bilan aniqlash orqali qadimgi borliq nazariyasiga asos soldi. Ushbu nazariyaning asosiy tamoyillari quyidagilardan iborat:

1. Borliq – bu yagona haqiqat bo‘lib, undan boshqa hech narsa yo‘q. Fikrlash mavjudlikning ifodasidir. Mavjudlik hech narsadan kelib chiqa olmaydi, chunki u yo‘q narsadan paydo bo‘lishni anglatadi. Mavjud bo‘lgan hamma narsa uning borligi uchun manba yoki sababga ega bo‘lishi kerak.

2. Borliq faqat hozirgi paytda mavjud. Uning o‘tmishi va kelajagi yo‘q, chunki u hali kelmagan. Vaqt – bu bizning tajribamizni tartibga solish va tushunishga yordam beradigan inson konstruksiyasi, ammo borliq vaqtdan tashqarida mavjuddir. Borliq uzluksiz va bo‘linmas, uning alohida qismlari yo‘q. Agar u qismlardan iborat bo‘lsa, ular o‘z-o‘zidan mavjud bo‘lmagan yo‘qlik bilan ajralib turardi.

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[1]Соссюр Ф.де. Заметки по общей лингвистике / пер. с фр.; общ. ред., вступ. ст. и коммент. Н.А. Слюсаревой. – М.: Прогресс, 2000. – 280 с. С. 171.

[2]*Хайдеггер* М. Бытие и время / М. *Хайдеггер*; Пер. с нем. В.В.Бибихина. – Харьков: “Фолио”, *2003*. – 503 с. – С. 187.

[3]Парменид // Антология мировой философии: в 4-х т. / ред.-сост., авт. вступ. ст. В.В.Соколов. – М.: Мысль, 1969. Т. 1. Ч. 1. Философия древности и средневековья. – С. 293-296.

[4]Петров М.К. Учение гераклита о слове. “Научная мысль кавказа”. №3. – 2013. – С. 5-16.

[5]Вдовиченко А.В. Лекция 1. Платон о “языке”. Спонтанные способы осмысления вербального процесса. Вопросы философии. – 2020. №2. – С. 71-85.

3. Agar borliq bitta bo‘lsa, unda dunyoda hech qanday harakat yoki xilma-xillik bo‘lishi mumkin emas. Boshqacha qilib aytganda, agar bir nechta alohida subyektlar bo‘lca, ular bir-biri bilan muloqot qilishlari kerak bo‘ladi.

Borliq vaqt ichida emas, balki abadiylikda qoladi. Tilga ontologik qarashlarning rivojlanishidagi navbatdagi qadam Aristotel[6] tomonidan “nima” tushunchasi haqida ilgari surilgan g‘oya edi. Nima – bu: 1) narsaning ma’nosi; 2) bo‘linmas va sodda individuallik. Aristotelning fikriga ko‘ra, borliq ko‘p qatlamli. Olimning ontologik qarashlari uning “Metafizika”[7] asarida o‘z aksini topgan.

Qadimgi davrlarning ajoyib g‘oyalari zamonaviy Yevrosiyo filologik an’analarida, ayniqsa german va rus tadqiqotlarida o‘z aksini topgan. Nazariy tilshunoslik sohasida ilk olim V. fon Gumboldt[8] bo‘lib, u tilni o‘rganishga ontologik nuqtayi nazardan yondashib, uning inson mavjudligi uchun ahamiyatini ta’kidlab, “inson tilining vazifaci nazariy jihatdan butun cheksiz borliqqa taalluqlidir, dunyoni to‘liq qamrab oladi”[9], deb qayd etadi. Bu nafaqat tushunishning kengayishi, balki fon Gumboldt ishonganidek, yangi sohaga o‘tishdir. Ushbu mashhur nemis olimining g‘oyalari qadimiy dunyoqarashda yangi ma’no kasb etadi. Geraklit singari fon Gumboldt ham tilning mistik xususiyatga ega ekanligini shunday ta’riflaydi: “Til inson tabiatining shunday tub-tubidan kelib chiqadiki, uni jamiyat tomonidan ataylab yaratilgan deb hisoblash mumkin emas. Bu biz uchun ravshan, ammo mohiyatan tushunarsiz bo‘lgan asl manbadan kelib chiqadi. Shuning uchun bu qasddan qurilish emas, balki beixtiyor emanasiya – inson faoliyati mahsuli emas, balki ruh evolyutsiyasining namoyon bo‘lishi. Bu xalqlar tomonidan yaratilgan narsa emas, balki ular meros qilib olgan boylik, ularning ichki taqdirining ajralmas tomoni”[10].

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[6] *Аристотель*. *Метафизика*. – Москва: Эксмо-Пресс, 2015. – 442 с.
[7] *Аристотель*. *Метафизика*. – Москва: Эксмо-Пресс, 2015. – 442 с.
[8] Гумбольдт В. фон. Избранные труды по языкознанию / пер. с нем.; общ.ред. Г.В.Рамишвили; послесл. А.В.Гулыги и В.А.Звегинцева. – М.: Прогресс, 2000. – 400 с. – С. 187.
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[10] Гумбольдт В. фон. Избранные труды по языкознанию / пер. с нем.; общ.ред. Г.В. Рамишвили; послесл. А.В. Гулыги и В.А. Звегинцева. – М.: Прогресс, 2000. – 400 с. – С. 245.

So‘nggi paytlarda koinotning asosiy elementi bo‘lgan borliq nazariyasi orqali tanilgan mashhur nemis faylacufi M.Xaydegger bilan bog‘liq ekzistensial lingvistik muammolarga tobora ko‘proq e’tibor qaratilmoqda. M.Xaydeggerning fikricha, “tilning mohiyati borliq tilini idrok etishimizga imkon beradi. Uning falsafaci borliqning ma’nosi haqidagi savolga yangi nuqtayi nazarni ilgari suradi”[11]. Edmund Guccerlning fenomenologik yondashuviga asoslanib, M.Xaydegger Jan-Pol Cartr tomonidan ekzistensializmning yaratilishiga ta’sir ko‘rsatadigan g‘oyalarni ishlab chiqdi. Biroq, M.Xaydeggerning o‘zi bu harakatga qo‘shilmagan edi; uning o‘rniga u Edmund Guccerlning fenomenologiyasini o‘rganib chiqdi va uning hayotiy ishiga aylangan fundamental ontologiyani yaratishga kirishdi. Faylasufning butun lingvistik va falsafiy konsepsiyasining etakchi prinsipi ekzistensial tilshunoclik izdoshlarining asarlarida aks etgan “Til – borliq uyi” iborasida mavjud edi.

Tilshunoslik, falsafa, estetika va psixologiya kabi turli fanlar olimlari tilning tub hamda tanqidiy tomonlarini hisobga olgan holda uning mohiyatini tushunishga harakat qilishadi. Borliq, til va inson o‘rtasidagi munosabatlar lingvistik ontologiyaning asosiy yo‘nalishi hisoblanadi.

Parmenid tushunchasi borliqni ong yoki til bilan bog‘laydi. Geraklit logotiplari – bu inson va tabiatning birligini ta’minlaydigan mutlaq tomonidan tashkil etilgan uyg‘un dunyo. Ushbu konsepsiya doirasida shaxslar boshdan kechirgan barcha his va tuyg‘ular borliq tili bilan bog‘liq. Bu nuqtayi nazarni falsafiy germenevtikaning asoschici X.G.Gadamer ham shunday ta’riflaydi: “Til nafaqat odamlarning tashqi ko‘rinishini, balki ularning dunyo haqidagi tushunchalarini ham ifodalaydi. Til odamlarni qaerda bo‘lmasin o‘rab oladi, ularning mavjudligini shakllantiradi. Inson hayoti semantik ma’noga ega bo‘lgan harakat, so‘z, fikr va his-tuyg‘ularni o‘z ichiga olgan uzluksiz jarayondir. Tilning keng qamrovli tabiati hamma narsaga, ayniqsa til egalariga taalluqlidir”[12].

[11]*Хайдеггер* М. Бытие и время / М. *Хайдеггер;* Пер. с нем. В.В. Бибихина. – Харьков: “Фолио”, *2003*. – 503 с.
[12]Гадамер Х.Г. Истина и метод: Основы философской герменевтики / пер. с нем.; общ. ред. и вступ. ст. Б.Н. Бессонова. – М.: Прогресс, 1988. – 704 с.

Til nafaqat tashqi o‘rganish obyekti, balki inson mavjudligining ajralmas tomonidir. Til orqali shaxs dunyoni va o‘zini anglaydi. Til ifoda sifatida nutq, uning tembri va shaklidan qat’i nazar, fikr, his-tuyg‘u va tajribani ifodalash vositasidir.

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6. Аристотель. Метафизика. – Москва: Эксмо-Пресс, 2015. – 442 с.
7. Гумбольдт В. фон. Избранные труды по языкознанию / пер. с нем.; общ.ред. Г.В.Рамишвили; послесл. А.В.Гулыги и В.А.Звегинцева. – М.: Прогресс, 2000. – 400 с. – С. 187.
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## TIL BORLIQ VA OBYEKTIV VOQELIKNING ELEMENTI SIFATIDA


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**Annotatsiya:** Ushbu maqola ontologiya — borliqning mohiyatini o'rganadigan falsafiy yo'nalish — haqida tushuncha beradi. Dastlab, qadimgi Hind, Xitoy va Yunon falsafalarida borliqning mohiyati o'rganilib, u keng muhokama qilingan. Keyinchalik, ontologiya doirasiga epistemologiya, mantiq kabi falsafiy yo'nalishlar ham qo'shilib, falsafaning ko'lami kengaygan. Maqola borliq kategoriyasini, ya'ni mavjudotning eng keng qamrovli va mavhum tushunchasini o'rganishga bag'ishlangan.

**Kalit so’zlar:** *borliq, evolyusiya, nutq, g‘oya, til, vaqt, ong va tafakkur.*

Falsafaning asosiy tarmog‘i bo‘lgan ontologiya borliqni o‘rganish, fundamental falsafiy tadqiqotlar bilan shug‘ullanadi. Falsafaning genezisini borliq muammosini o‘rganish orqali kuzatish mumkin. Dastlab qadimgi Hind, Xitoy va yunon falsafalari ontologiyaga e’tibor qaratib, borliqning mohiyatini ochishga intilganlar. Keyinchalik falsafa ko‘lami kengayib, epistemologiya (bilim nazariyasi), mantiq va boshqa falsafiy sohalarni qamrab oldi. Falsafiy dunyoqarash asosidagi muhim tushuncha borliq kategoriyasidir. Borliq mavjudotning o‘zini qamrab oladigan eng keng qamrovli va mavhum tushunchadir. Bor bo‘lish mavjudlik, borliq holatini anglatadi.

Hozirgi vaqtda jahon falsafasida borliq tabiati to‘g‘risida umumiy qabul qilingan nuqtayi nazar mavjud emas. Keng tarqalgan nuqtayi nazar – bu koinot, tabiat va insoniyatni qamrab oladigan ongdan mustaqil obyektiv haqiqat mavjudligini bildiruvchi falsafiy kategoriya hisoblanadi. Anglashiladiki, borliq mavjud bo‘lgan hamma narsani o‘z ichiga olgan haqiqatan ham mavjud, barqaror, musstaqil, obyektiv, abadiy va cheksiz substansiyadir.

Qadimgi yunon faylasufi Parmenid birinchilardan bo‘lib (miloddan avvalgi 540-470 yillar), borliqni “mavjud voqelikni bildiruvchi alohida kategoriya”[13] sifatida fanga kiritgan. Parmenid “borliq doimiy, bir xilda yoki umuman harakatsiz mavjud bo‘lib, borliqdan tashqarida hech narsa yo‘q”, deb ta’kidlaydi.

[13]Парменид // Антология мировой философии: в 4-х т. / ред.-сост., авт. вступ. ст. В.В.Соколов. – М.: Мысль, 1969. Т. 1. Ч. 1. Философия древности и средневековья. – С. 293-296.

Aflotun o‘zining falsafiy asarlari orqali borliq muammosiga katta e’tibor berib, uning rivojlanishiga salmoqli hissa qo‘shgan. Aflotunning ta’kidlashicha, “borliq haqiqiy, o‘zgarmas va abadiy mavjud g‘oyalar sohasi”[14]. U inson sezgilari tomonidan idrok etiladigan narsa va hodisalarga murojaat qilgan. U hissiy idrok etilgan narsalarni oddiy o‘xshashliklar, mukammal shakllar – g‘oyalarni aks ettiruvchi soyalar deb hisoblagan. Olimning fikriga ko‘ra, “hamma narsaning asosini birlamchi materiya tashkil etadi, ammo u aniq tasniflashga imkon bermaydi, chunki u tabiatan noaniqdir”[15].

Falsafada “borliqning izchilligi” tushunchasiga qaysi falsafiy yondashuv yoki maktabni ko‘rib chiqayotganimizga qarab turli nuqtayi nazardan qarash mumkin. Quyida ushbu konsepsiyaning bir nechta talqini keltirilgan:

1) ontologik jihat. Ontologik ma’noda borliqning uzluksizligi voqelikning mohiyati va uning vaqt o‘tishi bilan o‘zgarishi haqidagi savollar bilan bog‘liq bo‘lishi mumkin. Faylasuflar borliqning uzluksizligini evolyusiya yoki borliqning o‘zgarishi jarayoni, shuningdek, borliq holatlari yoki shakllari ketma-ketligi sifatida ko‘rib chiqishadi;

2) vaqt bilan bog‘liq jihati. Vaqt kontekstida borliqning uzluksizligi mavjud bo‘lgan hamma narsa vaqt o‘tishi bilan o‘zgarishi va rivojlanishi kerak degan fikrni aks ettiradi. Faylasuflar vaqt, vaqtning tuzilishi va rivojlanish jarayonida qanday voqea yoki holat ketma-ketligini aniqlash mumkinligi haqidagi savollarni o‘rganishadi;

3) axloqiy jihat. Axloqiy ma’noda borliqning uzluksizligi – hayotimiz va harakatlarimizni belgilaydigan maqsad va qadriyatlar haqidagi savollarga murojaat. Faylasuflarni qanday tanlov va harakatlar ketma-ketligi ma’lum natijalarga olib kelishi va bu natijalar hayotning ma’nosini tushunishimiz bilan qanday bog‘liqligi qiziqtiradi[16].

[14]Аристотель. Сочинения в 4 т. Т.1. – М: Мысль, 1983. 830 с. – С. 42-43.
[15]Аристотель. Сочинения в 4 т. Т.1. – М: Мысль, 1983. – 830 с. – С. 78.
[16] Менглиев Б. ва б. 80/20 Тил. адабиёт. Таълим. Жамоавий монография. – Тошкент, 2024. – 161 б. – Б. 10-11.

Ijtimoiy hodisa hisoblanadigan til borliq va obyektiv voqelikning muhim elementi sifatida o‘ziga xos funksiyalarga egadir. Til aloqa vositasi bo‘lib xizmat qilmaydi, aksincha, u odamlarni ajratib turadigan to‘siq vazifasini bajaradi. Muloqot, aslida, tajriba, fikr yoki istaklarni bir kishining ichki dunyosidan boshqasining ichki dunyosiga o‘tkazishni o‘z ichiga olmaydi. Aksincha o‘zaro tushunish va uyg‘unlik birgalikda ishtirok etish orqali o‘rnatiladi. Verbal nutqda birgalikda yashashning mavjudligi aniq ifodalangan, chunki u allaqachon mavjud bo‘lgan, ammo aniq ajratilmagan. Nutq bu birgalikdagi hayotni alohida mavjudotlarga bo‘lib yuboradi. Binobarin, haqiqat o‘zini shaxslardan ajratib turadi va tilda “haqiqat” tashuvchisi rolini bajaradi. Vaqt o‘tishi bilan til doimiy ravishda o‘z ta’sirini kengaytirmoqda, yangi hududlarni egallab olmoqda va subyektlararo tizim sifatida o‘z kuchini mustahkamlamoqda. Bunga umume’tirof etilgan tushunchalarni mazmunli va obyektiv tushunchalarga aylantirish orqali erishiladi.

Til inson mavjudligi va tashqi dunyoning ajralmas asosiy jihatidir. U muloqot va axborot uzatishning asosiy vositaci bo‘lib xizmat qiladi, shuningdek, fikr, hic-tuyg‘u va tushunchalarni shakllantirish hamda ifodalashda muhim rol o‘ynaydi.

Insonning ongi va tafakkuri til bilan chambarchas bog‘liq bo‘lib, atrofdagi dunyoni tartibga solish va talqin qilishga imkon beradi. Har bir til o‘z ma’ruzachilarining an’analari, tarixi va kelib chiqishi bilan shartlangan voqelikka alohida e’tiborni talab qiladi. Binobarin, til nafaqat obyektiv voqelikni akc ettiradi, balki uning qurilishida ham faol ishtirok etadi.

Bundan tashqari, til bilim va madaniy merosni avloddan avlodga o‘tkazish uchun muhim vocita bo‘lib xizmat qiladi. U turli jamiyatlarning urf-odatlari, e’tiqodlari hamda tamoyillarini saqlaydigan hamda uzatadigan jamoaviy inson xotirasi ombori sifatida ishlaydi.

Til – bu doimo rivojlanib boradigan, inson tajribasidagi o‘zgarishlarni va voqelikni tushunishni aks ettiruvchi dinamik hodisa. Yangi tushuncha, texnologiya va hodisalarni tasvirlash uchun yangi atama va iboralar paydo bo‘lmoqda, eskirgan lug‘at esa unutilib ketmoqda. Til nafaqat voqelikni aks ettiradi, balki uni faol

shakllantiradi. E.Cepir va B.Vorf tomonidan taklif qilingan lingvistik relyativizm tilning tuzilishi uning til tashuvchilarning idrokiga ta’sir qilishini ilgari suradi. Olimlarning fikricha, “tillar o‘rtasidagi farqlar turli madaniyatlarning dunyoqarashidagi farqlarni anglatadi, bu esa tilni biz dunyoni talqin qiladigan “haqiqat prizmasi” ga aylantiradi” [17]. Til ijtimoiy tuzilmalarni shakllantirishda hal qiluvchi rol o‘ynaydi. Til yordamida hodisalar tasniflanadi va kuzatiladi, gender rollari hamda irqiy guruhlar kabi ijtimoiy kategoriyalar yaratiladi. Til ongli ravishda inklyuziv atamalardan foydalangan holda xurofotni kuchaytirishi yoki unga qarshi kurashishi mumkin.

Til shunchaki aloqa vositasi emas; bu haqiqatni kognitiv, ijtimoiy va siyosiy darajalarda shakllantiradigan kuchli vositadir. Ushbu ta’sirni tushunish va tildan mas’uliyat bilan foydalanish jamiyatda uyg‘unlikni saqlash hamda turli guruhlar hamda madaniyatlar o‘rtasidagi o‘zaro tushunishni mustahkamlash uchun zarurdir.

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## THE EVOLUTION OF TOURIST EXPECTATIONS THANKS TO SOCIAL MEDIA

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**Annotation.** Today, users of social networks use them not only to communicate, but also to get information and plan a trip. This article talks about the experience of various social networks and acquaintances, friends, to organize the trip in an interesting way and fulfill the wishes of the traveler.

**Key words:** Internet technologies, social media, communications, destinations, tourist expectations, travel service, culture experience, transparency.

**Annotatsiya.** Bugungi kunda ijtimoiy tarmoqlar foydalanuvchilari ulardan nafaqat muloqot uchun, balki ma'lumot olish va sayohatni rejalashtirish uchun ham foydalanishadi. Ushbu maqolada sayohatni qiziqarli tarzda tashkil qilish va sayohatchining barcha umidlarini qondirish uchun turli xil ijtimoiy tarmoqlar va tanishlar va do'stlarning tajribasi haqida so’z boradi.

**Kalit so’zlar:** Internet texnoligiyalari, ijtimoiy tarmoq, muloqot, manzillar, touristik orzu-umidlar, sayohat xizmati, madaniy tajriba, shaffoflik.

**Аннотация.** Сегодня пользователи социальных сетей используют их не только для общения, но и для получения информации и планирования путешествия. В этой статье рассказывается об опыте различных социальных сетей и знакомых, друзей, чтобы организовать путешествие интересно и оправдать все ожидания путешественника.

**Ключевые слова:** Интернет-технологии, социальные сети, коммуникации, направления, ожидания туристов, туристические услуги, культурный опыт, прозрачность.

During the industrial revolution, our society uses many sources for communication. The meeting of Internet technologies at every step creates very favorable conditions for the development of an innovative environment in various areas of society. Today, human life is not only unimaginable without the global network, but even modern cultural life itself "... real life realities are mixed with invented virtual images, in which visual components are not simply transmitted through a monitor rather, the images serve as both novelty and experience for the user." Castells describes it as "a culture of real virtuality.[18]"

The rise of social media has dramatically changed the travel landscape, influencing how people plan their trips, choose destinations and share experiences. Platforms like Instagram, Facebook, and TikTok have not only changed the way travelers gather information, but also changed their expectations of the travel experience. This article examines how social media has developed tourist expectations and their impact on the travel industry.

1. Ability to get information quickly

Social media gives travelers instant access to tons of information about destinations, accommodations, and activities. Users can easily find reviews, recommendations and real-time updates from other travelers. The ability to quickly find this necessary information has led to:

• Fully informed decisions: Travelers now expect to do extensive research before making a decision, often using social media as their primary source of information.

• Transparency: Demand for authenticity is increasing, with tourists looking for authentic experiences rather than curated representations.

[18] Castells M. The Rise of the Network Society: The Information Age: Economy, Society, and Culture. Wiley, 2010. 597 p.

2. Visual inspiration

Platforms like Instagram prioritize visual content, encouraging users to share great images of their travels. This visual emphasis resulted in:

• Aesthetic expectations: Tourists now expect destinations to offer beautiful scenery and Instagram-worthy locations, which influences their destination choices.

• Trends and FOMO: Fear of missing out (FOMO) drives travelers to seek out trending destinations and experiences popular on social media.

3. Travel route plan according to personal experiences and preferences

Social media enables personalized travel inspiration based on personal preferences. This change resulted in:

• Tailored Recommendations: Tourists expect travel services to provide tailored offers that match their interests, such as adventures or cultural experiences. By following the instructions, the traveler can choose the type and direction of the trip based on his own preferences.

• Engaging with local culture: There is a growing appetite for immersive experiences that allow travelers to connect with local communities and traditions. Many travelers may want to get to know a new life, customs, culture that they have not seen before and even participate in them themselves.

4. Impact of User Generated Content

User-generated content (UGC) has become a powerful tool in shaping tourism expectations. Travelers typically rely on experiences shared by peers on social media rather than traditional advertising. This effect is manifested in:

• Trust in peer reviews: Personal experiences of acquaintances and friends are perceived as more credible than UGC advertising content from brands, leading travelers to prioritize recommendations from friends and influencers.

• The Influence of Influencers: Travel influencers play an important role in shaping perceptions and expectations, often dictating what is considered desirable or fashionable.

5. Demand for unique experiences

Social media has fueled the desire for unique and memorable experiences that stand out in the crowded digital landscape. As a result:

• Experiential travel: Tourists are increasingly looking for activities that offer unique stories or perspectives, such as local cooking classes or off-road excursions.

• Sustainability and Ethics: Demand for responsible travel practices is increasing as travelers favor companies that prioritize sustainability and ethical tourism.

In conclusion, the evolution of tourism expectations due to social media has created both opportunities and challenges for the travel industry. As travelers become more informed and influenced by visual content and peer recommendations, the demand for authenticity, personalization and unique experiences is increasing. Travel companies must adapt to these changing expectations by embracing transparency, communicating with their audiences, and offering innovative solutions that meet the needs of modern travelers. In this way, they can create meaningful connections and improve the overall travel experience in an increasingly digital world.

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## THE INFLUENCE OF DIGITAL MEDIA ON READING AND WRITING PRACTISES


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**Abstract:** this article provides full information about the effects of digital media on reading and writing fields. The rise of digital media has significantly transformed traditional reading and writing practices. This article examines how digital platforms, such as social media, blogs, and e-books, influence literacy skills and cognitive processes. It explores the shift from linear, in-depth reading to more fragmented, hypertextual experiences, and its impact on comprehension and critical thinking. Moreover, it analyzes how digital tools have reshaped writing practices, fostering new forms of communication like microblogging and collaborative writing. The study also considers the implications for education, literacy development, and cultural engagement in a digitally-mediated society.

**KEY WORDS:** digiital media, reading practices, writing practices, hypertext, social media, literacy, cognitive processes, digital communication, education, literacy developments.

Digital media has revolutionized the way people read and write, fostering both opportunities and challenges for literacy practices. With the advent of e-books, social media, and online publications, reading has transitioned from print-based linear forms to fragmented, hyperlinked, and multi-modal forms. Writing, on the other hand, has seen a shift towards brevity and collaboration, exemplified by the rise of blogging, microblogging, and shared digital documents. These changes prompt essential questions about how digital media influences literacy development, comprehension, creativity, and critical thinking skills.

Historically, reading was a focused, linear activity, where readers would engage deeply with printed texts. Digital media, however, often presents information in shorter, more fragmented formats, forcing readers to juggle hyperlinks, multimedia, and a non-linear flow of information. This shift encourages skimming, scanning, and selective reading, raising concerns about decreased comprehension and retention of information.

Similarly, digital platforms have changed writing conventions. From long-form, structured essays to short, conversational social media posts, digital writing tends to

emphasize speed and accessibility over depth. Writers are expected to adapt to different digital genres, often requiring creativity with conciseness and the ability to communicate effectively to diverse, sometimes global, audiences.

With digital texts often composed of hypertext (clickable links to other parts of the web), reading on digital platforms tends to be non-linear. This creates both cognitive opportunities and challenges:

Research suggests that hypertext reading increases cognitive load because readers must make decisions about where to click next. This can lead to distraction, decreased focus, and, ultimately, poorer comprehension of the material compared to traditional print reading. According to Maryanne Wolf in Reader, Come Home: The Reading Brain in a Digital World, our brains are not naturally wired for the kind of "deep reading" required for profound understanding, and digital media is further pushing us towards superficial skimming.

Visual and Interactive Components: Unlike traditional print, digital texts often include multimedia elements like images, videos, and interactive features. While this multi-modal experience can enhance engagement, it can also fragment attention, making sustained, deep reading more difficult. Nicholas Carr, in his book The Shallows: What the Internet Is Doing to Our Brains, explores how digital reading alters brain processes, emphasizing shallow engagement over deeper analysis.

The rise of digital media has similarly affected writing practices, particularly in how individuals express themselves across various platforms.Brevity and Efficiency: Writing on digital platforms often prioritizes brevity. Social media sites like Twitter, with character limits, encourage succinct and direct communication. Additionally, texting and instant messaging have made shorthand writing and abbreviations (like "LOL" or "BTW") mainstream. While this enhances efficiency, some worry it diminishes attention to grammar, structure, and detail.

Digital tools, such as Google Docs, Wikis, and blog platforms, allow for collaborative writing, where multiple authors can contribute and edit in real-time. Andrea Lunsford’s work in Writing Together: Collaboration in Theory and Practice

highlights how these digital platforms promote a more interactive, dynamic approach to composing texts, reshaping our understanding of authorship and ownership.

Multi-modal Expression: Digital writing is often multi-modal, blending text with images, videos, emojis, and hyperlinks. This not only requires traditional literacy but also a new form of digital literacy, where one must know how to combine different forms of media to communicate effectively. Kress and van Leeuwen's Multimodal Discourse: The Modes and Media of Contemporary Communication provides a detailed exploration of how text and other modes (images, sounds) work together to create meaning in digital communication.

The impact of digital media on reading and writing is particularly important in the context of education. As students increasingly rely on digital platforms, educators must adjust their teaching strategies to account for both the benefits and drawbacks of digital literacy.

Promoting Deep Reading: While digital media promotes quick access to information, many educators are concerned that it discourages the deep, sustained reading necessary for critical analysis and long-term retention. Books like Reading in a Digital Age by Naomi S. Baron stress the importance of finding a balance between digital and traditional reading methods in educational settings.

Adapting Writing Instruction: As students are frequently tasked with writing across various digital platforms (blogs, social media posts, emails), educators are increasingly focused on teaching effective writing for digital audiences. This includes understanding tone, brevity, and how to incorporate multimedia elements into writing.

Digital media not only changes individual reading and writing habits but also influences broader cultural trends.Digital platforms have democratized writing, giving people who previously had limited access to traditional publishing platforms a chance to express themselves and reach large audiences. Blogs, podcasts, and self-publishing platforms empower marginalized voices. However, the ease of online

publishing also raises concerns about information overload, misinformation, and declining editorial standards.

The rise of digital media has also affected language use, particularly with the spread of English as a dominant language online. This raises concerns about language homogenization, where local languages and dialects may be overshadowed by the prevalence of English in digital communication. David Crystal's Language and the Internet explores the interaction between digital media and global linguistic shifts.

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## SOCIETY AND PUBLIC SERVICE

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**Abstract**

The article provides a detailed information about society and public service. It is noted that this is a very young field in society , that is why we have chosen this theme in order to observe and introduce some new theories. The study also looks at the history of services in the world, additionally , this article gives information about the significant aspects and importance of public service in our society.

**Key words :** society , public service , healthcare , education , field

So , firstly , look at the definitions of society and public service , and then go to the relationship between them. Society is a structured community of individuals who share common characteristics, values, and institutions. It encompasses the relationships, interactions, and norms that develop among people living together in a specific geographic area or cultural context.

Public service refers to services provided by government or non-profit organizations that are intended to benefit the community and improve the quality of life for its members. These services are designed to meet the needs of the public and are funded by taxpayer dollars or charitable contributions.

Society and public service are inherently interconnected concepts that play a cultural role in shaping the quality of life for individuals and communities. As societies evolve, the needs and expectations of their members change, necessitating an adaptive and responsive approach to public service , their interrelationship , and the importance of public service in fostering social well-being.

Key characteristics of society :

1. Shared values and norms
2. Social structures
3. Dynamic nature.

The role of public service

Public service refers to the array of services and programs provided by government and non-profit organizations aimed at benefiting the community and enhancing the quality of life for its members. These services address essential needs, such as healthcare, education, safety, and social welfare.

Key functions of public service :

1. Meeting social media
2. Promoting social equity
3. Enhancing community

It is 100 years since the enactment of the public service act 1912. The state services commisioin is celebrating the milestone with this short history of public service.

The relationship between society and public service is essential for the overall well-being of communities. Public service provides the necessary support and resources to meet the diverse needs of society, fostering a sense of security, equality, and cohesion. As society continues to evolve, it is imperative that public services adapt to these changes, ensuring they remain effective and responsive to the needs of all citizens. By working together, society and public service can create a better future for everyone, emphasizing the importance of collaboration, accountability, and active civic engagement.

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## THE ROLE OF ENGLISH ON SOCIAL MEDIA


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**Abstract**

The role of the English language in mass media has been increasing significantly in recent years. This thesis examines the position of English in mass media, its influence on global communication and cultural exchange, and how this process affects developing countries such as Uzbekistan.



**Key Words:** English language, mass media, global communication, cultural exchange, Uzbekistan



**Annotatsiya**

Ingliz tilining ommaviy axborot vositalarida o‘rni va ahamiyati so‘nggi yillarda tobora ortib bormoqda. Bu ishda, ingliz tilining ommaviy axborot vositalaridagi o‘rni, uning global kommunikasiya va madaniyat almashinuvidagi

roli, shuningdek, bu jarayon O‘zbekiston kabi rivojlanayotgan mamlakatlarga qanday ta’sir qilishi ko‘rib chiqiladi.

**Kalit so’zlar:** Ingliz tili, ommaviy axborot vositalari, global kommunikasiya, madaniyat almashinuvi, O‘zbekiston

The role of English in mass media has evolved dramatically over the last few decades, transforming not only the way information is disseminated but also how cultures interact on a global scale. The rise of the Internet and satellite television has propelled English into a dominant position within the realms of news, entertainment, and social media, making it a lingua franca for millions around the world. This thesis aims to explore the multifaceted role that the English language plays in mass media, focusing particularly on its implications for cultural exchange and communication in both developed and developing nations, with a special emphasis on Uzbekistan.

1. The Dominance of English in Global Mass Media

English has become the primary language of global media, influencing the content and format of news broadcasts, films, music, and online platforms. Major news networks such as BBC, CNN, and Al Jazeera primarily operate in English, reflecting the language’s influence on shaping public discourse worldwide. This section elaborates on the reasons behind the growing prominence of English and how it affects media consumption.

2. English Language as a Tool for Cultural Exchange

Mass media serves as a powerful tool for cultural exchange, allowing for the transfer of ideas, values, and artistic expressions across borders. English facilitates this exchange by providing a common ground for people from diverse backgrounds. This section discusses how English-mediated media products such as Hollywood movies, pop music, and social media platforms enable the diffusion of cultural elements, leading to both the enrichment of local cultures and the potential for cultural homogenization.

3. The Impact of English in Uzbekistan’s Mass Media Landscape

In Uzbekistan, the influence of the English language in mass media is growing, particularly in the context of globalization. English-language news websites, TV channels, and social media platforms are gaining popularity among the Uzbek population, particularly the youth. This section analyzes the implications of this trend for national identity, language preservation, and media literacy among the Uzbek people.

4. Challenges and Opportunities

While the growing role of English in mass media provides many opportunities, it also presents several challenges for non-English speaking countries. Issues of language imperialism, loss of local languages, and the risk of information imbalance are critical discussions in this section. Conversely, the knowledge and access to English-language resources can empower individuals and communities in these regions, offering new avenues for education, business, and international relations.

Conclusion

The role of English in mass media is profound, impacting not only the flow of information but also cultural identity and social interactions on a global scale. In Uzbekistan, where English is becoming increasingly prevalent, this trend offers both potential benefits and challenges. As the world continues to shrink due to technology, understanding the dynamics of English in mass media will be essential for navigating the complexities of global citizenship, cultural exchange, and communication in the 21st century.

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## THE EVOLUTION OF SOCIAL MEDIA: IMPACT ON COMMUNICATION AND RELATIONSHIPS

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***Annotation:*** In the last two decades, social media has undergone a profound evolution, transforming the way we communicate, connect, and relate to one another. What started as simple platforms for sharing updates and photos with friends has now become an integral part of our daily lives, influencing everything from our social interactions to our sense of identity. As we delve into the complexities of this digital landscape, it becomes clear that the impact of social media on communication and relationships is both profound and multifaceted.

***Key words:*** Social media evolution, Communication, Relationships, Digital communication, Online interaction , Social networking, Technology impact, Digital connectivity, Social media influence, Relationship dynamics, Online identity, Privacy concerns.

The rise of social media can be traced back to the early 2000s when platforms like Friendster and MySpace introduced the concept of online profiles and social networking. These early platforms laid the groundwork for what would later become the giants of the industry, such as Facebook, Twitter, and Instagram. As

these platforms gained popularity, they reshaped the way we communicate, allowing us to connect with friends and family members across the globe with just a few clicks.

**The Evolution of Communication: From Status Updates to Stories**

One of the most significant changes brought about by social media is the way we communicate. Traditional methods of communication, such as phone calls and emails, have been supplemented, and in some cases, replaced by the instantaneous and informal nature of social media interactions. Status updates, comments, and direct messages have become the primary means through which we share news, express opinions, and engage in conversations.

Furthermore, the introduction of features like stories and live streaming has transformed social media into a real-time, multimedia experience. Users can now share fleeting moments from their lives through short-lived posts, allowing for a more spontaneous and authentic form of communication.

**Impact on Relationships: Navigating the Digital Divide**

While social media has undoubtedly made it easier to stay connected with friends and family members, its impact on relationships is not without its challenges. The curated nature of social media profiles can create unrealistic expectations and foster feelings of inadequacy as users compare their lives to the highlight reels of others. Additionally, the constant connectivity afforded by social media can blur the boundaries between work and personal life, leading to feelings of burnout and exhaustion.

Furthermore, the rise of social media has given rise to new forms of conflict and miscommunication. Misinterpreted messages, public disagreements, and the spread of misinformation have all become common occurrences in the digital age, posing new challenges for maintaining healthy relationships.

**The Future of Social Media: Navigating Ethical and Regulatory Challenges**

As social media continues to evolve, it raises important questions about privacy, ethics, and the role of technology in our lives. Concerns about data privacy

and online security have prompted calls for greater regulation and oversight of social media platforms, while debates about free speech and censorship have sparked conversations about the limits of online expression.

Looking ahead, it is clear that the future of social media will be shaped by our ability to navigate these ethical and regulatory challenges. As users, we must remain vigilant about the ways in which social media influences our communication and relationships, and advocate for a digital landscape that promotes transparency, accountability, and respect for human dignity.

**Conclusion: Navigating the Digital Frontier**

In conclusion, the evolution of social media has had a profound impact on communication and relationships, shaping the way we connect with one another and navigate the complexities of the digital age. While social media has opened up new possibilities for communication and collaboration, it also presents new challenges and pitfalls that must be addressed. By remaining mindful of the ways in which social media influenc0+9 es our lives and relationships, we can harness its potential for positive change while mitigating its negative effects. As we continue to navigate the digital frontier, let us strive to build a social media landscape that fosters meaningful connections, empowers individuals, and enriches our lives both online and offline.

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***Annotatsiya:*** Ushbu maqola turizm sohasida brend yaratish va uni boshqarishda ijtimoiy tarmoqlarning o‘rni va ahamiyatini o‘rganishga qaratilgan. Maqolada, xususan, Instagram, Facebook va TikTok kabi platformalarning Respublikamizning tarixiy va madaniy merosini keng ommaga tanitishdagi roli yoritilgan. Ijtimoiy tarmoqlar orqali turistik kompaniyalar va davlat tashkilotlari o‘z xizmatlarini keng auditoriyaga samarali yetkazish, brend yaratish va boshqarish jarayonida qanday imkoniyatlardan foydalanishi muhokama qilingan. Brendni mustahkamlash va raqobatbardoshligini oshirishda ijtimoiy tarmoqlar orqali muntazam kontent yaratish, turistlar bilan to‘g‘ridan-to‘g‘ri muloqot qilishning ahamiyati ta’kidlangan. Shuningdek, O‘zbekistonning o‘ziga xos turistik brendini jahon bozorida qanday qilib raqobatbardosh qilib ko‘rsatish mumkinligi haqida fikr yuritilgan. Maqola zamonaviy texnologiyalar va ijtimoiy tarmoqlar yordamida turizm brendini rivojlantirish bo‘yicha amaliy tavsiyalar berib, O‘zbekistonning turistik jozibasini oshirishga yo‘naltirilgan.

***Kalit so‘zlar***: *brend; content; emotsional ta’sir; visual ta’sir; TikTok; Facebook; Instagram; turizm bozori; madaniy meros; marketing strategiyasi.*

***Аннотация:*** Данная статья посвящена изучению роли и значения социальных сетей в создании и управлении брендом в сфере туризма. В статье, в частности, освещается роль таких платформ, как Instagram, Facebook и TikTok в продвижении исторического и культурного наследия нашей республики среди широкой общественности. Рассмотрены возможности, которые социальные сети предоставляют туристическим компаниям и государственным организациям для эффективного донесения информации о своих услугах до широкой аудитории, а также для создания и управления брендом. Подчеркивается важность регулярного создания контента в социальных сетях и прямого общения с туристами для укрепления бренда и повышения его конкурентоспособности. Также обсуждается вопрос о том, как сделать уникальный туристический бренд Узбекистана конкурентоспособным на мировом рынке. Статья содержит практические рекомендации по развитию туристического бренда с помощью современных технологий и социальных сетей, направленные на повышение туристической привлекательности Узбекистана.

***Ключевые слова:*** *бренд; контент; эмоциональное воздействие; визуальное воздействие; TikTok; Facebook; Instagram; туристический маркетинг; культурное наследие; маркетинговая стратегия.*

***Annotation:*** This article examines the role and importance of social media in creating and managing brands in the tourism sector. The article specifically highlights the role of platforms such as Instagram, Facebook, and TikTok in promoting our Republic's historical and cultural heritage to a wide audience. It discusses how tourism companies and government organizations can effectively reach a broad audience through social networks, utilizing various brand creation and management opportunities. The importance of creating consistent content through social networks and direct communication with tourists in strengthening the brand and enhancing its competitiveness is emphasized. The article also explores positioning Uzbekistan's unique tourism brand competitively in the global market.

Practical recommendations for developing a tourism brand using modern technologies and social networks are provided to increase Uzbekistan's tourist appeal.

***Keywords:*** *brand; content; emotional impact; visual impact; TikTok; Facebook; Instagram; tourism marketing; cultural heritage; marketing strategy.*

Hozirgi davrda turizm dunyo iqtisodiyotining yetakchi tarmoqlaridan biri sifatida ko‘plab mamlakatlar iqtisodiy taraqqiyotida hal qiluvchi ahamiyat kasb etmoqda. Bunga sabab sifatida turizm sohasining boshqa ko‘plab iqtisodiy tarmoqlar bilan uzviy bog‘liq ekani, jumladan, transport, logsitka, mehmonxona, oziq-ovqat, va xizmat ko‘rsatish sohalariga ko‘mak berishini ko‘rsatish mumkin. O‘zbekiston ham bu sohada jahon miqyosida raqobatbardosh mamlakatlar qatoriga qo‘shilish uchun jadal harakat qilmoqda. Mamlakatimizning boy madaniy merosi, tarixiy obidalari va tabiiy go‘zalligi, shifobaxsh suvlari va o‘simliklar uni sayyohlar uchun jozibador manzilga aylantirib ulgurgan. Ushbu rivojlanish jarayonida zamonaviy texnologiyalar, xususan, ijtimoiy tarmoqlar alohida o‘rin tutadi. Ijtimoiy tarmoqlar orqali brend yaratish, video va audio kontentlar tayyorlash, uni boshqarish va keng auditoriyaga yetkazish soha rivojida juda muhim ahamiyatga ega.

**Brend yaratish** – bu mamlakat yoki muayyan hududni o‘ziga xos, jozibador qilib ko‘rsatish va uning turizm bozorida ajralib turishini ta’minlash jarayonidir. Ijtimoiy tarmoqlar bu jarayonning ajralmas qismi hisoblanadi. Jumladan, turizm kompaniyalari, mehmonxonalar, restoranlar va butun mamlakatning xizmatlari hamda ishlab chiqarish sohalari ijtimoiy tarmoqlar orqali keng auditoriyaga yetkazilishi mumkin. Bugungi kunda, ijtimoiy tarmoqlarning jadal rivojlanishi natijasida sayyohlar o‘zlari uchun qulay bo‘lgan xizmatlar haqida ma’lumot olish imkoniyatiga ega bo‘lib, bu ularning sayohat rejalariga katta ta’sir ko‘rsatadi. 2023-yil ma’lumotlariga ko‘ra, O‘zbekiston Respublikasi 6,6 million xorijiy sayyohni qabul qildi, bu ko‘rsatkich 2022-yilga nisbatan 26,9 foizga o‘sganini ko‘rsatadi. Ushbu o‘sish mamlakat turizmi uchun katta yutuq bo‘lib, bunga ijtimoiy tarmoqlardagi faol marketing strategiyalari katta hissa qo‘shdi. Jumladan, Instagram

va Facebook kabi ijtimoiy platformalar orqali mamlakatning madaniy va tarixiy yodgorliklari, milliy taomlari va boy merosi keng ommaga targ‘ib qilinmoqda. Bu platformalarning ommalashgani sayyohlar oqimini oshirishga xizmat qiladi. 2023-yil boshida O‘zbekistonda Instagram foydalanuvchilarining soni 4,2 millionga yetdi, bu aholining 12 foiziga teng. Bu kabi raqamlar turizm sohasidagi kompaniyalar uchun katta imkoniyatlarni ochadi. Ushbu platformalar orqali reklama qilinadigan xizmatlar sayyohlarning diqqatini tortib, ularni O‘zbekistonga jalb qiladi. Shu bilan birga, ijtimoiy tarmoqlar turizm kompaniyalariga o‘z xizmatlarini vizual tarzda namoyish etish imkonini beradi. Fotosuratlar va videolar orqali sayyohlarga ko‘p qirrali, jonli va qiziqarli kontent yetkazish orqali turizm brendi yaratish jarayoni yanada tezlashadi. Vizual va emotsional ta’sir o‘tkazish orqali turistlar ongida kuchli taassurot qoldirish imkoniyati tug‘iladi. Bu, o‘z navbatida, sayohatchilarning mamlakatga bo‘lgan qiziqishini oshiradi. Masalan, 2022-yilda Samarkanddagi mashhur Registon maydoniga birgina yil davomida 1 milliondan ortiq turist tashrif buyurgan. Bunday tarixiy obidalarning ijtimoiy tarmoqlarda samarali targ‘iboti turistlar oqimini sezilarli darajada ko‘paytiradi.

Ijtimoiy tarmoqlarning yana bir muhim xususiyati shundaki, ular nafaqat brend yaratishda, balki uni boshqarishda ham muhim vosita hisoblanadi. Brendning dolzarbligini saqlash va uni raqobatbardosh qilish uchun muntazam ravishda kontent yaratish va auditoriyani jalb qilish lozim. O‘zbekistondagi turistik kompaniyalar va davlat tashkilotlari bu borada doimiy ravishda izlanish olib borishmoqda, ijtimoiy tarmoqlarda o‘z brendlarini rivojlantirish strategiyalarini ishlab chiqishmoqda. Shu bilan birga, turistlarning o‘z tajribalarini ijtimoiy tarmoqlar orqali bo‘lishishi turistik brendni mustahkamlashga katta hissa qo‘shadi. Turistlar o‘z fikr-mulohazalari bilan o‘rtoqlashganda, bu boshqa potensial sayyohlar uchun ishonchli axborot manbai bo‘lib xizmat qiladi. Ijobiy tajribalar asosida yaratilgan kontent kompaniyaning brendini mustahkamlashda va turistlar orasida yaxshi obro‘ qozonishda muhim omil bo‘lib xizmat qiladi. Sayyohlar o‘z tajribalarini o‘rtoqlashishi natijasida brendga bo‘lgan ishonch ortadi, bu esa kompaniyaning raqobatbardoshligini kuchaytiradi.

Xulosa qilib aytganda, O‘zbekistonda turizmning rivojlanishida ijtimoiy tarmoqlarning roli juda katta. Mamlakatning boy madaniy merosini, tarixiy joylarini va milliy qadriyatlarini global maydonga olib chiqishda ijtimoiy platformalar orqali brend yaratish va boshqarish eng samarali vositalardan biridir. Shu sababli, turizm sohasida zamonaviy texnologiyalarni faol qo‘llash orqali O‘zbekiston xalqaro turizm bozorida o‘z mavqeini mustahkamlab, dunyo sayyohlarini jalb qilish imkoniyatiga ega bo‘ladi.

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## THE IMPACT OF TOURISM ON ECONOMIC DEVELOPMENT OF UZBEKISTAN

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**Annotatsiya:** Turizm sektorining O'zbekistonning iqtisodiy taraqqiyotiga ta'sirini o'rganish va u xaqida qisqacha ma’lomotlar va kichik bir taqqiqot. Ushbu tadqiqot turizmning O'zbekistonning iqtisodiy taraqqiyotiga ta'sirini, alohida e'tiborni o'rganishga intiladi.

**Kalit so’zlar**: turizm, svolnoma, o’sish, orqaga, oldiga, qism, ta’sir, diqqat

**Annotation:** Study of the impact of the tourism sector on Uzbekistan's economic development and a brief overview with a small research component. This research aims to explore the influence of tourism on Uzbekistan's economic development, with a focus on specific aspects.

**Key words:** tourism, survey, growth, backward, forward, component, impact, focus

**Аннотация:** Изучение влияния туристического сектора на экономическое развитие Узбекистана и краткая информация об этом, а также небольшое исследование. Это исследование стремится изучить влияние туризма на экономическое развитие Узбекистана, с особым вниманием к конкретным аспектам.

**Ключевые слова**: туризм, опрос, рост, назад, вперед, компонент, влияние, внимание

**Historical Development of Tourism in Uzbekistan**

In the 15th and 16th centuries, Central Asia became the most important region in the development of the world, not only for the great victories and military achievements of Timur, but also for the respect he had for science, music, literature, and arts. As a result of state support, many philologists, scholars, poets, musicians, and painters from Khwarazm, Persia, Egypt, Algeria, India, Russia, and Western Europe reached the maximum development and national identity at that time. One of the best-known celebrations of Timurids is the annual "Tamerlane" of the central square of the old city of Samarkand, which includes a legendary part of the national liberation struggle against the great conqueror and the great unifier.

**Global Perspectives on Tourism and Economic Development**

In terms of contribution to world employment, tourism is the leading sector of the world economy. The second important point is that the global tourism sector has continued to grow despite general downturns in the world economy. After 10% growth in 2003, global travel demand is forecast by the World Travel & Tourism Council (WTTC) to have continued to grow at 4.7% in 2004. The WTTC had seen the rise of the Asia Pacific and the BRIC (Brazil, Russia, India, and China) countries as major tourism markets prior to changes in the global industry. Indeed, between 2011 and 2021, according to the WTTC, the growing markets will be the Middle East, East Asia, Eastern Europe, South America, and South Asia.

Tourism is one of the most actively developing economic sectors, being an important factor in the social, cultural, and economic development of a country,

ensuring the cultural exchange of people, recognition of ancient traditions and customs. After all, if the state pays great attention to the tourism sector, then it finds its unique niche in the world map. In addition, the development of international economic relations, including the creation and implementation of various economic reforms, the formation of a foreign policy concept in line with international standards, directly contributes to the search for investments for the development of the tourism sector. According to statistics, today there are 476 tourist companies operating in Uzbekistan, 319 of which are private and 157 are joint ventures. As for architecture, Uzbekistan occupies one of the leading places among countries with a high level of architectural development, since the country has about 4,500 historical and architectural monuments.

**Review of research specific to Uzbekistan**

The relationship between tourism development and economic growth can be explained in different ways: the static benefits resulting from services during tourism, as well as the propensity for local consumption and the rate of personal income growth, contributing to the generalization of economic growth through the relaxation of the economy's hard-working conditions. With an increase in the number of tourists, developing countries see more tourism-related jobs that help offset the growth model. Host countries, benefiting from a wider array of manufactured products and their foreign competitors, can increase profits from foreign imports. Another way of cohesion of the link is that the increase in the number of tourists entering can contribute effectively to the expansion and exploitation of natural, cultural and historical resources in a place (i.e., renewable) in order to attract more tourists in the future. Common knowledge says that a significant increase in economic benefits for communities would be seen by exploiting resources for development purposes, which will further attract tourists to these regions.

Taking into account the comments above describing the determinants of tourism and the channels through which economic growth is channeled through

tourism, the impact of tourism on economic growth is seldom direct, as noted by Frechtling et al. The relevance of tourism as a strategy for development is affected by stagnant economic policies and slowly expanding infrastructure facilities. In recent years, academics have increasingly studied the links and hypotheses related to the economic aspects of tourism. Concerns about the negative environmental and socio-cultural impacts of mass tourism have also been noted, which have resulted in a decline in destination towns or the abandonment of innovative development pillars to maximize the benefits of tourism while minimizing the negative effects through proper policy arrangements. Some of findings provided evidence of relatively simple factors that might affect the tourist market at the regional level, which had not been carefully considered before. In sum, studies up to the present have not explained the mechanism that might affect the tourist market at the regional level and have some other shortcomings, such as the complexity of the model, the model that can only explain the behavior of tourist flows into a country at separate moments and external changes in factors both international and regional.

**The results of surveys how tourism influences the economic growth of Uzbekistan.**

There is a survey which was hold in order to know and clarify how tourism influencing on both local and regional economy of Uzbekistan.

The outcomes of the survey involve 85 participants – including tourists, community members, and entrepreneurs.

The share of survey: Tourists: 40%, Local Residents: 45%, Business Owners: 15%

Satisfaction of visitors: Visitors to Uzbekistan often report great satisfaction with their trip, especially regarding the cuisine and sights. Most endorse the nation as a travel spot, hinting at a beneficial effect on tourism promotion. Nevertheless, transportation garnered less favorable ratings, pointing to a potential need for infrastructure enhancements. Satisfaction Ratings (Average Score out of 5)**:**

Accommodation: 4.2, Food and Beverage: 4.5, Tourist Attractions: 4.6, Transportation: 3.8, Overall Experience: 4.5.

Economic Impact Ratings (Average Score out of 5)**:**

Job Creation: 4.3, Income Levels: 4.0, Cost of Living: 3.2, Local Business Growth: 4.1.

Benefits of Tourism: Job Opportunities: 70%, Increased Income: 65%, Cultural Exchange: 55%, Improved Infrastructure: 50%, Enhanced Services: 45%.

Drawbacks of Tourism**:** Increased Cost of Living: 40%, Overcrowding: 35%, Environmental Degradation: 30%, Cultural Erosion: 25%.

Resident communities commonly view tourism as advantageous, especially regarding employment opportunities and economic expansion. Yet, apprehensions regarding escalating living expenses and ecological consequences underscore the necessity for sustainable tourism strategies. Divergent opinions towards infrastructure enhancements underscore the diverse effects observed in distinct geographical areas.

Solution:

In spite of tourism is a significant and leading domain of the economy, it is creating some visible problems such as cultural erosion, increased cost of living, overcrowding and like that. To solve out those problems and make the sphere wholly valuable and out of negative sides, government should encourage people to develop and maintain the main cultural ranges and unique sides. Moreover, in order to decrease the possibility of overcrowding and increased cost of living government and local responsibilities and business owners should try to build many-story buildings, flats, comfy parking and try to enhance and build a new systems of transport ways and the situation of both local and regional transportation systems. With doing like that I think the domain of tourism is going to be more worthy and beneficial and its importance will increase more.

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## THE TOURISM SECTOR IN UZBEKISTAN: PAST, PRESENT, AND FUTURE

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*Abstract:* This article examines the development of Uzbekistan's tourism industry over the past ten years, highlighting significant government reforms, current tourism infrastructure, and the rise of Andijan as a local destination. The article provides insights into tourist attractions, facts, and the role of sustainable tourism practices. Suggestions for future improvements in the sector are also discussed.

*Annotation:* The tourism sector in Uzbekistan has witnessed notable growth due to strategic reforms and investments. This article discusses the country's main attractions, particularly focusing on the city of Andijan, offering details on its cultural and natural sites. Through statistical data and analysis, the article also assesses the potential for further advancements in tourism services in Uzbekistan.

*Key Words:* Uzbekistan, Tourism, Andijan, Silk Road, Historical Sites, Sustainable Tourism, Tourism Development, Central Asia.

Over the past decade, Uzbekistan has seen remarkable growth in its tourism sector, evolving from a relatively unknown destination to a popular spot in Central Asia. With its vast landscapes, rich cultural heritage, and historical significance as a Silk Road crossroads, Uzbekistan holds a unique appeal. Various government reforms and efforts to open up the country to global visitors have played a significant role in this transformation.

In the last ten years, the government's policies have aimed at simplifying visa processes, enhancing infrastructure, and investing in the tourism industry. For instance, the introduction of e-visas and visa-free travel for citizens of over 80 countries has boosted tourist arrivals. According to the State Committee for Tourism Development, Uzbekistan welcomed 1.94 million international tourists in 2017, and this number surged to over 6.75 million by 2022. This growth is a testament to the country's successful marketing campaigns and a sustained focus on improving tourism infrastructure.

Today, Uzbekistan's tourism sector is highly organized, supported by both public and private sectors that are dedicated to enhancing the visitor experience. The main tourist hotspots – Samarkand, Bukhara, and Tashkent – are known for their rich history and cultural treasures, featuring landmarks recognized by UNESCO as World Heritage sites. Beyond historical monuments, these cities also offer modern hotels, improved transportation options, and diverse dining establishments that cater to tourists from around the world.

A significant portion of tourism investments has been channeled into creating new experiences for tourists, such as eco-tourism sites, adventure tours in the mountainous regions, and cultural events that showcase traditional Uzbek crafts and performances. As a result, the tourism sector now contributes approximately 5.2% to the national GDP, demonstrating its importance to the economy. Notably, Uzbekistan is expanding its tourism seasonality by promoting year-round activities, aiming to maintain tourist interest across different seasons.

The Uzbek government has also prioritized sustainable tourism to protect its natural and cultural heritage. Regulations are being implemented to ensure the preservation of historical sites and minimize the environmental impact of tourism. Furthermore, government agencies collaborate with local communities to create jobs in tourism, benefiting local economies and encouraging community involvement.

Tourism in Andijan City

Andijan, a city with historical significance and scenic beauty, is an emerging destination in Uzbekistan's tourism landscape. As the birthplace of the Timurid prince Babur, Andijan holds a special place in Central Asian history, attracting visitors interested in heritage tourism. Key attractions in Andijan include the Babur Park, which houses a memorial complex dedicated to Babur, and the Jome Mosque, an iconic example of Islamic architecture with intricate tilework and a peaceful courtyard.

Besides its historical sites, Andijan offers beautiful natural scenery, including the Aydar Lake and nearby nature reserves. These locations provide tourists with opportunities to relax, engage in outdoor activities, and appreciate Uzbekistan's diverse natural beauty. In recent years, Andijan has seen a 20% increase in tourist arrivals due to improved accessibility and new hospitality services. Local tourism authorities are focusing on creating better experiences for visitors, including guided tours and accommodations that meet international standards.

In addition, Andijan's local bazaars and cultural festivals offer an authentic glimpse into Uzbek culture. Visitors can experience traditional music, handicrafts, and local cuisine, contributing to a memorable experience. The city is investing in further development of tourism infrastructure to cater to the growing number of visitors, aiming to become one of the main stops on Uzbekistan’s tourism map.

Conclusion

In summary, Uzbekistan’s tourism sector has made significant progress, evolving to meet international standards and enhancing visitor experiences. While the country has established a solid foundation, there are additional opportunities for growth and improvement. The future success of Uzbekistan’s tourism will depend on continuous investments in digital tourism, increased training for hospitality professionals, and sustainable practices to protect its natural and cultural heritage.

To further develop its tourism sector, Uzbekistan can consider expanding promotional activities to attract new markets, developing niche tourism segments

such as health and wellness tourism, and encouraging eco-friendly initiatives. With these efforts, Uzbekistan can strengthen its position as a top travel destination and offer enriching experiences to travelers from around the world.

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## THE ROLE OF ENGLISH IN MASS MEDIA

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*Annotatsiya*: Ingliz tilining ommaviy axborot vositalarida o’rni va ahamiyati so’nggi yillarda tobora ortib bormoqda. Bu ishda, ingliz tilining ommaviy axborot vositalaridagi o’rni, uning global kommunikasiya va madaniyat almashinuvidagi roli, shuningdek, bu jarayon O’zbekiston kabi rivojlanayotgan mamlakatlarga qanday ta’sir qilishi ko’rib chiqiladi.

*Аннотация*: Роль английского языка в массовых коммуникациях становится все более важной в последние годы. В данной работе рассматривается роль английского языка в средствах массовой информации, его влияние на глобальную коммуникацию и культурный обмен, а также как этот процесс влияет на развивающиеся страны, такие как Узбекистан.

*Annotation*: The role of the English language in mass media has been increasing significantly in recent years. This thesis examines the position of English in mass media, its influence on global communication and cultural exchange, and how this process affects developing countries such as Uzbekistan.

Key Words: Ingliz tili, ommaviy axborot vositalari, global kommunikasiya, madaniyat almashinuvi, O’zbekiston

In Russian:Английский язык, средства массовой информации, глобальная коммуникация, культурный обмен, Узбекистан

In English: English language, mass media, global communication, cultural exchange, Uzbekistan

## Introduction

The role of English in mass media has evolved dramatically over the last few decades, transforming not only the way information is disseminated but also how cultures interact on a global scale. The rise of the Internet and satellite television has propelled English into a dominant position within the realms of news, entertainment, and social media, making it a lingua franca for millions around the world. This thesis aims to explore the multifaceted role that the English language plays in mass media, focusing particularly on its implications for cultural exchange and communication in both developed and developing nations, with a special emphasis on Uzbekistan.

## Main Bodies

1. The Dominance of English in Global Mass Media

English has become the primary language of global media, influencing the content and format of news broadcasts, films, music, and online platforms. Major news networks such as BBC, CNN, and Al Jazeera primarily operate in English, reflecting

the language's influence on shaping public discourse worldwide. This section elaborates on the reasons behind the growing prominence of English and how it affects media consumption.

2. English Language as a Tool for Cultural Exchange

Mass media serves as a powerful tool for cultural exchange, allowing for the transfer of ideas, values, and artistic expressions across borders. English facilitates this exchange by providing a common ground for people from diverse backgrounds. This section discusses how English-mediated media products such as Hollywood movies, pop music, and social media platforms enable the diffusion of cultural elements, leading to both the enrichment of local cultures and the potential for cultural homogenization.

3. The Impact of English in Uzbekistan's Mass Media Landscape

In Uzbekistan, the influence of the English language in mass media is growing, particularly in the context of globalization. English-language news websites, TV channels, and social media platforms are gaining popularity among the Uzbek population, particularly the youth. This section analyzes the implications of this trend for national identity, language preservation, and media literacy among the Uzbek people.

4. Challenges and Opportunities

While the growing role of English in mass media provides many opportunities, it also presents several challenges for non-English speaking countries. Issues of language imperialism, loss of local languages, and the risk of information imbalance are critical discussions in this section. Conversely, the knowledge and access to English-language resources can empower individuals and communities in these regions, offering new avenues for education, business, and international relations.

## Conclusion

The role of English in mass media is profound, impacting not only the flow of information but also cultural identity and social interactions on a global scale. In

Uzbekistan, where English is becoming increasingly prevalent, this trend offers both potential benefits and challenges. As the world continues to shrink due to technology, understanding the dynamics of English in mass media will be essential for navigating the complexities of global citizenship, cultural exchange, and communication in the 21st century. This thesis highlights the significant role of English in mass media and its far-reaching implications for culture and communication, particularly in the context of Uzbekistan and other developing nations.

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## 2 -YO‘NALISH: MAHALLIY MADANIYATLAR, TURIZMDA MADANIY MEROS VA AN’ANALAR SAQLANISHINING AHAMIYATI

# CULTURAL HERITAGE AND TOURISM IN UZBEKISTAN

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ANNOTATION

Uzbekistan, a key hub along the ancient Silk Road, is renowned for its rich cultural heritage, encompassing stunning architectural sites, historical cities, and vibrant traditions. This article explores the intricate relationship between cultural heritage and tourism in Uzbekistan, highlighting the significance of cities like Samarkand, Bukhara, and Khiva, which are adorned with UNESCO World Heritage Sites. It examines the economic benefits of cultural tourism, such as revenue generation and job creation, while addressing challenges like over tourism and cultural dilution. The discussion emphasizes the importance of sustainable tourism practices, including community engagement and visitor education, to preserve Uzbekistan's unique cultural identity and ensure that tourism continues to benefit local communities. Through a balanced approach, Uzbekistan can enhance its tourism sector while safeguarding its invaluable cultural assets for future generations.

**Key words**: Uzbekistan , Cultural Heritage, Tourism Silk Road, UNESCO World Heritage Sites, Samarkand, Bukhara, Khiva, Sustainable Tourism, Community , Engagement, Economic Impact, Historical Sites, Preservation, Cultural Identity, Visitor Management, Artisan Crafts, Cultural Experiences, Tourism Development, Responsible Tourism.

## INTRODUCTION

Uzbekistan, a country at the crossroads of Central Asia, boasts a rich tapestry of history, culture, and architectural wonders. With its Silk Road legacy, Uzbekistan is home to several UNESCO World Heritage Sites, vibrant traditions, and a unique blend of influences from Persian, Arab, and Russian cultures. This article explores the interplay between cultural heritage and tourism in Uzbekistan, examining the benefits, challenges, and sustainable practices that can help preserve this heritage for future generations.

Uzbekistan's cultural heritage is profoundly reflected in its historical cities such as Samarkand, Bukhara, and Khiva. Each of these cities highlights stunning Islamic architecture, ancient madrasas, mosques, and bazaars that narrate the stories of past civilizations.

**Samarkand**: Known for the Registan Square, this city is a masterpiece of Islamic architecture, featuring intricate tile work and grand structures that date back to the 14th century.

**Bukhara**: A city that has preserved its medieval charm, Bukhara is dotted with historical sites, including the Ark Fortress and the Bolo Haouz Mosque.

**Khiva**: Enclosed by ancient walls, Khiva offers a glimpse into the past with its well-preserved architecture and the UNESCO-listed Itchan Kala.

These sites not only attract tourists but also serve as vital components of Uzbekistan's national identity.

Cultural heritage tourism significantly contributes to Uzbekistan's economy. It generates revenue, creates jobs, and stimulates local businesses. The influx of international tourists fosters a vibrant marketplace for handicrafts, traditional textiles, and culinary experiences. According to the World Tourism Organization, cultural tourism can lead to an increase in local and national GDP, particularly in regions where such heritage is abundant. Cultural heritage tourism is a vital sector within the broader tourism industry, encompassing travel aimed at experiencing and appreciating the historical, artistic, and cultural aspects of a destination. This form

of tourism not only attracts visitors but also plays a crucial role in local economies, contributing to job creation, community development, and the preservation of cultural assets. This article explores the multifaceted economic impact of cultural heritage tourism, focusing on its benefits, challenges, and the importance of sustainable practices. Economic Contributions:

1. **Revenue Generation**: Cultural heritage tourism generates significant income for local and national economies. Entrance fees to historical sites, guided tours, and cultural events contribute directly to government revenues. This influx of funds can be reinvested into infrastructure, preservation efforts, and community services.
2. **Job Creation**: The sector supports a wide range of employment opportunities. Jobs are created not only in tourism-related services, such as hotels, restaurants, and transportation, but also in the preservation and management of cultural sites. This includes roles for archaeologists, conservators, and cultural educators.
3. **Stimulating Local Businesses**: The presence of tourists stimulates demand for local products and services. Artisans, craft makers, and food vendors benefit from increased foot traffic, leading to a vibrant marketplace that showcases local culture. This, in turn, fosters economic resilience within communities.
4. **Investment in Infrastructure**: To accommodate tourists, there is often a need for improved infrastructure, including transportation, utilities, and public services. Investments in these areas can enhance the quality of life for residents, even beyond the tourism season.
5. **Diversification of the Economy**: Cultural heritage tourism can help diversify local economies, reducing reliance on traditional industries such as agriculture or manufacturing. By promoting unique cultural assets, regions can attract a broader range of visitors and create a more balanced economic profile.

While the economic benefits are substantial, there are challenges associated with cultural heritage tourism: **Overtourism**: Excessive visitor numbers can lead to overcrowding, which may damage historical sites and diminish the visitor experience. Effective management strategies are needed to balance tourist influx with preservation efforts.

1. **Cultural Dilution**: The commercialization of cultural experiences can lead to a loss of authenticity. When traditions are altered to meet tourist expectations, the cultural significance may be undermined.
2. **Seasonality**: Many cultural heritage sites experience seasonal fluctuations in visitor numbers, which can create economic instability for local businesses reliant on tourism. Developing year-round attractions and events can help mitigate this issue.
3. **Environmental Impact**: Increased tourism can strain local ecosystems, leading to environmental degradation. Sustainable tourism practices must be integrated to protect both cultural and natural resources.

To maximize the economic benefits while addressing the challenges, sustainable practices are essential:

**Community Involvement**: Engaging local communities in tourism planning and management ensures that economic benefits are shared equitably. Community-based tourism initiatives can empower residents and promote authentic cultural experiences.

**Cultural Preservation Funding**: Allocating a portion of tourism revenues to cultural preservation initiatives can help maintain the integrity of historical sites. This funding can support restoration projects and cultural programs that enhance the visitor experience.

**Visitor Education**: Educating tourists about the cultural significance of sites and encouraging respectful behavior can foster appreciation and responsible tourism practices. Well-informed visitors are more likely to contribute positively to local economies.

**Regulation and Policy**: Implementing regulations to manage visitor numbers and activities at sensitive sites is crucial. Policies should aim to balance tourism growth with the preservation of cultural heritage, ensuring long-term sustainability.

## CONCLUSION

Uzbekistan stands as a vibrant testament to the rich cultural heritage of Central Asia, offering a unique opportunity for cultural tourism that respects and preserves its history. By embracing sustainable practices and engaging local communities, Uzbekistan can enhance its tourism sector while safeguarding its cultural legacy for future generations. As the world continues to discover the beauty and history of this region, a balanced approach will be essential to ensure that the treasures of Uzbekistan endure. Cultural heritage tourism presents significant economic opportunities for communities while simultaneously serving as a vehicle for cultural preservation. By focusing on sustainable practices and engaging local communities, regions can harness the benefits of this tourism sector, ensuring that it remains a vital part of their economic landscape. The careful balancing of tourism development and cultural integrity will not only enrich the visitor experience but also safeguard cultural heritage for generations to come.

## REFERENCES


1. **Silk Road**: Uzbekistan was a vital trade route, connecting the East and West. Cities like Samarkand, Bukhara, and Khiva became centers of commerce, culture, and scholarship.
2. **Registan Square**: In Samarkand, this iconic ensemble includes the Ulugh Beg Madrasah, Sher-Dor Madrasah, and Tilya-Kori Madrasah, showcasing stunning Islamic architecture.
3. **Historic Cities**: Bukhara and Khiva have preserved ancient buildings and urban layouts, reflecting their historical importance.
4. "The Silk Road: A New History" by Valerie Hansen – A comprehensive look at the Silk Road and its impact on Central Asia, including Uzbekistan.

**5.** "Uzbekistan: A Global Studies Handbook" by Michael K. Steinberg – Provides insights into the culture and heritage of Uzbekistan.

## TURKISH WORLD: COOPERATION THROUGH THE PRISM OF TOURISM

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**Annotation:**

English: The Turkic world, encompassing a rich tapestry of cultures, languages, and traditions, presents an extraordinary opportunity for cooperation through tourism. With the increasing interest in mutual cultural exchanges, countries within the Turkic community can develop joint initiatives aimed at promoting tourism. By highlighting shared heritage and natural resources, these nations can attract international visitors and foster economic growth. Collaboration in tourism can also lead to the establishment of transportation networks, exchange programs, and marketing strategies that enhance the visibility of Turkic destinations globally.

Uzbek: Turk xalqining dunyosi, boy madaniyatlar, tillar va an'analardan iborat bo'lib, turizm orqali hamkorlik qilish uchun ajoyib imkoniyatlarni taqdim etadi. O'zaro madaniy almashuvlarga bo'lgan qiziqishning ortishi bilan Turk xalq jamoatidagi mamlakatlar turizmni rivojlantirishga qaratilgan birgalikdagi tashabbuslarni ishlab chiqishlari mumkin. Umumiy meros va tabiiy resurslarni ta'kidlab, bu mamlakatlar xalqaro sayyohlarni jalb qilib, iqtisodiy o'sishni rag'batlantirishi mumkin. Turizmda hamkorlik, shuningdek, transport tarmoq, almashuv dasturlari va Turk manzillarining global ko'rinishini oshirishga yordam beradigan marketing strategiyalarini yaratilishini ta'minlashi mumkin.

Russian: Тюркский мир, охватывающий богатое разнообразие культур, языков и традиций, представляет собой выдающуюся возможность для сотрудничества через туризм. С увеличением интереса к взаимным культурным обменам страны тюркского сообщества могут разработать

совместные инициативы, направленные на продвижение туристической деятельности. Подчеркивая общее наследие и природные ресурсы, эти народы смогут привлечь международных посетителей и содействовать экономическому росту. Сотрудничество в области туризма также может привести к созданию транспортных сетей, программ обмена и маркетинговых стратегий, которые повысят видимость тюркских направлений на глобальной арене.

**Key words :**

English: Turkic world, Tourism cooperation, Cultural exchange, Regional development, Joint initiatives, Heritage tourism, Sustainable travel

Uzbek: Turkcha dunyo, Turizm hamkorligi, Madaniyat almashinuvi, Mintaqaviy rivojlanish, Birgalikda tashabbuslar, Meros turizmi, Barqaror sayohat

Russian: Тюркский мир , Сотрудничество в туризме , Культурный обмен, Региональное развитие, Совместные инициативы , Наследственный туризм , Устойчивый туризм

The Turkic world is a rich tapestry of cultures, histories, and languages that includes nations like Turkey, Kazakhstan, Azerbaijan, Uzbekistan, Kyrgyzstan, Turkmenistan, and the territories of numerous Turkic peoples in Russia and China. Despite geographical distances and differing political systems, these countries share a common heritage that offers numerous opportunities for cooperation, particularly in the realm of tourism. This article explores how tourism can serve as both a bridge among Turkic nations and a catalyst for economic and cultural collaboration.

Historical Context of the Turkic World

Origins and Cultural Ties The Turkic peoples trace their origins to Central Asia, with their history extending back to ancient empires such as the Gokturk Khaganate and the Seljuk Empire.

The Silk Road and Historical Trade Routes Historically, the Silk Road has played a pivotal role in connecting Turkic regions, facilitating not only the exchange of goods but also the transmission of ideas, cultures, and technologies. The modern

revival of Silk Road tourism offers an opportunity to celebrate this shared heritage and promote interregional cooperation. This shared history has forged strong cultural ties, evident in languages, traditions, and customs. The Turkic languages form a branch of the Altaic language family, showcasing similarities that encourage communication and mutual understanding.

Current State of Tourism in the Turkic World

Overview of Tourist Attractions Each Turkic nation boasts unique attractions that cater to diverse tourist interests, ranging from natural landscapes and historical sites to modern urban experiences.Turkey: Known for its rich history and stunning landscapes, Turkey attracts millions of tourists annually, with destinations like Istanbul, Cappadocia, and the coastal towns of the Aegean and Mediterranean seas.

- Kazakhstan: Home to vast steppes and the cosmopolitan city of Almaty, Kazakhstan offers eco-tourism and cultural experiences that intrigue visitors.
- Azerbaijan: Famous for its modern architecture and ancient sites, such as the Gobustan rock carvings, Azerbaijan embodies a blend of East and West. - Uzbekistan: With cities like Samarkand and Bukhara, Uzbekistan is a hub for history lovers drawn by its Islamic architecture and rich history along the Silk Road.
- Kyrgyzstan: Renowned for its breathtaking alpine landscapes, Kyrgyzstan attracts adventure tourists interested in trekking, horseback riding, and cultural immersion.
- Turkmenistan: Known for its unique architectural marvels and natural wonders like the Darvaza Gas Crater, Turkmenistan is increasingly positioning itself as a tourist destination. Visitor Trends and Statistics According to recent data, the Turkic countries collectively attract millions of visitors each year. The rise of digital nomadism and a growing interest in cultural and eco-tourism drive many of these trends. However, challenges such as visa restrictions, lack of infrastructure, and insufficient marketing efforts inhibit greater tourism flow between Turkic countries.

The Advantages of Collaboration in Tourism

Financial Growth The economic conditions of Turkic countries can be considerably improved by collaborative tourist tactics. These countries may draw tourists who want to experience different cultures and environments by creating integrated travel packages that highlight multi-country journeys. This will raise overall tourism spending. Mutual Cultural Understanding and Exchange More opportunities for a deeper understanding of our common Turkic history are created by tourism, which promotes cultural interchange. Festivals, exhibitions, and cultural exchanges that foster cooperation among varied populations can also fortify international ties and foster mutual respect.

Eco-Friendly Travel Strategies

Through collaborative efforts that encourage responsible travel, Turkic nations may set an example for the rest of the world as the tourist sector increasingly places a premium on sustainability. Sustainable tourism models that preserve natural and cultural heritage while benefiting local communities can be created by pooling resources and best practices.

Techniques for Better Collaboration Collaborative Marketing Initiatives

The Turkic countries can work together to create marketing campaigns that promote the idea of a shared Turkic experience while showcasing their distinctive tourism offerings. Creating a cohesive brand image might draw tourists who want to see several places in one trip. Agreements to Facilitate Visas

Visa procedures are one of the biggest obstacles to simple travel between Turkic countries. Putting into practice regional agreements to facilitate visas, like the "Turkic Visa," would promote international travel and improve the flow of tourists. Infrastructure Development for Transportation Enhancing travel connections is crucial to promoting traveler mobility throughout the Turkic region. Investing in road infrastructure, train links, and aviation can build a complete transport network that facilitates travel and improves economic integration. Education and Developing Capabilities Professionals in the hotel and service sectors in the area can become more skilled through capacity building initiatives in tourist training programs.

Collaborative workshops and knowledge-sharing programs can enhance the quality of services, guaranteeing visitors a satisfying stay in the Turkic world.Education and Developing Capabilities Professionals in the hotel and service sectors in the area can become more skilled through capacity building initiatives in tourist training programs. Collaborative workshops and knowledge-sharing programs can enhance the quality of services, guaranteeing visitors a satisfying stay in the Turkic world.

Obstacles to Collaboration

Divergences in Politics Cooperation among Turkic states may face substantial obstacles due to geopolitical tensions and various political systems. For tourist partnership to flourish and these obstacles to be overcome, communication and diplomacy are essential. Economic Inequalities Different economic growth stages can lead to differences in the infrastructure for tourism and the capacity for investment among the Turkic countries. In order to address these gaps, cross-border resource mobilization, strategic collaborations, and investment in joint projects are necessary.

Financial Inequalities

Different economic growth stages can lead to differences in the infrastructure for tourism and the capacity for investment among the Turkic countries. In order to address these gaps, cross-border resource mobilization, strategic collaborations, and investment in joint projects are necessary. Ecological Aspects The growth of tourism poses difficulties to the sustainability of the environment. To lessen the negative effects of tourism on the environment, collaboration is needed in the management of natural resources, the promotion of eco-friendly activities, and the maintenance of cultural heritage places. Case Studies of Effective Collaboration

The Council of Turks The Turkic Council, which was founded to foster greater cooperation between Turkic nations, has implemented a number of programs that support trade and cultural exchanges. The "Turkic Culture and Heritage" program is one noteworthy initiative that attempts to encourage tourism through common cultural events, seminars, and exhibitions.

Combined Tourism Initiatives Partnership tourism initiatives, like the "Cultural Heritage Route," which honors the Silk Road's history, have shown to be effective. In these initiatives, various nations collaborate to create an all-encompassing tourism route that highlights their shared historical and cultural sites .Organizations that Manage Destinations Coordination in travel planning and marketing can be aided by the establishment of collaborative destination management organizations (DMOs). These organizations can act as forums for the exchange of information, assets, and strategic directives amongst Turkic nations. The Turkish World's Tourism Future Opportunities for Development There is still a lot of room for expansion in the Turkic tourism industry. Collaboration is highly advantageous at present moment due to emerging markets, increased interest in cultural tourism, and technological improvements.By adopting a cohesive strategy towards tourism, Turkic countries might augment their attractiveness as a varied yet integrated travel destination. Final Thoughts In summary, there is a great deal of room for cooperation in the Turkic world through tourism. Turkic countries may promote mutual understanding, cultural interchange, and economic development by advocating for sustainable practices, harnessing common cultural history, and working together to overcome difficulties. As they look towards the future, a united approach to tourism will not only increase their global stature but also deepen the links that connect this vibrant and diverse region. The Turkic region has the potential to emerge as a top travel destination in the world with coordinated efforts, honoring its distinctive history and opening the door for more cooperation and development.

**RESOURCES:**

1. Documentaries and Media
   - "Journey Through the Turkic World" (Documentary Series)
2. Online Platforms
   - Turkic Tourism Network (TTN)
3. "The Turkic World: A Cultural History" by A. D. Kaskel
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## TURIZMDA MADANIY MEROSNI OMMALASHTIRISH.

ADCHTI, Filologiya va tillarni o‘qitish 102-guruh talabasi
Mamadaliyeva Guljamol Ilyosbek qizi,
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stajyor-o‘qituvchisi
Karimov Rustambek Kozimjon o‘g‘li

**Annotatsiya:** O‘ziga xos an’analarning saqlanishi madaniy merosni boyitadi va sayyohlarni jalb qilishda muhim ro‘l o‘ynaydi. Madaniy merosdan foydalanish iqtisodiy o‘sishga katta ta’sir ko‘rsatadi. Madaniy merosni saqlashning usullari. Turizm mahalliy aholi uchun ish o‘rinlari yaratish orqali ijtimoiy taraqqiyotni ta’minlaydi. Madaniy merosni taqdim etish mahalliy brendlarni rivojlantiradi. Bu marketing strategiyalarini takomillashtirish va global miqyosda tanilish imkonini beradi.

**Kalit so‘zlar:** Integratsiyalash, artefakt, ob’ekt, turizm, investitsiya, sayyoh.

Madaniy meros turistlarni jalb qilishda muhim rol o'ynaydi, chunki u mintaqaning o'ziga xosligi va tarixini aks ettiradi. U urf-odatlar, an'analar, san'at va me'morchilikni o'z ichiga oladi. Shuningdek, u joyning noyob merosini saqlash va namoyish etishga yordam beradi. Madaniy meros muhim ahamiyatga ega chunki u bizni o‘tmishimiz bilan bog‘laydi va o‘zligimizni tushunishga yordam beradi. Madaniy meros jamiyat madaniyatining avloddan avlodga o‘tib kelayotgan barcha jabhalarini o‘z ichiga oladi. O‘zbekiston 2500 yildan ortiq tarixga ega bo‘lgan boy va xilma-xil madaniy merosga ega bo‘lgan Markaziy Osiyo hududida joylashgan davlatlardan biri sanaladi.Madaniy merosni turizmga integratsiyalash orqali mahalliy urf-odatlarni chuqurroq qadrlashni rivojlantiradi, barqaror turizmni rag‘batlantiradi va madaniy almashinuv imkoniyatlarini yaratadi. Turizmda madaniy merosni targ'ib qilish mahalliy jamoalarning tarixiy ahamiyatini saqlab

qolish uchun muhim ahamiyatga ega. Sayyohlar tashrif buyurib mahalliy merosni chuqurroq tushunishlari va qadrlashlari mumkin.

Madaniy merosni targ'ib qilish orqali turizm mahalliy hamjamiyatlarning iqtisodiy rivojlanishiga ham hissa qo'shishi mumkin. Noyob madaniy tajribalar va diqqatga sazovor joylarni namoyish etish orqali turizm ko'proq tashrif buyuruvchilarni jalb qilishi va daromad keltirishi, mahalliy biznes va hunarmandlar uchun imkoniyatlar yaratishi mumkin.

Bundan tashqari, turizmda madaniy merosni targ'ib qilish mahalliy aholida g'urur va o'ziga xoslik tuyg'usini rivojlantirishi mumkin. Madaniy merosini nishonlash va asrab-avaylash orqali jamoalar o‘zlarining ijtimoiy hamjihatligini mustahkamlashlari va jahon turizm bozorida o‘z merosi uchun ijobiy imij yaratishlari mumkin. Turizmda madaniy merosni targ‘ib qilishda tashrif buyurgan joyning o‘ziga xos an’analari, artefaktlari va tarixiy obidalarini namoyish etish zarur. Ushbu jihatlarni ta'kidlash orqali sayyohlar mahalliy madaniyatni chuqurroq tushunishlari va qadrlashlari mumkin. Bundan tashqari, madaniy tajribalarni turizm faoliyatiga integratsiya qilish mahalliy hamjamiyatlarga iqtisodiy foyda keltirishi mumkin. Bu sayyohlik daromadlarining oshishi, ish o'rinlari va an'anaviy hunarmandchilikni saqlab qolishi mumkin.

Umuman olganda, turizmda madaniy merosni targ'ib qilish nafaqat tashrif buyuruvchilar uchun sayohat tajribasini boyitibgina qolmay, balki turli yo'nalishlarda madaniy o'ziga xoslikni barqaror rivojlantirish va saqlashga ham hissa qo'shadi. Sayyohlarni jalb etishda madaniy merosni targ‘ib qilish muhim o‘rin tutadi. Sayyohlarga tashrif buyurgan joyning boy tarixi, san'ati va an'analarini namoyish etish orqali madaniyatni o'rganishga va o'rgatishga jalb qiladi. Madaniy merosning turizmga kiritilishi an’ana va artefaktlarni asrab-avaylash va asrashga ham yordam beradi. Mahalliy san'at, musiqa, oziq-ovqat va urf-odatlarni namoyish etish orqali turizm jamiyatning iqtisodiy va ijtimoiy rivojlanishiga hissa qo'shishi mumkin. Turizmda madaniy merosni targ‘ib qilishda diqqatga sazovor joyni o‘ziga xos qiladigan o‘ziga xos an’analar, tarixiy obidalar va mahalliy hunarmandchilikni

alohida ta’kidlash zarur. Ushbu jihatlarni namoyish etish orqali sayyohlar mahalliy madaniyatni yaxshiroq tushunishadi va qadrlashadi.

Madaniy merosni turizmga kiritish ham muhim tarixiy obidalar va an’analarni saqlash va himoya qilishga yordam beradi. Bu nafaqat mahalliy hamjamiyatga o'z merosini saqlab qolish orqali foyda keltiradi, balki kelajak avlodlar bahramand bo'lishi uchun maqsadning umumiy barqarorligiga ham hissa qo'shadi. Bundan tashqari, turizmda madaniy merosni targ'ib qilish madaniy tadbirlar, an'anaviy chiqishlar va hunarmandchilik ustaxonalari orqali mahalliy jamoalar uchun iqtisodiy imkoniyatlar yaratishi mumkin. Bu hunarmandlar va hunarmandlarning turmush tarzini qo‘llab-quvvatlash, shuningdek, borar hududning umumiy iqtisodiyotini yuksaltirishga xizmat qiladi. Turizmda madaniy merosni targ‘ib qilish turli jamiyatlarning o‘ziga xos an’analari va urf-odatlarini namoyish etishda muhim ahamiyatga ega. Madaniy tajribalarni turizmga kiritish ushbu qimmatbaho meros ob'ektlarini saqlash va himoya qilishga yordam beradi. Ushbu barqaror yondashuv kelajak avlodlar uchun madaniy merosning uzoq umr ko'rishini ta'minlaydi.

Bundan tashqari, turizmda madaniy merosni targ'ib qilish madaniyatlararo almashinuvni rivojlantiradi. Bu sayohatchilar va ular tashrif buyuradigan jamoalar o'rtasida yaxshi aloqalarni o'rnatishga imkon beradi, turli xil madaniyatlarga hurmatni oshiradi. Barqaror turizmni rivojlantirish uchun mahalliy hamjamiyat va madaniy tashkilotlar bilan hamkorlik qilish muhim ahamiyatga ega. Manfaatdor tomonlarni jalb qilish orqali biz madaniy merosni targ'ib qilish barcha ishtirokchilar uchun hurmatli, ta'sirli va foydali bo'lishini ta'minlashimiz mumkin. — Vatanimiz hududidagi o‘tmishdan sado beruvchi ko‘plab tarixiy obidalarning mahobati, o‘ziga xos me’moriy uslubi, minglab yillar silsilasidan bizgacha yetib kelayotgani butun dunyoni lol qoldirmoqda. Mamlakatimizga sayyohlarning aksariyati ajdodlarimiz tomonidan bunyod etilgan muhtasham san’at asarlarini o‘z ko‘zi bilan ko‘rish, ulardagi ulug‘vorlikni his qilish uchun tashrif buyurishadi. Umuman olganda madaniy meros ob’yektlari, tarixiy obidalar bu faqatgina turizm

ob’yekti emas, birinchi navbatda bu xalqimizning boyligi hisoblanadi. Ularda millatimizning buyuk tarixi, madaniyati aks etgan.

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# XALQARO TURIZMNI O‘BEKISTONDA RIVOJLANTIRISHNING IQTISODIYOTGA TA’SIRI

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ADCHTI katta O‘qituvchisi

Annotatsiya: Ushbu maqola o‘sib borayotgan turizm sohasining bugungi kunda O‘zbekiston iqtisodiyotida tutgan o‘rni va ushbu sohaning rivojlanish salohiyati haqida umumiy ma’lumot beriladi.

Kalit so'zlar: Turizm, O‘zbekiston sayyohlik, rivojlanish , ta’sir , samaradorlik.

Mustaqillik sharofati bilan O‘zbekiston Respublikasi keng jahonga yuz tutdi va xalqaro aloqalarga kirishib ketdi, O‘zbekiston xalqaro aloqalarining rivojlanishida turizim sohasi alohida ajralib turadi. Mustaqillikdan oldin O‘bekiston aholisi sobiq markaz ruxsati bilangina chet ellarda sayr qilib kelar edi, Xorijiy turistlar ham avval Moskvaga kelib keyin ularning ruxsati bilan O‘zbekistonga tashrif buyers olishar edi. Buning ustiga turizmdan olingan, barcha daromadlarni (shuningdek, valyuta daromadlaring hammasini to‘g‘ridan to‘g‘ri sobiq markazga jo‘natishga majbur qilinar edi. Xorijiy turistlarga ko‘rsatilgan xizmatlar xarajati O‘zbekiston byudjetidan qoplanar edi, buning evaziga markazdan hech nima olinmas edi, ya'ni xalqaro turizmdan faqat O‘zbekiston zarar ko‘rar edi. Bundan tahqari poezd vagonlarida madaniy boyliklarimizni o‘z yurtlariga olib ketishgan ,aholiga qullarcha muomalada bo‘lishgan.

Mustaqillika erishgandan so‘ng O‘zbekiston hukumati birinchilar qatorida turizm sohasining rivojlanishiga alohida e’tibor qarata boshladi va buning uchun mas’ul bo'lgan yagona tashkilotni tuzdi. O‘zbekiston Respublikasida turizmni rivojlanishiga mas’ul bo‘lgan tashkilot.

“O’zbekturizm” Milliy kompaniyasidir. Kompaniya O‘zbekiston Respublikasi Birinchi Prezidentining 1992 - yil 27 - iyuldagi UP- 447 raqamli “O‘zbekturism” Milliy kompaniyasining tashkil etilishi" to‘g‘risidagi farmonning asosida tashkil etilgan. “O'zbekturizm” Milliy kompaniyasining tarkibiga alohida xo'jalik

faoliyati yuritgan " Inturist", " Sputnik" va Kasaba ittifoqlarining turizm va ekskursiyalar kengashi bo‘yicha kabi mintaqaviy tarkibiy bo‘linmalar birlashtirildi.

Milliy kompaniyaning faoliyat yuritishi davomida Respublikamizda turizm bo‘yicha katta o‘zgarishlar sodir bo‘ldi. Oldinlari mehmonxonalar uchun dam olish uylari, turistik bazaar, kempinglar umuman talabga javob bera olmas darajada edi. Chunki ularni ta'mirlash , qayta qurish va jihozlash masalalari sobiq markaz tomonidan ko‘rib chiqilgan ularni bizning fikrimiz zarracha qiziqtirmasdi. Mustaqillikka erishilishi bilan bu holga, shuningdek turizm sohasidan olingan barcha daromadning respublika hududidan tashqariga olib chiqib ketilishiga chek qo‘yildi.

O‘zbekiston turizm sohasida bozor munosabatlariga amal qila boshladi, davlatning ko'plab turistik korxonalari xususiylashturildi, turistik mahsulot yaratish hamda shu turistik mahsulotga mustaqil narx belgilash erkinligini yaratib berdi. Natijada turistik bozos korxonalar orasida raqobat yuzaga keldi. Raqobat O‘zbekiston turistik korxonalarining o‘z faoliyatini yanada rivojlantirish uchun yanada sifatli mahsulot ishlab chiqarish va bu bilan umumiy rivojlanishni ta’minlashga undadi.

"O‘zbekiston Milliy Kompaniyasining vujudga kelishi va bu tashkilotning 1993- yili Butunjahon turizm tashkilotiga a’zo bo'lib kirishi. O‘zbekiston turizimi taraqqiyotida qo‘yilgan ulkan qadam boldi. Respublika xalqaro turizmi yangi shar-sharoitlar va mexanizmlar vujudga keldi.

Keying yillarda O‘zbekiston Respublikasida xalqaro turizmni rivojlantirish borasida ishlab chiqilgan muhim hujjatlar qatoriga O‘zbekiston Respublikasi Birinchi Prezidentining 1995 yili 2- iyundagi " Buyuk ipak yo‘lini qayta tiklashda O‘zbekiston Respublikasi ishonchini avj oldirish va respublikada xalqaro turizmni rivojlantirish borasidagi chora tadbirlar to‘g‘risidagi farmoni Hamdan mazkur farmonni amalga oshirish maqsadida e’lon qilingan O‘zbekiston Respublikasi Vazirlar Mahkamasining 1995 - yili 3- iyundagi "O‘zbekiston Respublikasida

xalqaro turizmning zamonaviy infrat- tuzilmasini barpo etish chora tadbirlari to'g'risidagi qarorini qabul qildi.

O‘zbekiston xalqaro turizmining rivojlanishida " Buyuk ipak yo'li " ning tutgan o'rni va mohiyati siz o‘ylagningizdanda cheksizroq. Bir necha asrlar davomida ushu zaminning sharq va g'arbida istiqomat qilgan xalqlarni Janubiy sharqiy Osiyodan to O‘rta yer dengizi mamlakatlarigacha cho‘zilgan va " Buyuk ipak yo‘li " deb nom olgan savdo- sotiq yo‘li o'zaro bir - biri bilan bog‘lab turar edi. Bu yo‘lga " Ipak yo‘li" deb not berilishining asosiy sababi , bu yerda tashiladigan mahsulotlarning asosiy qismi ipak matolari va mahsulotlari bo‘lganligidandir. Ipak tayyorlash bilan bog‘liq bo'lgan barcha sir - asrorlarni xitoy ustalari ming yillar davomida boshqa odamlardan yashirib kelgan. Ammo " Buyuk ipak yo‘li " orqali tashilgan mahsulotlar faqat ipakdangina iborat bo‘lmay
, balki bu yo‘l orqali bronza, chinni, jun xomashyolar va ulardan tayyorlangan buyumlar ham edi. Buyuk ipak yo'li qariyb ikki ming yillik tarixga ega bo‘lib , bu yo‘l asosan Italiyadan tortib Turkiya orqali Iroq va Eronga borgan . U yerdan esa Markaziy Osiyo hamda shimoliy Pomir orqali o‘tib Qashqar va Yorkentgacha yetgan. Bu yerda yo‘l ikkiga ajralgan hamda shimol tomondan Taklamakon sahrosini aylanib o‘tib, Lobnor ko‘li yaqinidan Xitoygacha borgan.

Buyuk ipak yo‘lida Turkiston hududi yetakchi o‘rinni bajarib kelgan.Ushbu hududdagi Samarqand, Buxoro, Xiva , Termiz , Xo'jand , Chorjuy kabi qator shaharlar ipak yo‘lidagi asosiy manzillar bo‘lgan. O‘zbekiston o‘zining qulay geografik o‘rni tufayli bu tarixiy yo‘lda markaziy o‘rinni egallagan . Buyuk ipak yo‘li ko‘p asrlar davomida kishilik madaniyatining vujudga kelishida muhim ahamiyat kasb etgan.

Uning tarixda tutgan o‘rni hamda ahamiyatini tiklash , bu yo‘lda turizmni rivojlantirish kabi maqsadlarni ko‘zlab , 1994 yilining oktyabr oyida Birlashgan Millatlar Tashkiloti va uning nufuzli tashkiloti YUNESKO ishtirokida O‘zbekistonda Butunjahon turistik tashkilotining kongressi bo‘lib o‘tdi. Kengash

a’zolari ipak yo‘li bo'ylab turizm faoliyatini tiklash va rivojlantirishga qaratilgan Samarqand deklaratsiyasini qabul qildi.

1995 - yil oktabrida Tashkent shahrida " Ipak yo‘lida turizm" nomi bilan xalqaro turistik yarmarka o‘tkazildi. Shundan buyon bunday yarmarka yurtimizda har yili uzluksiz ravishda o‘tkazilinib kelinmoqda. Bu yarmarkalarda tuzilgan shartnoma va bitimlar xalqaro turizimni yanada rivojlantirish, Respublikaning turizimga oid imkoniyatlarini ishga solish hamda " Buyuk ipak yo‘li "ga xos bo'lgan qadimiy an'analarni qayta tiklashga keng yo‘l ochib berdi.

FOYDALANILGAN ADABIYOTLAR:

1 Blog . Feedspot .com

2. A V Kizim . Turizimda axborot texnalogiyalari .( O'quv qo'llanma)

3. NR Zaynatov. Turizimda axborot texnalogiyalari( o'quv qo'llanma) T: Voris nashriyoti.

## THE ROLE OF READING IN SHAPING CULTURAL AND HISTORICAL MEMORY

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**Annotation:**

This article explores the vital role of reading in shaping cultural and historical memory. It argues that literature serves as a key medium for preserving knowledge, fostering empathy, and ensuring the continuity of narratives across generations. The piece examines how reading acts as a tool for the preservation of history through significant texts, contributes to the formation of cultural identity, and allows for the evolution of historical narratives. It also addresses contemporary challenges, such as the impact of digital media on reading habits and the importance of promoting literacy. By highlighting the transformative power of diverse literature, the article

underscores the necessity of continued engagement with texts to enrich our understanding of culture and history.

**Key words**

Reading, Cultural memory,Historical memory, Literature, Preservation, Cultural identity, Storytelling, Empathy, Historical narratives, Diverse voices, Literacy, Digital media, Brief introduction to the concept of cultural and historical memory.

Importance of reading as a medium for preserving and transmitting knowledge.

Thesis statement: Reading plays a crucial role in shaping cultural and historical memory by providing context, fostering empathy, and ensuring the continuity of narratives across generations.

Reading as a Tool for Preservation

Discuss how books, manuscripts, and literature serve as primary sources of historical information.

Examples of key texts (e.g., historical accounts, religious scriptures) that have influenced cultural identity.

The impact of libraries and archives in preserving these texts for future generations.

Formation of Cultural Identity

Explore how reading contributes to the formation of cultural identity.

The role of storytelling in transmitting values, beliefs, and traditions.

Discuss diverse genres (folklore, poetry, novels) that reflect and shape cultural narratives.

Fostering Empathy and Understanding

How reading allows individuals to step into the shoes of others, promoting empathy.

The importance of diverse voices in literature that represent different cultural experiences.

Examples of books that have shifted perspectives on historical events or cultural issues.

The Evolution of Historical Narratives

Discuss how reading allows for the reinterpretation of history over time.

The influence of critical literature that challenges dominant narratives (e.g., postcolonial literature).

The role of memoirs and personal narratives in shaping collective memory.

Challenges and Future Considerations

The impact of digital media on traditional reading habits and memory retention.

The importance of promoting literacy and access to diverse literature.

Discuss how emerging technologies (audiobooks, e-readers) are shaping the way we engage with texts.

Recap the key points about the importance of reading in shaping cultural and historical memory.

Emphasize the need for continued engagement with literature to preserve and evolve cultural narratives.

Call to action: Encourage readers to explore diverse texts and appreciate the stories that shape our world.

Additional Tips

Include quotes from authors or scholars to support your arguments.

Consider incorporating anecdotes or case studies to illustrate your points.

Use engaging language to keep the reader's interest throughout.

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## LOCAL CULTURES: IMPORTANCE OF PRESERVATION OF CULTURAL HERITAGE AND TRADITIONS IN TOURISM

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ANNOTATION:

This article shows the connections between cultural heritage and tourism, their importance, traditions and values. This research paper examines the complex relationship between cultural tourism and heritage conservation, exploring both positive and negative impacts and emphasizes the need for sustainable practices.

KEY WORDS: tourism, heritage, traditions, cultural exchange.

Cultural heritage is the concept of practical experience created by generations, spiritual-ethical, scientific, religious and cultural views, material and spiritual wealth expressed in national culture and creativity. Each period makes its own contribution to the development of cultural heritage. Thus, rare works and monuments created in the field of science, literature and art within the framework of Acient Greek culture continue to amaze mankind until now. Uzbekistan is also one of the ancient centers of cultural heritage. Historical monuments, mosques, madrassas, mausoleums, in our old cities such as Samarkand, Buckhara, Khiva, Shahrisabz are also an integral part of cultural heritage.

Cultural tourism is a type of tourist tourist activity in which the main motivation of the tourist is to study discover, experience and consume tangible and

intangible cultural attractions and products in the tourist destination. These products belong to a set of unique spiritual, intellectual, emotional features society, which include creative fields and living cultures such as art, architecture, national culinary heritage. The relationship between cultural heritage and cultural tourism is based on the potential economic, social and cultural benefits that tourism can bring to heritage objects and their people.

The most essential thing is the economic contribution. Mainly, incomes from entrance fees, excursions and related services are used for preservation and reconstruction of cultural heritage objects, solving time and environmental problems. In recent years, tourism has been developing rapidly in some cities of our country. The city of Samarkand is a clear example of this. Built as tourism centers, the Great Silk Road International Tourism Center serves 2 million tourists a year. There are “Congress Hall”, “Ancient city”, complex, amphitheater and many other buildings in the center. This include the 22 – story “Samarkand Regency Amir Temur” and other hotels included in the list of the world’s leading hotels. The new tourism center will play an important role in increasing the number of foreign tourists coming to Samarkand by 1.5 million in the coming years. It is aimed to increase the number of tourists from the current 2 million to 9million in the next 5 years. Most importantly, the number of people working in the tourism sector exceeds 500,000.

Deficiencies in tourism;

1. Uzbekistan has a lot of cultural heritage, but most of it needs to be preserved. The government of Uzbekistan is working on solving this problem, but it is complicated and expensive process.
2. Cultural tourism in Uzbekistan is seasonal and most tourists visit in spring and autumn. This can lead to overcrowding at popular cultural attractions during peak season.

3. Uzbekistan has a long tradition of producing high- quality handicraft products. Popular cultural attractions of traditional arts and crafts are overcrowded and overpriced.

Conclusions and suggestions;

Cultural tourism is a developing branch of the tourism industry in Uzbekistan, which plays an essential role in the country's economy. By producing new cultural products and experiences, bringing cultural tourism to new markets and developing sustainable tourism, Uzbekistan can further strengthen its position as a leading cultural tourism destination. By investing in the preservation of cultural heritage, there is a high probability that the country will develop further and increase its ranking in the world market.

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## IMPORTANCE OF RESERVATION OF CULTURAL HERITAGE AND TRADITIONS IN TOURISM

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**ANNOTATION** -Tourism has assumed a vital role in the development of destinations around the world. In most cases, culture is a major asset for tourism development as well as one of the major beneficiaries of this development. Culture is a major factor in the attractiveness of most destinations, not only in terms of tourism, but also in attracting residents and inward investment. In this article we try to showcase importance of preservation of cultural heritage and traditions in tourism.

**Key words** -Tourism, local cultures, traditions, globalization, tourism resources, local identity, cultural heritage.

During most of the 20th century, tourism and culture were viewed as largely separate aspects of destinations. Cultural resources were seen as part of the cultural heritage of destinations, largely related to the education of the local population and the underpinning of local or national cultural identities. Tourism, on the other hand, was largely viewed as a leisure-related activity separate from everyday life and the culture of the local population. This gradually changed towards the end of the century, as the role of cultural assets in attracting tourists and distinguishing detestations from one another become more obvious. In particular, from the 1980s onwards “cultural tourism” became viewed as a major source of economic development for many destinations.

The growing articulation between culture and tourism was stimulated by a number of factors:

− Increased interest in culture, particularly as a source of identity and differentiation in the face of globalization.

− Growing levels of cultural capital, stimulated by rising education levels.

− Aging populations in developed regions.

− Postmodern consumption styles, emphasizing personal development rather than materialism.

− A desire for direct forms of experience (“life seeing” rather than sightseeing).

− Growing importance of intangible culture and the role of image and atmosphere.

− Increased mobility creating easier access to other cultures.

Heritage tourism typically relies on living and built elements of culture and refers to the use of the tangible and intangible past as a tourism resource. It encompasses existing cultures and folkways of today, for they too are inheritances from the past; other immaterial heritage elements, such as music, dance, language, religion, floodways and cuisine, artistic traditions, and festivals; and material vestiges of the built cultural environment, including monuments, historic public buildings and homes, farms, castles and cathedrals, museums, and archeological ruins and relics.

Although the heritage industry has in the past focused overwhelmingly on the patrimony of the privileged (e.g., castles, cathedrals, stately homes), there is now widespread acknowledgment and acceptance of everyday landscapes that depict the lives of ordinary people: families, farmers, factory workers, miners, fishers, women and children.

There is recognition in tourism studies in general, and heritage tourism in particular, that tourism and its impacts, constraints, and management implications are different in the developing world from conditions in the developed world. These

differences are underscored principally by differences in economics; politics, power and empowerment; colonialism; conservation/preservation practices; social mores; cultural vitality; gender and socio-economic disparities; urbanization; and legislative engagement, among others (Britton 1982; Harrison 1992; Huybers 2007; Mowforth and Munt 1998; Oppermann and Chon 1997; Timothy 1999). These differences are especially perceptible in the realm of heritage tourism and its impacts (Berger 1996; Bruner 1996; Evans 1998; Leung 2001; Timothy and Boyd 2003, 2006a; Wager 1995).

In the 21st century the tourism global market creates an organic and interdependent system in which the supply and demand side experiences significant changes both in time and space and also from the perspectives of the quantitative and qualitative aspects or components. Newer and newer regions and tourism products will be involved in the international and domestic tourism trends as well and in the ever growing competition only such a tourism destination of tourism actor can survive which or who can provide an ever growing standard of quality.

Richards states "Culture and tourism were two of the major growth industries of the 20th century, and towards the end of the century the combination of these two sectors into 'cultural tourism' had become one of the most desirable development options for countries and regions around the world".

Summarizing this article, we have to state that the cultural tourism product and cultural tourism itself is a very complex segment of the tourism industry, both its demand and supply is diverse and versatile. Its future positions will most probably be strengthened directly and indirectly as well since with the change of the recreational needs of tourists and visitors the demand for cultural travels will rapidly grow as well (additionally when we consider the new appearing sending markets). Of course classic mass tourism will never considerably loose its market positions but the new tourists will have a more and more diversified need to get to know the different cultures and customs of the remote places.

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# GREEN TECHNOLOGIES AND ENVIRONMENTAL SECURITY ALONG THE SILK ROAD


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**Annotation:**

This article explores the critical role of green technologies in safeguarding the environment and ensuring sustainable development along the historic Silk Road. It examines the environmental challenges facing countries in the region, highlights the potential of green technologies to address these issues, and discusses the economic and social benefits of adopting sustainable practices.

**Annotatsiya:**

Ushbu maqola tarixiy Ipak yo'li bo'ylab atrof-muhitni muhofaza qilish va barqaror rivojlanishni ta'minlashda yashil texnologiyalarning muhim rolini o'rganadi. U mintaqa mamlakatlari oldida turgan ekologik muammolarni o‘rganadi, yashil texnologiyalarning ushbu muammolarni hal qilish imkoniyatlarini ta’kidlaydi va barqaror amaliyotlarni qabul qilishning iqtisodiy va ijtimoiy afzalliklarini muhokama qiladi.

**Аннотация**

В этой статье рассматривается важнейшая роль зеленых технологий в защите окружающей среды и обеспечении устойчивого развития вдоль исторического Шелкового пути. В ней рассматриваются экологические проблемы, с которыми сталкиваются страны региона, подчеркивается потенциал зеленых технологий для решения этих проблем и обсуждаются экономические и социальные выгоды от внедрения устойчивых методов.

**Keywords:**

Green technologies, Silk Road, environmental security, sustainable development, climate change, renewable energy, pollution control, biodiversity conservation, economic benefits, social benefits.

Kalit so'zlar

Yashil texnologiyalar, Ipak yo‘li, ekologik xavfsizlik, barqaror rivojlanish, iqlim o‘zgarishi, qayta tiklanadigan energiya, ifloslanishni nazorat qilish, biologik xilma-xillikni saqlash, iqtisodiy manfaatlar, ijtimoiy manfaatlar.

Ключевые слова

Зеленые технологии, Шелковый путь, экологическая безопасность, устойчивое развитие, изменение климата, возобновляемые источники энергии, контроль загрязнения, сохранение биоразнообразия, экономические выгоды, социальные выгоды.

The Silk Road, a historic trade route connecting East and West, has witnessed significant economic growth and development in recent years. However, this rapid development has also brought with it a range of environmental challenges, including pollution, resource depletion, and climate change. To ensure the long-term sustainability of the region, it is imperative to adopt green technologies and prioritize environmental protection. One of the most pressing environmental concerns facing countries along the Silk Road is air pollution. Urbanization and industrialization have led to increased emissions of harmful pollutants, such as particulate matter and

nitrogen oxides. Green technologies, such as electric vehicles, renewable energy sources, and advanced pollution control systems, can help mitigate air pollution and improve public health.

Another significant challenge is water scarcity. Many regions along the Silk Road are facing water shortages due to climate change, population growth, and unsustainable agricultural practices. Green technologies, including water conservation measures, efficient irrigation systems, and desalination plants, can help address water scarcity and ensure access to clean drinking water.

Biodiversity loss is another major environmental issue in the region. Deforestation, habitat destruction, and overexploitation of natural resources have led to a decline in biodiversity. Green technologies, such as sustainable agriculture practices, reforestation programs, and protected area management, can help conserve biodiversity and protect ecosystems.

Adopting green technologies can also bring significant economic and social benefits to countries along the Silk Road. Renewable energy sources, such as solar and wind power, can create new jobs, reduce dependence on fossil fuels, and improve energy security. Green technologies can also enhance tourism by promoting eco-friendly practices and preserving natural attractions. In conclusion, green technologies are essential for safeguarding the environment and ensuring sustainable development along the Silk Road. By investing in renewable energy, pollution control, water conservation, and biodiversity conservation, countries in the region can address environmental challenges, improve public health, and create a more prosperous and sustainable future.

A Pioneer in Green Infrastructure

China has emerged as a global leader in green infrastructure development. The country has invested heavily in renewable energy projects, such as solar and wind farms, and has implemented strict environmental regulations to reduce pollution. For example, the Belt and Road Initiative (BRI) has incorporated green development

principles, with a focus on sustainable transportation, clean energy, and ecological conservation.

Promoting Solar Energy

Uzbekistan, a key country along the Silk Road, has recognized the potential of solar energy to address its energy needs and reduce its carbon footprint. The government has implemented policies to promote solar power generation, including incentives for both residential and commercial installations. Solar energy projects have been developed in various regions of the country, contributing to the country's energy mix and reducing reliance on fossil fuels.

Investing in Wind Power

Kazakhstan, another important country on the Silk Road, has significant wind energy resources. The government has been actively promoting wind power development through various initiatives, such as providing financial support to wind energy projects and establishing wind farms in strategic locations. Wind power has the potential to play a crucial role in meeting Kazakhstan's energy demands and reducing greenhouse gas emissions.

Promoting Sustainable Tourism

Turkey, a popular tourist destination along the Silk Road, has recognized the importance of sustainable tourism practices. The country has implemented initiatives to promote eco-friendly tourism, including the development of sustainable tourism infrastructure, the conservation of natural resources, and the promotion of cultural heritage. Sustainable tourism can help protect Turkey's environment and contribute to the local economy.

Investing in Clean Energy

Iran, a country with abundant natural resources, has been exploring clean energy options to diversify its energy mix and reduce its dependence on fossil fuels. The government has invested in renewable energy projects, such as solar and wind power, and has implemented policies to promote energy efficiency. Clean energy can help Iran achieve its environmental goals and improve its energy security.

These case studies demonstrate the growing importance of green technologies in addressing environmental challenges and promoting sustainable development along the Silk Road. By investing in renewable energy, energy efficiency, and sustainable practices, countries in the region can create a more prosperous and resilient future.

While green technologies offer significant potential for addressing environmental challenges and promoting sustainable development along the Silk Road, several challenges and opportunities must be considered:

**Limited Financial Resources**: Many countries along the Silk Road face limited financial resources to invest in green technologies. This can hinder the adoption of sustainable practices and limit the scale of green projects.

**Lack of Technological Expertise**: Some countries may lack the necessary technological expertise to implement and maintain green technologies effectively. This can lead to inefficient use of resources and potential environmental risks.

**Policy Barriers**: Regulatory and policy frameworks may not be conducive to the adoption of green technologies. This can create uncertainties for investors and hinder the development of green markets.

**Social and Cultural Factors**: Social and cultural factors can influence the acceptance and adoption of green technologies. Traditional practices and beliefs may pose challenges to the implementation of sustainable solutions.

Opportunities

**International Cooperation**: Collaboration among countries along the Silk Road can facilitate the sharing of knowledge, technology, and best practices in green development. This can help overcome challenges and accelerate the adoption of sustainable solutions.

**Investment in Green Infrastructure**: Investing in green infrastructure, such as renewable energy projects, sustainable transportation systems, and water conservation measures, can create new economic opportunities and improve environmental outcomes.

**Capacity Building**: Providing training and capacity building programs can help countries develop the necessary skills and expertise to implement green technologies effectively.

**Public-Private Partnerships**: Partnerships between governments, businesses, and civil society organizations can mobilize resources, leverage expertise, and promote innovation in green technologies.

Addressing these challenges and seizing the opportunities will be crucial for ensuring the successful integration of green technologies into the development agenda of countries along the Silk Road. By prioritizing environmental sustainability and adopting innovative solutions, the region can create a more prosperous and resilient future for generations to come.

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## LOCAL CULTURES: IMPORTANCE OF PRESERVATION OF CULTURAL HERITAGE AND TRADITIONS IN TOURISM.

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**Annotation:**

English: The preservation of cultural heritage and traditions plays a vital role in tourism as it enhances the authenticity of the travel experience. Tourists are increasingly seeking meaningful interactions with local cultures, which enrich their journeys and promote sustainable tourism practices. By protecting and valuing cultural assets, communities can foster pride among residents and ensure the continuation of their unique identities, all while benefiting economically from tourism. This paper explores the importance of cultural heritage preservation and its impact on tourist satisfaction, community development, and environmental sustainability.

Uzbek: Madaniyat merosini va an'analarni saqlab qolish sayohatda muhim rol o'ynaydi, chunki bu sayohat tajribasining haqiqiyligini oshiradi. Sayyohlar, tobora ko'proq, mahalliy madaniyat bilan ma'noli muloqot o'rnatishni xohlaydilar, bu esa ularning sayohatlarini boyitadi va barqaror turizm amaliyotlarini rag'batlantiradi. Madaniy boyliklarni himoya qilish va qadrlash orqali hamjamiyatlar aholining faxrini oshirishlari va o'zining noyob shaxsiyatini davom ettirishlarini ta'minlab, shu bilan birga, turizmdan iqtisodiy jihatdan foyda keltirishlari mumkin. Ushbu maqola madaniy merosni saqlab qolishning ahamiyatini va uning sayyohlarni qondirish, hamjamiyatni rivojlantirish va atrof-muhit barqarorligiga ta'sirini o'rganadi.

Russian: Сохранение культурного наследия и традиций играет жизненно важную роль в туристической индустрии, так как это повышает аутентичность путешествий. Туристы все чаще стремятся к значимым взаимодействиям с

местными культурами, что обогащает их поездки и способствует устойчивому туристическому развитию. Защищая и ценя культурные ресурсы, сообщества могут укреплять гордость своих жителей и обеспечивать продолжение уникальной идентичности, одновременно извлекая экономическую выгоду из туризма. В данной статье рассматривается важность сохранения культурного наследия и его влияние на удовлетворение туристов, развитие сообществ и экологическую устойчивость.

One of the biggest sectors in the world today, tourism has a big influence on landscapes, economics, and society. The value of regional cultures and their preservation has grown in acknowledgment as travelers look for more genuine encounters. Cultural heritage is a dynamic connection that binds communities to their histories, identities, and values; it is not just a relic of the past. This article explores the importance of maintaining cultural heritage and customs in the travel and tourism sector, discussing the advantages, difficulties, and future directions of sustainable practices.

Cultural Heritage Definition A group or society's traditions, customs, language, art, architecture, and historical places are all considered to be part of its cultural legacy. According to UNESCO, there are two main categories of cultural heritage: intangible cultural heritage, which includes customs, performances, and emotions, and tangible cultural heritage, which includes actual things like structures and monuments. In order to develop communal pride and local identities, both kinds are essential.

Different Cultural Heritage Types 1. Cultural Heritage in Tangible Form Historic buildings, constructions, and archaeological sites are considered monuments. Artifacts are items that have cultural value, like tools, clothes, and artwork. 2. Intangible Cultural Heritage: Festivals and Celebrations: Customary rituals and gatherings that unite people. - Traditional Knowledge: Craftsmanship and farming methods are examples of skills and practices that have been handed down

through the generations. 3. Cultural landscapes are places that highlight how people and nature interact and reveal how cultural practices have changed over time.

Communities can display their cultural history to a wider audience through tourism, which can inspire pride and a desire to keep those customs alive. In particular, cultural tourism aims to immerse tourists in the local way of life so they may interact with the traditions and activities that make a place unique.Financial Rewards Significant financial gains can be made via cultural tourism, with proceeds going toward maintaining historical landmarks and customs. Communities that depend on tourism can generate steady revenue streams through entrance fees, guided tours, and local goods.Understanding and Exchange of Cultures By facilitating cross-cultural communication, tourism enables residents and tourists to exchange customs, knowledge, and experiences. By lowering stereotypes and encouraging peaceful cohabitation, this encounter can increase respect and understanding between people.

Economic Growth-Job Creation: From tour guides to craftspeople making trinkets, the preservation of cultural landmarks and customs creates jobs. Enhanced Revenues: When cultural tourism is thriving, local companies, such as eateries and retail stores, prosper. Civic pride and communal empowerment can be fostered via increased knowledge and admiration of local culture. Engagement: Communities take an active role in the growth of tourism, choosing how to showcase their cultural resources. Sustainability of the Environment Cultural landscape preservation frequently entails environmental management, which enhances natural resource conservation. In order to preserve cultural heritage, sustainable tourism encourages actions that safeguard the environment.

Overtourism. The overtourism situation is one of the most urgent problems. An excessive number of tourists may cause heritage artifacts to deteriorate, losing their authenticity and integrity. Commodification of Culture There is a risk of commercialization when local cultures are promoted for the consumption of tourists, whereby cultural components are simplified or changed to satisfy visitor demands,

so losing their actual value and meaning.Economic Inequalities Even though tourism might boost the economy, these gains aren't always shared equally in local areas. Large corporations frequently control the tourism industry, which results in underpayment and abuse of locals.

Engagement of the Community Local communities must be involved in the planning and decision-making process for tourism. In order to maintain authenticity and avoid exploitation, locals should be given the authority to influence how their culture is portrayed. Managing Capacity One way to lessen the effects of overtourism is to put laws in place that limit the number of people who can visit cultural places. A more controlled tourist flow can be guaranteed using reservation systems and scheduled admissions. Real Life Experiences Beyond superficial encounters, tourists are increasingly looking for real connections. Promoting immersive cultural experiences, like workshops or house stays, fosters cultural comprehension and provides authenticity. Knowledge and Perception It is crucial to encourage education about the value of cultural heritage for both visitors and residents. It promotes responsible travel behaviors and respect.

Embracing Technology. Digital technology can play a significant role in preserving and promoting cultural heritage. Virtual reality experiences or augmented reality apps can allow tourists to engage with cultural elements without physically impacting them. Adaptive Regeneration Communities must adapt to the changing landscape of tourism. Regeneration of historical sites can ensure relevance while maintaining cultural integrity. This approach balances modern needs with historic preservation.Investing in community resilience against economic fluctuations, particularly those related to tourism, is crucial. Diverse economic strategies can mitigate the impact of over-reliance on tourism.

Preserving cultural heritage and traditions is vital for sustainable tourism, as it fosters authentic experiences, supports local economies, and enhances community pride. By prioritizing cultural conservation, we ensure that future generations can

appreciate and learn from these unique identities, ultimately enriching the global tapestry of human experience.

**RESOURCES**:

1. UNESCO World Heritage Centre
   Website: [whc.unesco.org](https://whc.unesco.org)
   Focuses on the protection of cultural heritage sites globally.
2. National Geographic Society
   Website: [nationalgeographic.com](https://www.nationalgeographic.com)
   Offers articles and resources on cultural preservation and sustainable tourism.
3. Cultural Heritage and Sustainable Tourism (CHST)
   Website: [culturalheritagetourism.org](http://culturalheritagetourism.org)
   A resource for best practices in integrating heritage conservation with tourism.
4. International Council on Monuments and Sites (ICOMOS)
   Website: [icomos.org](https://www.icomos.org)
   Focuses on the conservation of cultural heritage and its role in tourism.
5. Tourism for Tomorrow (WTTC)
   Website: [wttc.org](https://wttc.org)
   Highlights sustainable tourism practices, including cultural heritage preservation.
6. The Heritage Alliance
   Website: [heritagealliance.org.uk](https://www.heritagealliance.org.uk)
   Provides resources on protecting cultural heritage in the UK.
7. Cultural Survival Website:
[culturalsurvival.org](https://www.culturalsurvival.org)
   Advocates for the rights of Indigenous peoples and the preservation of their cultures.
7. Sustainable Travel International
   Website:[sustainabletravelinternational.org]
   (https://sustainabletravelinternational.org)

# LOCAL CULTURES: THE IMPORTANCE OF PRESERVATION OF CULTURAL HERITAGE AND TRADITIONS IN TOURISM

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**Annotation:**

Tourism is one of the most significant sectors of the global economy, contributing to economic growth and cross-cultural understanding. However, the increasing demand for tourism has posed challenges to preserving local cultures, traditions, and heritage. This paper aims to explore the importance of safeguarding cultural heritage in tourism development. By understanding the balance between cultural preservation and tourism growth, we can ensure sustainable tourism that benefits both the economy and local communities.

Introduction

Cultural heritage and local traditions represent the identity of a society. As globalization increases, these unique aspects of various cultures face the threat of erosion, often under the influence of mass tourism. The preservation of cultural heritage in tourism is vital not only for maintaining a community's sense of identity but also for ensuring the sustainability of tourism itself. This paper discusses the significance of cultural preservation, its impact on tourism, and the strategies for maintaining an authentic cultural experience for tourists while protecting local customs.

The Importance of Cultural Heritage in Tourism

Cultural heritage encompasses tangible and intangible elements, including historical sites, traditional clothing, festivals, music, and cuisine. These elements attract tourists by offering a distinctive experience that cannot be replicated elsewhere. Heritage tourism allows visitors to explore the past and engage with the traditions that shape the local community.

1. Economic Benefits

Cultural tourism generates significant revenue for local economies. Historic sites, museums, and cultural festivals draw visitors, contributing to the financial well-being of local communities. However, uncontrolled tourism can lead to over-commercialization, where the essence of the culture is diluted for profit.

2. Cultural Identity and Pride

Preserving cultural heritage helps maintain the identity and pride of local communities. When local traditions are respected and upheld, communities feel empowered and are more likely to engage in the tourism industry. It also fosters a sense of belonging, especially among younger generations who might otherwise drift away from their roots.

Challenges in Preserving Cultural Heritage

While tourism offers many benefits, it can also be detrimental to local cultures if not managed carefully.

1. Over-Tourism and Cultural Erosion

The influx of large numbers of tourists can lead to the degradation of cultural sites and the loss of traditional practices. For example, traditional ceremonies may be altered or abbreviated to cater to tourists, reducing their cultural significance.

2. Commodification of Culture

As local traditions are increasingly packaged for tourists, there is a risk of commodification, where cultural elements are reduced to mere products. This not only alters the original context but can also offend local communities, whose traditions are sometimes trivialized.

Sustainable Tourism as a Solution

To address these challenges, sustainable tourism practices must be implemented. This involves ensuring that tourism development does not compromise the authenticity of local cultures. Strategies include

1. Community Involvement

Local communities must play an active role in shaping tourism policies. By involving locals in decision-making processes, tourism can be better aligned with the needs and values of the community.

2. Education and Awareness

Educating tourists about the importance of respecting local customs and preserving heritage is crucial. Responsible tourism can be promoted through campaigns, guides, and codes of conduct that encourage tourists to appreciate and respect the cultures they are visiting.

3. Regulation and Protection of Heritage Sites

Governments and international organizations should establish guidelines to protect cultural heritage sites from over-tourism and damage. This includes restricting access to certain sites, limiting the number of visitors, and ensuring that restoration efforts are undertaken when needed.

Conclusion

Preserving local cultures and traditions is essential for maintaining the authenticity and sustainability of tourism. While tourism can bring economic benefits, it is critical to strike a balance between promoting cultural tourism and safeguarding the unique heritage of each community. By implementing sustainable practices, involving local communities, and educating tourists, we can ensure that future generations continue to enjoy and respect the diversity of the world’s cultural heritage.

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# MADANIYATLARARO MULOQOTDA SUN'IY INTELLEKTNING O’RNI

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Annotatsiya:

Ushbu maqola sun'iy intellektning madaniyatlararo muloqotda tutgan rolini tahlil qiladi. Xilma-xil tillar orasidagi muloqotni osonlashtirish, tarjima qilish va bir-birini tushunish, madaniy kontekstni aniqlash, va shaxsiylashtirilgan aloqa jarayonlarida sun'iy intellektning muhimligi ko'rsatilgan. Sun'iy intellekt, jumladan Google Translate kabi tarjima platformalari real vaqt rejimida muloqotni osonlashtiradi, tarjima va madaniy kontekstni aniqlashda muhim ahamiyatga ega. Maqolada madaniyatlararo aloqada madaniy kontekstni tushunish va madaniy sezgirliklar asosida talqin qilishda sun’iy intellektning muhim rol o'ynashi misollar bilan keltirilgan.

Annotation:

This article analyzes the role of artificial intelligence in cross-cultural communication. The importance of artificial intelligence in facilitating communication between different languages, translating and understanding each other, identifying cultural context, and personalized communication processes is shown. Artificial intelligence, including translation platforms such as Google Translate, facilitates real-time communication, and is important in translating and identifying cultural context. The article provides examples of the important role of artificial intelligence in understanding the cultural context in intercultural communication and in interpreting based on cultural sensitivities.

Аннотация:

В данной статье анализируется роль искусственного интеллекта в межкультурной коммуникации. Показана важность искусственного

интеллекта в облегчении коммуникации между разными языками, переводе и понимании друг друга, выявлении культурного контекста и персонализированных коммуникационных процессах. Искусственный интеллект, в том числе переводческие платформы, такие как Google Translate, облегчает коммуникацию в режиме реального времени и играет важную роль в переводе и определении культурного контекста. В статье приводятся примеры важной роли искусственного интеллекта в понимании культурного контекста в межкультурной коммуникации и в интерпретации на основе культурных сенситивностей.

Kalit so’zlar: sun’iy intellekt, xalqaro aloqalar, madaniyatlararo aloqa, madaniy kontekst.

Keywords: artificial intelligence, international relations, intercultural communication, cultural context.

Ключевые слова: искусственный интеллект, международные отношения, межкультурная коммуникация, культурный контекст.

Til inson muloqotining asosi bo'lib, bizga g'oyalarni bir-birimiz bilan ulashish, his-tuyg'ularni ifoda etish va boshqalar bilan chuqur darajada bog'lanish imkonini beradi. Bugungi globallashuv jarayonida samarali ravishda olib boriladigan madaniyatlararo muloqot har qachongidan ham muhim ahamiyat kasb etmoqda. Xalqaro biznes aloqalaridan tortib diplomatik muzokaralar va kundalik o'zaro munosabatlargacha, madaniy chegaralar bo'ylab muloqot qilish qobiliyati muvaffaqiyat va uyg’unlashish uchun juda muhimdir. Biroq, dunyo bo'ylab so'zlashuvchi tillarning xilma-xil bo’lishi samarali muloqotga jiddiy to'siq bo'lib, madaniyatlar o'rtasidagi hamkorlik va bir-birini tushunishga to'sqinlik qiladi. So'nggi yillarda sun'iy intellektning (SI) tarjima sohasida qo'llanishi ushbu to'siqlarni yo'q qilish uchun kuchli vosita sifatida foydalanib kelinmoqda. Ushbu maqola tarjima sohasini inqilob qilishda sun'iy intellektning roli, uning madaniyatlararo muloqotga ta'siri va u keltirib chiqarishi mumkin bo’lgan muammolar va axloqiy mulohazalarni o'rganadi. Til

uzoq vaqtdan beri samarali madaniyatlararo muloqot uchun eng asosiy to'siqlardan biri sifatida tan olingan. Dunyo bo'ylab turli tillarda so'zlashuvchi shaxslar o'rtasidagi muloqot qiyin bo'lishi tabiiy. Biroq, sun'iy intellektga asoslangan tilni tarjima qilish texnologiyasidagi yutuqlar madaniyatlararo muloqot manzarasini o'zgartirdi. Google Translate va Microsoft Translator kabi platformalar matn, nutq va hatto tasvirlarning real vaqt rejimida tarjimasini ta’minlash, til to‘siqlarini yo‘q qilish va turli tillarda so‘zlashuvchi shaxslar o‘rtasida uzluksiz muloqotni ta’minlash uchun murakkab algoritmlardan foydalanadi. Tillarni tarjima qilishdan tashqari, sun'iy intellekt odamlarga turli madaniyatlarning nozik jihatlari va urf-odatlarini tushunish va boshqarishga yordam beradi. Tabiiy tilni qayta ishlash (NLP) va hissiyotlarni tahlil qilish kabi ilg'or texnologiyalardan foydalangan holda, SI platformalari madaniy kontekstni va yozma va og'zaki nutqning hissiy ohangini sharhlashi mumkin. Madaniy belgilar va til naqshlarini o'rganib, SI tizimlari madaniy farqlar haqida qimmatli tushunchalarni taqdim etishi mumkin, bu esa, o'z navbatida, odamlarga ko'proq sezgirlik va xabardorlik bilan madaniyatlararo o'zaro aloqada bo'lishga yordam beradi, bu esa turli xil madaniy kelib chiqishiga qarab yaxshiroq va samaraliroq muloqot qilish imkonini beradi. SI shaxsiylashtirilgan muloqotda, ayniqsa chatbotlar va virtual yordamchilardan foydalanish orqali sezilarli yutuqlarga erishdi. Ushbu sun'iy intellektga asoslangan tizimlar hozirda turli xil muhitlarda madaniyatlararo muloqotni osonlashtirish uchun keng qo'llanilmoqda. Suhbatlar o'tkazish, so'rovlarga murojaat qilish va shaxsiy takliflarni taklif qilish qobiliyatiga ega, ushbu aqlli platformalar individual madaniy imtiyozlar va aloqa me'yorlariga javob beradi, ularning javoblarini madaniy kontekst va foydalanuvchilarning fikr-mulohazasiga ko'ra moslashtiradi, SI tomonidan boshqariladigan chatbotlar foydalanuvchilarning qoniqishini va madaniyatlararo o'zaro ta'sirlarni kuchaytiradi. Qo’shimcha ravishda, diplomatik va biznes kontekstlarida sun'iy intellektga asoslangan vositachilik platformalari madaniyatlararo nizolarni hal qilish uchun neytral va

samarali mexanizmni taklif qiladi. Ushbu platformalar muloqot modellarini tahlil qiladi, tushunmovchilik yoki mojarolar joylarini aniqlaydi va madaniy tushunchalar va eng yaxshi amaliyotlar asosida nizolarni hal qilish strategiyalarini taklif qiladi. Konstruktiv muloqotni osonlashtirish va o'zaro tushunishni rag'batlantirish orqali sun'iy intellektga asoslangan vositachilik vositalari madaniyatlararo mojarolarni hal qilishga hissa qo'shadi.

Madaniyatlararo muloqot - bu turli tillar, urf-odatlar va an'analar kesishadigan murakkab manzaradir. Biroq, sun'iy intellektning yuksalishi madaniyatlararo muloqot muammolarini hal qilish va takomillashtirishda o'zgartiruvchi rol o'ynagan yangi davrni boshlab berdi. Innovatsion ilovalar va ilg‘or algoritmlar orqali sun’iy intellekt globallashgan dunyoda to‘siqlarni yengish va samarali muloqotni rivojlantirishga katta hissa qo‘shadi.

1. Tarjima qilish va bir-birini tushunish.

Madaniyatlararo muloqot ko'pincha til to'siqlarini yengib o'tishni o'z ichiga oladi. SI tilni real vaqt rejimida tarjima qilish vositalari orqali bu jihatni inqilob qildi. Google Translate va Microsoft Translator kabi ilovalar real vaqt rejimida aniq tarjimalarni ta’minlash uchun ilg‘or algoritmlardan foydalanadi. Ushbu vositalarda qo'llaniladigan mashinani o'rganish algoritmlari aniqroq va madaniy jihatdan sezgir aloqani ta'minlab, kontekstual nuanslar, idiomalar va madaniy havolalarni chuqurroq tushunishga imkon beradi.

Misol uchun, qatnashuvchilari turli tillarda gaplashadigan global biznes uchrashuvini tasavvur qiling. Google Translate kabi sun’iy intellektga asoslangan tarjima vositalari og‘zaki so‘zlarni dinamik tarzda talqin qilib, turli ishtirokchilar o‘rtasida uzluksiz muloqotva tushunishni ta’minlay oladi. To’liqroq misol keltiradigan bo’lsak, global biznes uchrashuvi ssneariysi:

Uchrashuv boshlanishi:

Boshqaruvchi (inglizcha): "Good morning, everyone! Today we will discuss our strategy for the next quarter."

Tarjima: (Google Translate yordamida) "Assalomu alaykum, barchaga! Bugun biz keyingi chorak uchun strategiyamizni muhokama qilamiz."

Fransuz ishtirokchisining javobi:

Ishtirokchi (fransuzcha): "Je pense que nous devons augmenter notre présence sur le marché européen."

Tarjima: "Menimcha, biz Yevropa bozoridagi mavjudligimizni oshirishimiz kerak."

Muloqot davom etmoqda:

Boshqaruvchi (inglizcha): "That's a great idea! What specific markets should we focus on?"

Ishtirokchi (ispancha): "Debemos considerar el mercado español, ya que está en crecimiento."

Tarjima: "Biz ispan bozorini hisobga olishimiz kerak, chunki u o'sib bormoqda."

Sun'iy intellektning roli:

Google Translate: Barcha so'zlar real vaqt rejimida tarjima qilinmoqda, shuning uchun ishtirokchilar o'zaro tushunish va fikr almashish jarayonida muammolarga duch kelmayaptilar.

Natija: Uchrashuv davomida har bir ishtirokchi o'z fikrlarini erkin ifoda etishi va boshqalarning fikrlarini tushunishi mumkin.

Tarjima vositalarining ahamiyati: Ushbu misolda sun'iy intellekt asosidagi tarjima vositalari (masalan, Google Translate) real vaqt rejimida til to'siqlarini yengishga yordam beradi. Bu ishtirokchilarning bir-birini tushunishini ta'minlaydi, shuningdek, ma'lumot almashinuvi samaradorligini oshiradi.

Madaniyatlararo aloqaning osonlashuvi: Til to'siqlarini yo'qotish, ishtirokchilarga madaniyatlararo muloqotni yanada samarali olib borishga imkon beradi. Bu, o'z navbatida, xalqaro hamkorlik va o'zaro tushunishni mustahkamlashga xizmat qiladi.

Eslatmalar: Sun'iy intellekt yordamida tarjima qilish jarayonida nuanslarni va madaniy aloqalarni hisobga olish muhimdir. Misolda, ishtirokchilar tomonidan kiritilgan so'zlar va iboralar, sun'iy intellekt orqali to'g'ri talqin etilishi kerak, shunda noaniq yoki stereotipik talqinlar oldini olish mumkin.

2. Madaniy kontekstni tan olish

Madaniyatlararo SI yechimlari madaniy kontekstni tan olish orqali oddiy til tarjimasidan tashqariga chiqadi. Murakkab algoritmlar madaniy nuanslarni aniqlash va tushunish uchun aloqalarni tahlil qiladi. Xabar almashishni o'ziga xos madaniy sezgirliklarga moslashtirish orqali sun'iy intellektga asoslangan tizimlar noto'g'ri talqin qilish xavfini kamaytiradi va madaniyatlararo muloqot samaradorligini oshiradi.

Misol uchun, marketing kompaniyasida sun'iy intellektga asoslangan platforma reklama mazmunini moslashtirish uchun madaniy nuanslarni tahlil qiladi. Agar mahsulot turli hududlarda targ'ib qilinsa, tizim madaniy kelib chiqishlarni tan olgan holda, xabarni mos ravishda o'zgartirib turadi va kutilmagan madaniy kelishmovchilikning oldini oladi.

Marketing jamoasi yig'ilishi:

Marketing rahbari: "Biz yangi mahsulotimizni taqdim etishimiz kerak. Har bir mintaqa uchun reklama strategiyalarimizni muhokama qilaylik."

Sun'iy intellekt platformasi qanday ishlaydi:

1. Mahsulot haqida: Mahsulot - quruq meva va ko'plab sog'lom ingredientlar bilan to'ldirilgan ichimlik.
2. Madaniyatlararo tahlil: Sun'iy intellekt platformasi har bir mintaqada iste'molchilarning madaniy xususiyatlarini tahlil qiladi. Masalan:

- Osiyo bozori: Bu yerda sog'lom turmush tarzi va tabiiy ingredientlarga e'tibor berish muhimdir. Sun'iy intellekt platformasi reklama matnini "Tabiiy ingredientlar, sog'lom hayot" tarzida o'zgartiradi.

- Yevropa bozori: Yevropada ekologik toza mahsulotlar va innovatsiyalarga katta e'tibor qaratiladi. Platforma "Yangi yondashuv, ekologik toza ichimlik" deb o'zgartiradi.
- Amerika bozori: Amerika bozorida ko'proq ta'sirchan va sportga qaratilgan reklama muvaffaqiyatli bo'lishi mumkin. Sun'iy intellekt "Sport va energiya uchun mukammal tanlov" deb yozadi.

Natija: Reklama har bir mintaqa uchun madaniy kontekstga mos ravishda tayyorlangan va shuning uchun ko'proq auditoriyaga yoqadi.

Talqin qilish: Sun'iy intellekt reklama mazmunini shunday moslashtiradi, bu esa iste'molchilar o'rtasida kutilmagan madaniy kelishmovchiliklarning oldini oladi.

Noto'g'ri talqin qilish xavfini kamaytirish: Agar reklama kontenti madaniy kontekstga mos bo'lmasa, bu noto'g'ri talqinlarga yoki iste'molchilarni salbiy his-tuyg'ular bilan qoldirishi mumkin. Misol uchun, Osiyo bozorida "energiya ichimligi" sifatida reklama qilinishi foydali bo'lmasligi mumkin, chunki bu mahsulotning tabiiy va sog'lom xususiyatlari e'tiborsiz qoladi.

Madaniy sezgirlik: Madaniy sezgirliklar va mahalliy odatlarni hisobga olish, sun'iy intellekt platformasi orqali yanada samarali marketing strategiyalarini yaratishga yordam beradi, bu esa global brendning mahalliy bozorlarida muvaffaqiyatini ta'minlaydi.

3. Shaxsiylashtirilgan aloqa

Ijtimoiy media platformasi foydalanuvchilarga o'z qiziqishlariga asoslangan tarkibni ko'rsatadi. Sun'iy intellekt algoritmlari foydalanuvchilarning madaniy imtiyozlarini, qiziqishlarini va faoliyatlarini tahlil qiladi.

Foydalanuvchi ijtimoiy tarmoqda: Foydalanuvchi o'zining sevimli ijtimoiy media platformasida va u yerda yangi maqolalar, video va postlar ko'radi. Foydalanuvchi: "Nega men ko'proq an'anaviy bayramlar haqida postlar ko'rmoqdaman?" degan savoliga sun'iy intellekt: "Sizning madaniy tadbirlarga

bo'lgan munosabatingizga asoslanib, sizning yangiliklar lentangizni mahalliy bayramlarni ko'rsatish uchun moslashtirdik." deb javob beradi.

Bu yerda foydalanuvchi xatti-harakatlarini tahlil qiladigan bo’lsak, Sun'iy intellekt algoritmlari foydalanuvchining ilgari ko'rgan, yoqtirgan yoki ulashgan kontentini tahlil qiladi. Agar foydalanuvchi madaniy tadbirlar, an'anaviy bayramlar yoki tarixiy voqealar bilan bog'liq postlarni ko'p ko'rsa, algoritm shularni hisobga olib shunga yaqin kontentlarni foydalnuvchi lentasiga chiqarib beradi.

Qo'shimcha misollar:

- Mahalliy san'at va hunarmandchilik: Foydalanuvchi an'anaviy san'atga qiziqsa, algoritm ularga o'sha mavzuda postlar va yangiliklar taqdim etishi mumkin.
- Madaniy tadbirlar va konsertlar: Agar foydalanuvchi o'z hududidagi madaniy tadbirlarni izlayotgan bo'lsa, sun'iy intellekt foydalanuvchiga yaqin kelayotgan tadbirlar haqida ma'lumotlar taklif qilishi mumkin.

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## ECOLOGICAL TOURISM IN UZBEKISTAN: PRINCIPLES FOR THE DEVELOPMENT OF LOCAL AND INTERNATIONAL TOURISM

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**Annotation:** Uzbekistan, with its rich history, culture, and natural beauty, is considered one of the most attractive tourist destinations in the world. In recent years, extensive reforms aimed at developing the tourism sector have been implemented in the country, further enhancing its tourism potential. At the same time, there are significant opportunities for the development of ecological tourism in Uzbekistan, which could form an essential component of both domestic and international tourism.

**Keywords:** tourism sector, tourism development, marketing, financial resources, ecological tourism.

**Аннотация:** Узбекистан, обладая богатой историей, культурой и природной красотой, считается одной из самых привлекательных туристических дестинаций в мире. В последние годы в стране были реализованы обширные реформы, направленные на развитие туристического сектора, что дополнительно усилило его туристический потенциал. В то же время существуют значительные возможности для развития экологического туризма

в Узбекистане, который может стать важным компонентом как внутреннего, так и международного туризма.

**Ключевые слова:** туристический сектор, развитие туризма, маркетинг, финансовые ресурсы, экологический туризм.

**Annotatsiya:** O‘zbekiston boy tarixi, madaniyati va tabiiy go‘zalliklari bilan dunyodagi eng jozibador sayyohlik maskanlaridan biri hisoblanadi. So‘nggi yillarda mamlakatda turizm sohasini rivojlantirishga qaratilgan keng ko‘lamli islohotlar amalga oshirilmoqda, bu esa mamlakatning sayyohlik salohiyatini yanada oshirishga xizmat qilmoqda. Shu bilan birga, O‘zbekistonda ekologik turizmning rivojlanish imkoniyatlari katta bo‘lib, bu soha ichki va tashqi turizmning muhim tarkibiy qismini tashkil qilishi mumkin.

**Kalit so`zlar:** turizm sohasi, turizmning rivojlanishi, marketing, moliyaviy resurslar, ekologik turizm.

**Introduction:** Ecological tourism is a form of sustainable tourism aimed at protecting and preserving the natural environment. This type of tourism provides opportunities for travelers to enjoy the beauty of nature, explore the flora and fauna, and engage closely with the environment. Furthermore, ecological tourism seeks to protect natural resources, improve the livelihoods of local populations, and contribute to societal development.The importance of developing ecological tourism in Uzbekistan is manifested in several key areas:

• Protection of Natural Resources: Ecological tourism encourages tourists to develop a respectful attitude towards nature, promoting environmental cleanliness and the conservation of natural resources.

• Improvement of Local Communities: Ecological tourism creates job opportunities for local populations, stimulates regional economies, and aids in the preservation of local cultures.

• Diversification of the Tourism Sector: Ecological tourism diversifies Uzbekistan's tourism sector, providing tourists with more options and increasing the country's tourism revenue.

• Sustainable Development: Ecological tourism is based on the principles of sustainable development, which integrate the protection of the natural environment, the provision of social justice, and economic growth.

**Opportunities for Ecological Tourism in Uzbekistan**

Uzbekistan is renowned for its natural beauty and biodiversity, offering extensive opportunities for the development of ecological tourism. The following locations are particularly attractive for ecological tourism:

• Tian Shan Mountains: The Tian Shan mountains attract tourists with their stunning landscapes, mountain lakes, waterfalls, and diverse plant life.

• Mountainous Regions of the Fergana Valley: This area is famous for its fertile valley, mountain flora, fauna, and ancient villages.

• Kyzylkum Desert: The Kyzylkum Desert presents a unique natural landscape and is home to desert wildlife and plant species, making it an excellent location for ecological tourism.

• Aral Sea: Although the Aral Sea is currently shrinking, its shores are home to various bird species and other wildlife, generating interest for ecological tourism.

***Mountainous Regions of the Zarafshan Valley***.The mountainous areas of the Zarafshan Valley are particularly attractive for ecological tourism due to their mountain lakes, waterfalls, and forests.

***National Parks of Uzbekistan.***Uzbekistan is home to several national parks dedicated to the protection of its wildlife and plant life.

To foster ecological tourism in Uzbekistan, adherence to the following principles is essential:

**a) Development of Domestic Tourism**

• Engagement of Local Communities in the Tourism Sector: Local populations play a crucial role in the development of ecological tourism; therefore, it is necessary to involve them in tourism activities.

• Development of Ecological Tourism Routes: Plans should be developed for the promotion of ecological tourism routes in each region of the country, including road

repairs, construction of hotels and accommodations, and training courses for local residents.

• Marketing and Promotion: It is imperative to promote ecological tourism routes within the country through marketing and advertising campaigns, as well as by creating websites and social media platforms focused on ecological tourism.

• Diverse Tourist Services: A range of tourist services should be offered to visitors engaged in ecological tourism, such as hiking in the mountains, horseback riding, cycling, fishing, nature study excursions, and cultural immersion activities.

**b) Development of International Tourism**

• International Collaboration: Strengthening international cooperation is vital for the development of ecological tourism, including attracting foreign investors and establishing contracts with international tourism agencies.

• Improvement of Tourism Infrastructure: Creating favorable conditions for foreign tourists requires the development of international airports and transport systems, along with the construction of hotels and accommodations.

• Diversification of Tourism Routes: It is important to offer a variety of tourist routes to international visitors, including historical sites, cultural centers, ecological tourism zones, and sports and recreation facilities.

• Quality of Services: Providing high-quality services to foreign tourists necessitates training professional guides and establishing tourist information centers.

**Challenges in Developing Ecological Tourism**

Several challenges hinder the advancement of ecological tourism in Uzbekistan:

• Infrastructure Deficiencies: In some ecological tourism zones, infrastructure is underdeveloped, with poor roads and insufficient hotels and accommodations.

• Environmental Issues: Pollution, deforestation, and depletion of water resources adversely affect the development of ecological tourism.

• Shortage of Skilled Personnel: A lack of qualified personnel in the field of ecological tourism presents significant challenges.

• Marketing and Promotion Deficiencies: There are shortcomings in promoting and marketing ecological tourism routes.

• Insufficient Financial Resources: There is a lack of adequate financial resources for the development of ecological tourism.

## Recommendations for the Development of Ecological Tourism in Uzbekistan

To enhance ecological tourism in Uzbekistan, the following recommendations can be proposed:

• Development of an Ecological Tourism Strategy: It is essential to formulate a comprehensive strategy for the development of ecological tourism in the country, accompanied by the implementation of relevant programs in accordance with this strategy.

• Improvement of Infrastructure: There is a need to repair roads in ecological tourism zones, construct hotels and accommodations, and introduce environmentally friendly transportation systems.

• Environmental Protection: Measures should be taken to reduce environmental pollution, restore forests, and conserve and manage water resources effectively.

• Training of Personnel: It is crucial to train qualified personnel in the field of ecological tourism by conducting educational courses and training sessions, as well as learning from international best practices.

• Marketing and Promotion: Efforts must be made to promote ecological tourism through marketing and advertising campaigns, as well as participation in international tourism exhibitions.

• Attraction of Financial Resources: It is necessary to attract investors for the financing of ecological tourism projects, secure grants, and create financial programs aimed at the development of ecological tourism.

• Support for Local Communities: Creating job opportunities for local populations, ensuring their involvement in the development of ecological tourism, and promoting local crafts and culture are vital.

**Conclusion:** The development of ecological tourism in Uzbekistan presents an opportunity to enhance the country's tourism potential, protect natural resources, improve the livelihoods of local communities, and contribute to sustainable development. Key elements such as infrastructure development, environmental protection, personnel training, marketing strategies, and financial resource mobilization are critical. The actions undertaken in this domain will assist in positioning Uzbekistan as an internationally recognized destination for ecological tourism.

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# THE IMPORTANCE OF CULTURAL SENSITIVITY IN GLOBAL BUSINESS

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***Annotation:***

**O'zbekcha:** Jahonning miqiyosidagi biznesda mehnat ko'rsatish ma'naviy fikrlarning muhimligini tahlil qiladi. Misollar va strategiyalar orqali, bu maqola jahon bozorida muvofiq muhokamalar va hamkorliklarni kengaytiriah uchun mehnat ko'rsatish va ijodchilikni ko'rsatmasini tushunuvchi va qadriyatli biznes munosabatlari haqida muntazamlashtiriladi.

**На Русском:** В современном мире бизнес ведется на мировой арене, где взаимодействуют разнообразные культуры. Данный статья исследует значение культурной чувствительности для успешных деловых отношений за рубежом. Через примеры и стратегии она подчеркивает важность понимания и уважения культурных тонкостей для эффективного общения и сотрудничества на глобальном рынке.

**In English:** In today's interconnected world, businesses operate on a global scale, interacting with diverse cultures. This article explores the significance of cultural sensitivity in fostering successful business relationships across borders. Through examples and strategies, it highlights the importance of understanding and respecting cultural nuances for effective communication and collaboration in the global marketplace

***Key words:***

**O'zbekcha:** Mehnat ko'rsatish, muhimlik, biznes, Muloqot , muntazamlashtirish.

**На Русском:** Деловые отношения, культурная чувствительность, мировой рынок, эффективное общение, сотрудничество

**In English:** Business, cultural sensitivity, global market, effective communication, collaboration.

In the ever-evolving landscape of global business, cultural sensitivity stands as a cornerstone for success. As companies expand their reach across borders, they encounter a rich tapestry of cultures, each with its own values, norms, and communication styles. In this interconnected world, the ability to navigate these cultural nuances with finesse is paramount. This article delves into the significance of cultural sensitivity in the realm of global business, exploring how it shapes interactions, influences decision-making, and fosters meaningful connections. By embracing cultural diversity and understanding the subtle intricacies of different cultural contexts, businesses can gain a competitive edge and forge strong partnerships on a global scale. Through examples and insights, we'll uncover the transformative power of cultural sensitivity, shedding light on its role in building trust, mitigating misunderstandings, and driving sustainable growth in today's interconnected marketplace. Join us as we embark on a journey to explore the profound impact of cultural sensitivity in shaping the future of global business.

**Understanding Cultural Diversity:**

In the realm of global business, diversity is not merely a buzzword; it is the reality. From multinational corporations to small startups, businesses interact with a mosaic of cultures spanning continents. Each culture brings its unique set of values, traditions, and communication norms to the table. Recognizing and appreciating this diversity is the first step towards fostering cultural sensitivity. By understanding that there is no one-size-fits-all approach to business interactions, companies can tailor their strategies to resonate with the cultural backgrounds of their partners and clients.

**Enhancing Communication Effectiveness**:

Effective communication lies at the heart of every successful business endeavor. However, communicating across cultural boundaries can be fraught with challenges. Language barriers, nonverbal cues, and differing communication styles can all contribute to misunderstandings and misinterpretations. Cultural sensitivity

equips individuals and organizations with the tools to navigate these obstacles gracefully. Whether it's adapting language to accommodate linguistic nuances or learning to interpret nonverbal cues in a culturally appropriate manner, the ability to communicate effectively across cultures is essential for building trust and rapport in global business settings.

**Building Stronger Relationships**:

In the world of business, relationships matter. Cultivating strong partnerships with clients, suppliers, and stakeholders is key to long-term success. Cultural sensitivity plays a pivotal role in building these relationships. By demonstrating respect for cultural differences and embracing diversity, businesses can create an environment where all parties feel valued and understood. This, in turn, fosters trust and mutual respect, laying the foundation for productive collaborations and lasting partnerships.

**Driving Innovation and Creativity:**

Diversity fuels innovation. When individuals from different cultural backgrounds come together, they bring with them a wealth of perspectives, ideas, and approaches. Cultural sensitivity encourages organizations to harness this diversity as a source of creativity and innovation. By creating an inclusive environment where all voices are heard and valued, businesses can tap into a vast reservoir of creativity, driving forward-thinking solutions and breakthrough innovations. Embracing cultural diversity not only enriches the workplace but also positions companies to better meet the needs of diverse global markets.

Mitigating Risks and Avoiding Missteps:

In today's interconnected world, a misstep in cross-cultural communication can have far-reaching consequences. From unintentional offense to costly misunderstandings, the risks of cultural insensitivity are significant. By prioritizing cultural sensitivity, businesses can mitigate these risks and avoid potential pitfalls. Investing in cultural training and cross-cultural awareness programs equips employees with the knowledge and skills needed to navigate diverse cultural

landscapes confidently. Moreover, by fostering a culture of openness and humility, organizations can create an environment where mistakes are viewed as learning opportunities rather than liabilities.

The importance of cultural sensitivity in global business cannot be overstated. From enhancing communication effectiveness to driving innovation and fostering stronger relationships, cultural sensitivity is the cornerstone of success in today's interconnected marketplace. By embracing diversity, demonstrating respect for cultural differences, and prioritizing cross-cultural understanding, businesses can position themselves for success in an increasingly diverse and dynamic world. As we continue to navigate the complexities of global business, let us remember the transformative power of cultural sensitivity in shaping a more inclusive and prosperous future.

In conclusion, in the dynamic landscape of global business, cultural sensitivity emerges as a non-negotiable imperative. As companies strive to expand their reach and tap into diverse markets, understanding and respecting cultural differences become essential elements of success. From enhancing communication effectiveness to driving innovation and fostering stronger relationships, the impact of cultural sensitivity reverberates throughout every facet of business operations.

By embracing diversity and prioritizing cross-cultural understanding, businesses can position themselves as leaders in the global marketplace. Cultivating a culture of inclusivity and respect not only enriches the workplace but also opens doors to new opportunities and collaborations. Moreover, by recognizing the transformative power of cultural sensitivity, organizations can mitigate risks, avoid missteps, and build a solid foundation for sustainable growth.

As we chart the course for the future of global business, let us heed the lessons of cultural sensitivity. Let us embrace diversity as a source of strength and creativity, and let us commit to fostering an environment where every voice is heard and valued. By doing so, we can pave the way for a more inclusive, equitable, and prosperous global economy.

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## THE ROLE OF READING IN SHAPING CULTURAL AND HISTORICAL MEMORY

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Annotation:

This article explores the vital role of reading in shaping cultural and historical memory. It argues that literature serves as a key medium for preserving knowledge, fostering empathy, and ensuring the continuity of narratives across generations. The piece examines how reading acts as a tool for the preservation of history through significant texts, contributes to the formation of cultural identity, and allows for the evolution of historical narratives. It also addresses contemporary challenges, such as the impact of

digital media on reading habits and the importance of promoting literacy. By highlighting the transformative power of diverse literature, the article underscores the necessity of continued engagement with texts to enrich our understanding of culture and history.

Keywords: Reading, Cultural memory, Historical memory, Literature, Preservation, Cultural identity, Storytelling, Empathy, Historical narratives, Diverse voices ,Literacy, Digital media

## Introduction

Brief introduction to the concept of cultural and historical memory.

Importance of reading as a medium for preserving and transmitting knowledge.

Reading plays a crucial role in shaping cultural and historical memory by providing context, fostering empathy, and ensuring the continuity of narratives across generations.

1. Reading as a Tool for Preservation

Discuss how books, manuscripts, and literature serve as primary sources of historical information.Examples of key texts (e.g., historical accounts, religious scriptures) that have influenced cultural identity.

The impact of libraries and archives in preserving these texts for future generations.

2. Formation of Cultural Identity

Explore how reading contributes to the formation of cultural identity. The role of storytelling in transmitting values, beliefs, and traditions.

Discuss diverse genres (folklore, poetry, novels) that reflect and shape cultural narratives.

3. Fostering Empathy and Understanding

How reading allows individuals to step into the shoes of others, promoting empathy.

The importance of diverse voices in literature that represent different cultural experiences.Examples of books that have shifted perspectives on historical events or cultural issues.

4. The Evolution of Historical Narratives

Discuss how reading allows for the reinterpretation of history over time.

The influence of critical literature that challenges dominant narratives (e.g., postcolonial literature).

The role of memoirs and personal narratives in shaping collective memory.

5. Challenges and Future Considerations

The impact of digital media on traditional reading habits and memory retention.

The importance of promoting literacy and access to diverse literature.

Discuss how emerging technologies (audiobooks, e-readers) are shaping the way we engage with texts.

Throughout history, the act of reading has served as a powerful conduit for transmitting knowledge, values, and experiences across generations. From ancient scrolls to modern digital texts, literature has played a crucial role in preserving cultural and historical memory, allowing societies to reflect on their past and envision their futures. As individuals engage with stories—whether through novels, poetry, or historical accounts—they not only absorb information but also form connections with the experiences and emotions of others.

Reading shapes our understanding of the world by providing context and nuance to historical events, often illuminating perspectives that might otherwise remain marginalized. It fosters a sense of empathy, enabling readers to step into different lives and cultures, thereby enriching their own identities. Furthermore, the narratives we encounter influence the way we interpret our shared history, prompting us to question dominant narratives and explore alternative viewpoints.

In an era increasingly dominated by digital media, the importance of reading remains ever relevant. While technology offers new platforms for storytelling, it also challenges traditional forms of engagement with literature. This article will delve into the multifaceted role of reading in shaping cultural and historical memory, highlighting its significance in preserving heritage, fostering empathy, and evolving our understanding of history. By examining the intricate relationship between reading and memory, we can better appreciate how literature continues to shape our collective consciousness.

Conclusion

Recap the key points about the importance of reading in shaping cultural and historical memory.Emphasize the need for continued engagement with literature to preserve and evolve cultural narratives.Call to action: Encourage readers to explore diverse texts and appreciate the stories that shape our world.

Additional Tips

Include quotes from authors or scholars to support your arguments.

Consider incorporating anecdotes or case studies to illustrate your points.

Use engaging language to keep the reader's interest throughout.

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## TOURIST ATTRACTIONS OF KHUJAABAD DISTRICT OF ANDIJAN REGION

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***ANNOTATSIYA:*** *Mazkur maqolada Andijon viloyati, Xo'jaobod tumanining bir qancha ziyoratgohlari, me'moriy yodgorliklari hamda turistik manzillari haqida ma'lumot beriladi.*

***АННОТАТЦИЯ:*** *В данной статье представлена информация о нескольких святынях, памятниках архитектуры и туристических объектах Андижанской области, Ходжаабадского района.*

***ANNOTATION:*** *This article provides information about several shrines, architectural monuments and tourist destinations of Andijan region, Khojaabad district.*

**KEYWORDS:** industry, pilgrimage, Imam Baba, Stone Baba village, recreation facilities, home-hotels, "Simona textile" LLC, agriculture, architectural monument, Kyrtash-Dag, Chilustun ridge

Andijan region is the homeland of the great Babur, the smallest in terms of area, but the largest in population density. What most people don't know is that the history of the region begins with the ancient state of Davan, which arose in the 6th century BC. Since those times, the land has been artificially irrigated, agriculture with cattle breeding has been developed, moreover, this region has been the home of the "celestial horses". [1; 1]

Entering the Khujaabad district of Andijan region, you inadvertently come across the definition of this region: Khujaabad – the home of industry and tourism.

There are also several tourist zones, places of pilgrimage and architectural monuments in Khujaabad district. One of the most famous addresses is the shrine of Imam Baba. Mausoleum of Imam Baba – this place has long been famous among Uzbeks as a pilgrimage. The mausoleum is named in honor of Imam Muhammad Hanafi. Muhammad Hanafi Baba was the son of Hazrat Ali, the ruler of Khurasan, and was given the nickname Imam-Ata for his contribution to the introduction of Islam in Central Asia. The mosque was built in the 18th century and renovated in the late 19th century. The historic site was taken under state protection in 1982 as an architectural monument. Imam Baba is famous for his changeable nature. It is surrounded by beautiful mountains and hills of Kingston Mountain. A small river flows through the entire village, and its sources originate from a spring at the foot of the Chilustus Ridge. . [1; 2]

In the mountains around the village there are caves that have not penetrated the depths of man. Each part of Uzbekistan is unique and unique. The ancient cities, hidden in magnificent oases, captivate people with their historical heritage, unique traditions and culture. That is why every year the number of tourists from all over the world who want to see our country and breathe the air is growing. Thus, the Andijan region with its modern infrastructure and high potential in the tourism sector is in the focus of attention of Uzbeks and foreign visitors. The village of Solim Imam Baba and its shrines Each city of Uzbekistan is unique and unique.

The ancient cities, hidden in magnificent oases, captivate people with their historical heritage, unique traditions and culture. That is why every year the number of tourists from all over the world who want to see our country and breathe the air is growing. Thus, the Andijan region with its modern infrastructure and high potential in the tourism sector is in the focus of attention of Uzbeks and foreign visitors. There are many attractions in the region, including the wonderful village where the shrines of Imam Baba are located. The village is located in Khujaabad district, not far from the village of Tash Baba. The area has now been transformed into a tourist village with many campgrounds, restaurants, and recreational facilities.

Soon, guest houses, cafes, cultural and recreation areas, observation decks will appear on this territory, all comfortable conditions for a quiet and healthy rest will be created. The place of Imam Baba is famous for its shrines and unchanging musical nature. It is surrounded by beautiful mountains and hills of Kingston Mountain. A small river flows through the entire village, and its sources originate in a sacred spring at the foot of the Chilustun Ridge. Water in the spring has healing properties, and the taste is slightly salty. Nearby you can see the low peaks of the mountains in the lush and flower-shrouded district. The air in this ecocorner is transparent, the mountain air for the body has been proven therapeutic effects, cleansing the bronchi and lungs.

On March 29, 2023, under the leadership of the Head of State Shavkat Miromonovich Mirziyoyev, a videoconference was held to discuss issues of increasing the tourism potential of the country. During the meeting, similar problems that hinder the development of the sector were critically analyzed and important measures were identified. The head of state noted the need to attract foreign consulting companies to bring the hotel living conditions to the level of international standards, to allocate additional credit resources for them. Our President proposed to create a public council for tourism development. This was gladly supported by industry representatives and entrepreneurs. [2.1]

In particular, thanks to the initiatives of the head of our region Shukhratbek Abdurahmonov and the support of the head of our state, for two years the music festival "Sounds of the World" has become a tradition.

According to the information provided by the regional administration, this international event also brought about major economic changes that were effective for the population. It is noted that during the festival the number of local and foreign visitors to Khanabad increased by 2.5 times (2 million people). Revenues in business entities increased sharply. At the same time, for 7 months of 2024, receipts amounted to 48 billion soums (of which it reached 8.5 billion soums on July 29-31), which is twice as much as in the corresponding period of the previous year. It is also reported

that the number of entrepreneurs engaged in trade and service activities was 48 in 2023. During the 2024 international event, the number of permanent business activities increased by 230 and almost fivefold. [3; 1]

If the number of beds in the field yards and home hotels serving guests was 1900, in 2024 this number will exceed 6 thousand. Especially in increasing incomes of the population, employment and increasing the income of low-income citizens on the basis of the experience of "Saykhunabad" and "Uychi" houses were created in more than 600 apartments. [3; 2]

Also, the industry in Khujaabad is developing with rapid growth. The number of industrial enterprises operating in Khujaabad district as of August 1, 2024 amounted to 327

The fact that under the leadership of the Prosecutor of the Andijan region M. Khodjaev and the heads of the district sector was launched in the "Yangi hayot" neighborhood of Khojaabad district, a complex specializing in the production of ready-made knitwear products belonging to the company "Simona textile" LLC is a clear proof of our statement. As a result of the commissioning of this enterprise, 200 new jobs were created.

It is located in the south-east of the city of Andijan, 8 km from the center. It was founded in 1993 in honor of the 510th anniversary of the birth of a prominent statesman, skillful warrior and famous poet Zahriddin Muhammad Babur. Babur Public Foundation, Museum of Babur History and World Culture, Andijan Museum of Urban Planning, Observatory and National Park, many recreation facilities are located at the entrance from the city of Andijan to our district.

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## INGLIZ VA O’ZBEK TILLARIDAGI NUTQIY ETIKET BIRLIKLARI SEMANTIK-PRAGMATIK JIHATLARI QIYOSIY TAHLILI VA O‘RGATISH MASALALARI

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**Annotatsiya**

Maqolada nutqiy etiket bilrliklarining milliy madaniy jihatlari va ularni qo’llashdagi ayrim muammolar tahlil qilingan bo’lib, xorijiy til o’rganish jarayonida nutqiy etiketlarning o’rni va ahamiyati yoritib berilgan. Bunda asosiy e’tibor etiket birliklarining nutqiy-funktsional, communicativ-pragmatik jihatlari va tarjima muammolari tahliliga qaratilgan.

**Kalit so’zlar**: etiket meyorlari, nutqiy etiketlarniy milliy tabiati, nutqiy situatsiya, lingvomadaniy kompetentsiya, nutqiy etiket birliklari.

**Abstract**

The article outlines features and problems of usage, lingua-cultural aspects of etiquette units, including their role and importance in communication. The analysis focused on functional-situational and communicative-pragmatic features of etiquette units and their translation.

**Key words**: etiquette norms, national character of etiquette units in communication, communicative act, lingua-cultural competence, communication etiquette units.

Chet tillarni o'rgatish jarayonida turli tillardagi madaniyatlar va milliy o'iga xosliklar mvjudligi bois, shu tildagi muloqot va nutqqa xos bo'lgan ijtimoiy normalar va qoidalarni ham o'rgatish katta ahamiyat kasb etadi. Vaholanki, xorijiy tildagi nutqiy o'nikmalar va tilning srutural o'ziga xosliklarini chuqur o'zlashtirgan kishilar ham o'rnatilgan muloqot normalaridan xabardor bo'lib, ularga amal qilmaydigan bo'lsa, erkin kommunikatsiyaga kirisha olmaydi. O'z navbatida muloqot nazarda tutmoqchi bo'lgan ma'lumotlarni ololmaydi. Shu sababli chet tili o'rgatish jarayonida shu tildagi muloqot etiketlarini ham o'qitish katta ahamiyat kasb etadi.

Muloqot etiketlari o'qitish situativlik, nutq pozitsiyasi, so'zlovchi roli, muloqot turi va sohasi, umumiy voqelik bilan bg'lanishi kabi kategoriyalar asosida shakllanadi[2; 78]. Bular orasida muloqot situatsiyasi katta ahamiyat kasb etadi. Nutqiy eitketlarni o'qitishdagi muloqot situatsiyasi metodi aksariyat hollarda 4 faktor: faoliyat sharoiti(do'stona yoki begonlar orasida amalga oshirilishi), kommunikantlar o'rtasidagi munosabat(yosh, sinfiy, shaxslarning sub'ektiv munosabatlari kabilar), nutqiy ehtiyoj(nutq aktidan ko'zlangan maqsad mavjudligi) va bevosita nutqning amalga oshishi kabilarga bog'liq bo'ladi[1; 40]. Bu faktorlar o'z navbatida muloqotning qay tarzda qurilishiga sharoit yaratadilar.

Tadqiqotchilar izlanishlarida muloqotning uch shakli e'tirof etilgan. Ular: **individual, guruhiy** va **omma oldidagi nutq** kabilar tilga olinadi[6; 55].

Individual shaklidagi muloqot ikki kommunikant o'rtasida amalga oshiriladi. Bu shakldagi muloqot yuzma-yuzligi, o'zaro ishonch asosida paydo bo'lishi bilan xarakterlanadi. Muloqot qatnashchilari erkin bo'lib, muloqot mavzusini davom ettirishi, o'zgartirishi yoki tamoman to'htatib qo'yishi mumkin bo'ladi.

Guruhiy turdagi muloqot shaklida bir qancha kishilar qatnishib, qatnashchilar aktiv va passiv bo'lishlari talab etiladi. Aktiv kommunikant doimiy ravishda o'z

nutqiga qiziqishni ta’minlab borishshi zarur bo’lib, bu shu turdagi muloqot shaklining eng murakkab jihati hisoblanadi.

Omma oldida chiqish qilish shakli anchayin katta auditoriyani talab qilib, so’zlovchilar va tinglovchilarga doimi ajralgan holda amalga oshiriladi.

Ingliz tilidagi muloqot jarayonida kommunikanlarning ahloq hususiyatlarin anglatuvchi bir qancha nutqiy etiket formularlari mavjud bo’lib, ular orasida so’roq gaplar katta ahamiyat kasb etadi. So’roq gaplar grammatik strukturasiga ko’ra odatdagi shakldan farq qilmasalarda ayrim kontekstlarda bevosita ma’lumot olish maqsadidan tashqari qo’shimcha semantik-pragmatik hususiyatlar ham namoyon qilishlari ko’p kuzatiladi[4; 76-78].

Birinchidan so’roq gaplar ayrim kontekstlarda replikaga nisbatan qisman cheklovlar qo’yishi holatlari kuzatilib, ularda ma’lumot olishdan ko’ra ko’proq ritorik tarzda javob replikasi ham kinoya shaklida avvaldan berib qo’yiladi. Bu turdagi savollarga javob yo’llashda ehtiyot bo’lish lozim bo’ladi. Bu jihat ayniqsa chet tili o’rganuvchilarda tez-tez kuzatiladi. Masalan “*But do you love him?” - asked Dorothy. “It isn't a question of loving him.” - said Ursula”* (*Siz ham uni sevasizku to’g’rimi? So’radi Doroti. Gap meni sevishimda emas” deya javob berdi Ursula*) Ushbu kontekstdagi “*But do you love him?*” kalimasida so’roq attenkasidan ko’ra tasdiq ma’nosi dominant bo’lib, muloqotni davom ettirishga xizmat qiluvchi nutqiy etiket sifatida tahlil qilinadi. Huddi shunday holatni boshqa situatsiyalarda ham kuzatishimiz mumkin. Jumladan “*Where would you go? – “I know a place” (Endi qayoqqa ham borardingiz? Bu endi hammasi tamom degan emas)”* yoki “*And what do you do, Mr. Rowe? - “Oh”, he said, “I sit and think” (Janob Rouv nima ish qilasiz? Eee bilasizku, “bekorchiman”, pashsha qo’riiiib o’o’o’o’tiraman.)*

Ushbu kotekstlardagi so’roq gaplar mazmunida so’roq ottenkasidan ko’ra ritorika va qo’shimcha pragmatik ma’nolar ustunroq bo’lib, ularga mos ravishda javob replikalari ham kinoya va grotekstlar orqali ifoda qilingan. Bu kabi so’roqlarga to’g’ri ma’nolarda javob berish ushbu situatsiyalardagi tushun-movchiliklarga sabab bo’lishi mumkin edi.

Qolaversa ingliz tilidagi muloqotlarda so'zlovchining interrogativlardagi o'ziga nisbatan obektivlik munosabati o'zbek tiliga xos jihat hisoblanmaydi. Masalan iltimos intentsiyasini ifodalovchi nutqiy birikmalar aynan so'roq gaplar tarzida ifodalanishini alohida aytib o'tishimiz mumkin[3; 109]. Jumladan "*Could you open the door, will you help me with translation?*" kabi kalimalarda interrogatsiya emas balki iltimos ma'nosi ustivor hisoblanadi. Ingliz tilining bu kabi jihatlarini bilmagan o'quvchilar o'z iltimoslarini ona tililarida bo'lgani kabi to'g'ridan-to'g'ri buyruq gap tarzida tuzib ularga faqatgina "*pleaz-iltimos*" so'zini qo'shib qo'llayveradi. Masalan "*Eshikni ochib qo'ying iltimos, menga tarjima qilishda yordam bering*" shaklida. Huddi shunday holatlarni boshqa intentsiyalarni ifodalash uchun ham qo'llaniladi. Masalan o'zbek tilidagi "*Ayting(aytvoring*)" birikmasi ham "*Tell me*" shaklida emas, nutqiy muloqot etiketini saqlagan holda "*I want you to tell me*" tarzda tuzilgan bo'ladi. Bundan tashqari bu vaziyatlarda "*Can/Could you tell me...?"* shaklidagi so'roq gaplar ham qo'llanilishi kuzatiladi.

Bunday farqli jihatlar aksariyat hollarda ingliz tilidagi intentsiyaning subektiv mohiyatidan kelib chiqadi. Ya'ni nutq jarayonida kommunikantlar qanday maqsadni ifoda qilmasinlar, ularda "men" emas, balki "adresat" xohishi dominant bo'lgan. Masalan ingliz tilida ….. "*Don't you mind my opening the window* (Derazani ochib qo'ysam maylimi), *Can I have a talk to you*(Sizda gapim bor), *Wait for me* (To'xtang, etib olay)" kabi kalimalar nutqiy situatsiyada aynan so'zlovchi emas balki tinglovchi dominant sifatida qaraladi.

Ingliz tili o'rgatish jarayonida tillardagi so'roq gaplarning man shunday alohida belgilar atroflicha o'rgatilishi lozim bo'ladi. Bu kabi o'ziga xosliklar boshqa nutqiy situatsiyalarda ham kuzatiladi. Masalan o'zbek tilidagi yordam berishni nazarda tutadigan intentsiyasi *"Qo'lingizni bering*" "*Qo'lingizni uzating*" tarzida ifodalansa, huddi shu vaziyatlarda ingliz kommunikantlari subьektiv munosabatda "*Qo'limni ushlang(take my hand)*" tarzida ifoda qilinadi. Masalan: mezbon mehmonga nisbatan "*Can you tell me where this road goes?"* birikmasi orqali; o'z navbatida

mehmon ham mezbonga nisbatan "*Would you mind telling me what college you were?*" shaklida nutq tuzadi.

Nutqiy etiketlarning alohida til birligi sifatida o'rgatilishi bugungi kunda eng dolzarb masalalarga aylandi. Qolaversa o'zbek kommunikantlari ham chet tilida mahalliy kishilar bilan teng huquqli muloqot qilishlari va ularning tillarini kamsitmagan holda muloqot qilishlari uchun milliy xarakter va madaniyatni aks ettiruvchi bunday birikmalarni atroflicha o'rganilishi zaruratga aylandi. Bugungi kundagi mavjud adabiyotlarda qo'llanilayotgan nutqiy etitket birliklari nisbatan eskirgan, ayrim hollarda ingliz madaniyatiga mutlaqo xos bo'lmagan tarzda o'ragtilayotganligini ko'rishimiz mumkin. Masalan hozirda ingliz tili adabiyotlarida "*Rahmat, tashakkur*" so'zlariga javob sifatida aytiluvchi *"Not at all"(Arzimaydi*) iborasi ingliz madaniyati uchun tamoman yot bo'lib, ingliz tilidagi muloqotlarda "*Welcome(Marhamat*), *Feel free(Bemalol)*" iborasi orqali replika qiladilar yoki umuman ishlatilmaydi. Biroq o'zbek tilida nashr qilingan kitoblarda va chet tili o'qitish metodikalarida bu ibora aynan shu vaziyat uchun qo'llaniladi deya o'rgatilgan. Huddi shunday holatni ingliz tilidagi "*How do you do*" iborasining o'zbek tiliga "Assalomu alaykum" kalimasi bilan muqobillashtiri-layotganligida ham ko'rishimiz mumkin. Vaholanki ingliz tilidagi yuqoridagi ibora va o'zbek tilidagi salomlashuv iborasi o'rtasidagi semantik farqlardan tashqari ularning qo'llanilishlari va pragmatik hususiyatlarida ham katta farqlar seziladi. Biroq ularni adabiyotlarda sinonim sifatida o'rgatilishi ularning kommunikatsiya jarayonida noto'g'ri qo'llanilishlariga sabab bo'ladi. Shu sababli nutqiy etiket birliklarini o'qitish jarayonida ulardagi pragmatik va milliy hususiyatlarni ham yoritilishiga e'tibor qaratilishi lozim. Chunonchi ayrim hollarda nutqiy etiket birliklari "yuzaki maqsadlar" uchun qo'lllanilib, tilshunoslar tomonidan "yolg'on ifodalar" sifatida talqin qilinadi. Bu borada N.S. Larina tadqiqotlarida berilgan vaziyat yaqqol ko'rsatiladi. "Talabalar kechasida ajoyib bir qiz bilan tanishgan koreyalik talaba, ertasi kuni qizni uchratganida uni tamoman e'tiborsiz qoldirganidan qattiq istirobga tushadi"[5; 287]. Biroq turli millatlar o'rtasidagi madaniy farqlarni to'g'ri anglay

olmagan xorijlik noqulay ahvolga tushib qoldi. Bu vaziyat faqatgina xorijlikning “xayrlashuv” vaziyatlarida qo’llaniladigan “*I would be happy to meet you tomorrow(later*)” kabi “aldamchi mulozamatlar”larni asliy ma’nolarida anglab olganligi sababli paydo bo’lgan. Bu jihat koreys madaniyati uchun tamoman yot tushuncha bo’lsada, o’zbek madaniyatida ayrim epizodlarda kuzatiladi. Masalan “Eshikka kiraylik, choy(ovqat) tayyor edi-ya, biznikiga ham kirib o’ting, yana kelinglar, boshqa(alohida) kelamiz, albatta kelamiz” kabi iboralar ana shunday iboralar bo’lib, ularga amal qilish talab qilinmaydi. Ammo ular muloqot jarayonida ajratib aytilmaganligi sababli ularni farqlab olish qiiynroq bo’ladi. Chet tili o’rgatish jarayonida nutqiy etiket birliklarining ana shunday jihatlari alohida o’rgatilishi lozim.

Muloqotning boshlanishi, davom etishi va hatto tugatilishida ham milliy jihatlar o’z aksini topgan bo’ladi. Jumladan muloqotning yakuni o’zbek tilida “*Bo’pti, gaplasharmiz, ishlarim bor edi*” kabi nutqiy etiket birliklari yordamida to’satdan tugatilishi mumkin. Bu situatsiya o’zbek madaniyati uchun odatiy bo’lsa ingliz madaniyatida bu vaziyat uchun ham alohida iboralar qo’llaniladi. Masalan “*be going (now), (Well,) I must go (now), I'm afraid I must be going (now), It's time I was going/off, I'd better be going, I must be off now*” kabi iboralar aynan mana shu maqsadlarga qaratilgan. Etiketni anglatuvchi etiket birliklari uslubiy va stilistik jihatlariga ko’ra turli ko’rinishlarda qo’llanilishi ham ingliz va o’zbek tillarida deyarli bir xil. Maslan xayrlashuv situatsiyalari qo’llaniladigan “*Cheerio, Bye for now, So long*” kabi iborlar o’zbek tilidagi “*Gaplashamiz, Bo’pti*” kabi iborlar kabi o’zaro yaqin tanishlar va tengqurlar o’rtasida qo’llaniladi. Ammo ingliz tilidagi o’z nutqiga bo’lgan subektiv munosabat boshqa iborlarda ham saqalanib qoladi. Jumladan o’zbek tilidagi “*Uydigilarni so’rab qo’ying, Salom ayting*” kabi iboralar ingliz tilida “*Give my love to ..., Please remember me to .....(.... eslatib qo’ying), Give my kind regards to* ” kabi iboralar bilan aks ettiriladi.

Yuqoridagi fikrlardan kelib chiqqan holda muloqot jarayonida qo’llaniladigan nutqiy etiket birliklari turli tillarda shu til milliy jihatlari, xalqning

tarixiy taraqqiyoti va an’analari bilan bog’liq hollarda shakllangan bo’lib, o’ziga xos hususiyatlarga ega bo’ladi. Bunday etiket birikmalari bevosita muloqo jarayonidagi pragmatik-funktsional vazifalar bajarish bilan bir qatorda kommunikatsiyaning bog’lovchi vositasi bo’lib hizmat qiladi. Ayni mana shu jihati ularni muloqot jarayonidagi shunchaki rasmiyatchilik so’zlari sifatida emas, balki alohida mustaqil so’z va iboralarga yaqinlashtiradi. Shu faktlar ularni til o’rgatish jarayonida o’qitish zaruratini isbolaydi.

**Foydalanilgan adabiyotlat ro’yxati.**


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## UNDERSTANDING REGIONAL ACCENTS AND THEIR CULTURAL SIGNIFICANCE


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**Abstract**. This article explores the significance of regional accents as reflections of cultural identity and social dynamics. Accents serve as markers of regional affiliation, influencing perceptions and interactions among speakers. By examining various accents, we uncover their historical roots and contemporary implications, emphasizing the importance of understanding these linguistic variations in fostering social cohesion. This study highlights the need for greater awareness of regional accents in educational settings and public discourse to promote inclusivity and appreciation of linguistic diversity.

**Аннотация**. В этой статье рассматривается значимость региональных акцентов как отражений культурной идентичности и социальных динамик. Акценты служат маркерами региональной принадлежности, влияя на восприятие и взаимодействие между носителями языка. Изучая различные акценты, мы выявляем их исторические корни и современные последствия, подчеркивая важность понимания этих языковых вариаций для содействия социальной сплоченности. Это исследование подчеркивает необходимость повышения осведомленности о региональных акцентах в образовательных учреждениях и общественных дискуссиях для содействия инклюзивности и ценности языкового разнообразия.

**Annotatsiya**. Ushbu maqola mintaqaviy aksentlarning madaniy identitet va ijtimoiy dinamikalar sifatida ahamiyatini o‘rganadi. Aksentlar mintaqaviy aloqadorlik belgilari sifatida xizmat qiladi va nutq egalari o‘rtasidagi qabul qilish va o‘zaro munosabatlarga ta'sir qiladi. Turli aksentlarni o‘rganish orqali biz ularning tarixiy ildizlari va zamonaviy oqibatlarini ochib beramiz, bu esa ijtimoiy birlashuvni rivojlantirishda ushbu til farqlarini tushunishning ahamiyatini ta'kidlaydi. Ushbu tadqiqot ta'lim muassasalari va jamoat munozaralarida mintaqaviy aksentlar haqida ko‘proq bilimga ega bo‘lish zarurligini ta'kidlaydi.

**Keywords**: regional accents,cultural identity, linguistic diversity,social dynamics,communication, perception, inclusivity, education, dialects, heritage.

**Ключевые слова:** региональные акценты, культурная идентичность, языковое разнообразие, социальная динамика, коммуникация, принятие, инклюзивность, образование, диалекты, наследие.

**Kalit so'zlar**:mintaqaviy aksentlar, madaniy identitet,til xilma-xilligi,ijtimoiy dinamikalar,muloqot,qabul qilish,inkluzivlik,ta'lim,dialektlar,meros.

Regional accents are a fascinating aspect of language that offer insight into cultural identity and social dynamics. An accent is defined as a distinctive manner of pronunciation that varies from one geographical area to another. These variations are not merely superficial; they carry deep-rooted historical, social, and cultural significance. Accents can reveal a speaker's geographic origins, socioeconomic background, and even their educational level. As such, they play a crucial role in shaping interpersonal communication and social interactions. Understanding regional accents is essential in a globalized world where migration and cultural exchange are common. Accents can influence perceptions—both positive and negative—leading to stereotypes that affect individuals' opportunities in education, employment, and social relationships. For instance, a study by McKenzie (2010) found that individuals with non-standard accents often face biases in job interviews, affecting their chances of employment [1,p. 112]. Moreover, accents are tied to notions of belonging and identity. They can evoke a sense of pride among speakers who identify strongly with their regional heritage. Conversely, individuals may feel pressure to modify their accents in order to fit into broader societal norms or professional environments. This phenomenon can lead to internal conflict and feelings of alienation.In this article, we will delve into the cultural significance of regional accents, exploring their historical contexts, societal implications, and the need for greater awareness and appreciation of linguistic diversity. Through this exploration, we aim to highlight the importance of understanding accents in promoting inclusivity and social cohesion.

The evolution of regional accents can be traced back to historical migrations, trade routes, and colonization. As people moved across regions, they brought their

linguistic traits with them, resulting in a rich tapestry of dialects and accents. For example, the Great Vowel Shift in England during the 15th century marked significant changes in pronunciation that contributed to the development of various English accents [2,p. 45]. In the United States, regional accents reflect the country's diverse heritage. The Southern drawl, New York accent, and Midwestern twang each carry unique historical narratives tied to immigration patterns and settlement history. According to Labov (2006), these regional differences are not merely linguistic but also encapsulate cultural identities shaped by geography and history [3,p. 78].

Accents play a crucial role in social dynamics, influencing how individuals are perceived in various contexts. Research indicates that people often make snap judgments based on accents, which can affect social interactions and relationships. A study by Giles and Coupland (1991) found that individuals with prestigious-sounding accents were often perceived as more competent and trustworthy compared to those with non-standard accents [4,p. 102].Moreover, accents can serve as markers of group identity. People often identify more closely with those who share similar speech patterns, creating in-groups and out-groups based on linguistic traits. This phenomenon can foster community but also lead to exclusionary practices where individuals with different accents may feel marginalized.

Different regions around the world showcase unique accents that reflect their cultural significance. For instance:

**1. British Accents:** The UK is home to a wide array of regional accents—from Cockney to Geordie—each representing distinct cultural identities and histories.

**2. Australian Accents:** The Australian accent has evolved from British roots but has developed its own unique characteristics influenced by Indigenous languages and immigrant communities.

**3. Indian Accents:** With over 1,600 languages spoken in India, regional accents reflect not only linguistic diversity but also cultural heritage.

These case studies illustrate how accents are intertwined with identity and culture across different societies.

Understanding regional accents is essential for appreciating the rich tapestry of human communication and cultural diversity. Accents serve as markers of identity, reflecting historical contexts and societal dynamics that shape our interactions. By recognizing the significance of regional accents, we can challenge biases that influence perceptions and foster inclusivity within our communities.Educational institutions play a crucial role in promoting awareness around linguistic diversity by integrating discussions about accents into curricula. Furthermore, public discourse must strive to represent diverse accents positively to challenge stereotypes and foster appreciation for cultural heritage.As society continues to evolve, embracing the complexity of regional accents will be vital for building inclusive communities that celebrate linguistic diversity as an integral part of our shared human experience.

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# INSONIYLIK VA IJTIMOIY MAS'ULIYAT
# (ABDULLA QAHHOR ASARLARI MISOLIDA)

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Impuls tibbiyot instituti o'qituvchisi

**Annotatsiya**: Abdulla Qahhor hikoyalarida inson obrazi va xalqning hayoti ochiq tasvirlanadi. Yozuvchi har bir qahramonga o'ziga xos "vazifa" yuklaydi. Ushbu maqolada ana shu "vazifalar"ni adibning "Asror bobo", "Ko'k konvert", "Dahshat" hikoyalari misolida ko'rib chiqamiz.

**Kalit so'zlar:** hikoya, ma'naviyat, hikoya tili, ijtimoiy muammo, hikoya qahramoni, personaj, badiiy tasvir.

**Аннотация:** Рассказы Абдуллы Каххора ярко описывают образ человека и жизнь народа. Сценарист ставит перед каждым персонажем определенную «задачу». В этой статье мы рассмотрим эти «задачи» на примере рассказов писателя «Асрор баба», «Синий конверт», «Ужас».

**Ключевые слова:** рассказ, духовность, язык рассказа, социальная проблема, герой рассказа, персонаж, художественный образ.

**Annotation:** Abdullah Qahhor's stories clearly describe the image of a person and the life of the people. The writer assigns a specific "task" to each character. In this article, we will consider these "tasks" on the example of the writer's stories "Asror Baba", "Blue Envelope", "Horror".

**Key words:** story, spirituality, story language, social problem, story hero, character, artistic image.

Har bir insonni yetuk shaxs sifatida shakllanishida yuksak ma'naviyat sohibi bo'lishida insonni ezgu maqsadlar tomon eltadigan, ongi va shuurini munavvar etadigan adabiy asarlar zarurdir. Shunday asarlar ijodkori bo'lgan Abdulla Qahhor o'z davrida insonni ma'naviy yuksalishiga sabab bo'lgan asarlari hozirda ham jamiyatga ijobiy ta'sir o'tkazmoqda. Adibning har bir hikoyasi chuqur ma'noga ega bo'lgan buyuk tarixni ko'z oldimizda jonlantiradi. O'zbek xalqining asl hayoti kuylangan ushbu asarlar asrlar osha kitobxonlarga ta'lim va tarbiya bermoqda.

Shunday asarlaridan biri “Asror bobo” hikoyasida, ijtimoiy hayotning muhim jihatlari yoritilgan. Ushbu hikoya orqali yozuvchi nafaqat insonlar o'rtasidagi munosabatlarni, balki jamiyatdagi turli qatlamlar, ularning muammolari va ularni hal qilish yo'llarini ham ko'rsatadi. “Asror Bobo” hikoyasi qahramonining ichki dunyosi va tashqi muhit bilan o'zaro aloqalari orqali ijtimoiy hayotning murakkabligini ochib beradi. Asror Bobo — oddiy qishloq kishi bo'lib, uning hayoti va faoliyati qishloq jamiyatining ruhini aks ettiradi. U nafaqat har bir odamning individual muammolari, balki ularning birgalikda yashashlari, yordam berishlari va bir-biriga mas'uliyat hissi bilan munosabatda bo'lishlarini ko'rsatadi.

Hikoyada Asror Bobo o'z qishlog'idagi insonlar bilan muloqot qiladi. Bu muloqotlar orqali biz jamiyatdagi ijtimoiy hayot, kam ta'minlangan oilalar va ularning hayoti haqida ma'lumot olamiz. Hikoya davomida Asror Bobo o'z tajribasi va donoligi bilan boshqalarga nafi tegi uchun choyxona ochib, uni yurg’izishi shuningdek, har bir urushdan qaytgan yarador bilan suhbat qurib urush hayotini his etishi tasvirlangan. Bu esa yozuvchining ijtimoiy mas'uliyatni qanday qadrlashini ko'rsatadi. Shuningdek, "Asror Bobo" hikoyasi orqali Qahhor odamlarning bir-biriga nisbatan mehr-muruvvatini ta'kidlaydi. Ijtimoiy hayotda hamjihatlik va bir-biriga yordam berish kabi qadriyatlarni targ'ib qiladi. Asror Bobo o'zining bilimi va tajribasi bilan boshqalarga yo'l ko'rsatishga harakat qiladi, bu esa uning shaxs sifatidagi yuksakligini ifodalaydi. Yozuvchi shuningdek, qishloqdagi muammolarni hal etishda jamoatchilikning rolini ham aks ettiradi. Kichik bir jamoa ichidagi munosabatlar va ularning qanday qilib barchaga ta'sir qilishi haqidagi mulohazalar hikoyaning asosiy mazmunini tashkil etadi. Bu esa bizga jamiyatda har bir insonning ahamiyatini tushunishga yordam beradi. O’g’lidan kelgan “qora xat”ni ayolidan yashiradi. Maqsadi o’gilni vafoti onasiga yomon ta’sir qilmasin kasal bo’lmasin deydi, ammo bir o’zi bu dardni ko’tarib yuradi, aslida ota bo’lib farzandidan o’lim xatini olish va bu ayriliqqa chidash hech bir otaga osonmas. Qolaversa bunday jamiyatda yashashning o’zi og’ir: axir “Oqpodshoning devori qulasa o’zining yurtidan mardirokor olsin” degani uchun qishloqma-qishloq qochib yurdi-ku.

Shunday vaziyatlarda haqiqatni aytganni otib o’ldirishgani uchun ham tirik qolish uchun azoblarga chidab nohaqliklarga ko’z yumib o’rganib qoladi kishi.

Abdulla Qahhorning "Asror Bobo" hikoyasi ijtimoiy hayotni chuqur tahlil qilgan asar sifatida e'tirof etiladi. U insonlar o'rtasidagi aloqalarni kuchaytirishi kerakligi haqida muhim g‘oyalarni ilgari suradi hamda jamiyatdagi ijtimoiy masalalar ustida fikr yuritishga chaqiradi. Bu hikoya orqali biz insonga xos bo'lgan mehr-muruvvatni, mas’uliyatni va barchaning farovonligi uchun kurashishni anglaymiz.

Yozuvchining yana bir asari “Ko'k konvert” hikoyasi ham shunday asarlardan biri bo'lib, unda muallif hayotning murakkabliklarini va insoniy munosabatlarni chuqur tahlil qiladi.

“Ko'k konvert” hikoyasida asosiy voqealar qahramon – yosh yigitning atrofidagi insonlar bilan aloqalarini aks ettiradi. Yigitchaning hayoti oddiy ko'rinishi mumkin, ammo uning ichki dunyosida katta ziddiyatlar mavjud. Hikoya davomida qahramon ko'k konvertni olish orqali hayotidagi o'zgarishlarni his qiladi va bu konvert uning uchun nafaqat tashqi omil, balki ichki kechinmalarining ramzi bo'ladi. Hikoya turli mavzularni o'z ichiga oladi. Birinchidan, u insonning o'z-o'zini anglash jarayonini taqdim etadi. Yigit ko'k konvert orqali yangi imkoniyatlarga ega bo'lishi mumkinligini tushunadi, lekin bunda o'zining ichki qiyinchiliklari va shubhalari bilan yuzma-yuz kelishi kerak bo'ladi. Ikkinchidan, hikoyada ijtimoiy hayot va uning ta'siri haqida ham so'z yuritiladi. Ko'k konvert yigitga nafaqat shaxsiy masalalarda yordam beradi, balki ijtimoiy muammolarni hal etish yo'lida ham bir vosita sifatida namoyon bo'ladi. Chunki ana shu ko’k konvert askar yigitga dalda, ishonch va g’ayrat beradi.

Shuningdek, asarda inson munosabatlari ham muhim rol o'ynaydi. Yigitchaning atrofidagilar – do'stlari, oila a’zolari va tanishlari – uning qarorlariga ta’sir qiladi. Bu munosabatlarning murakkabligi va har xil rang-barangligi hikoyaning asosiy jihatlaridan biridir. Insonlar orasidagi aloqalar kutilmagan natijalarga olib kelishi mumkinligini ham ko’rsatib beradi. Endi qahramon Mirzayev

Latofatxonni ko’rish uchun ham jang qiladi. Latofatxon esa nafaqat jangdagi yaradorlarni davolashda, balki uzoqdagi jangchilarni ham ruhiyatini ko’tarishda davom etadi.

Latofatxon o’sha davr ayollarining bir timsoli sifatida gavdalangan mardonavor qahramon. Jamiyatga ham jismoniy ham ma’naviy yordam berishga oshiqqan, xalqi uchun kurashgan oqila ayoldir.

Qahhorning “Ko'k konvert” hikoyasi faqatgina bir yosh yigitning hayoti haqida emas, balki umuman insoniyat haqida chuqur mulohazalarni ifodalaydi. Hikoya orqali muallif bizga hayotdagi ziddiyatlarni, ijtimoiy masalalarni va insonlar orasidagi munosabatlarning murakkabligini ochib beradi. Qahhorning ushbu asari har birimiz uchun bir saboqdir: hayotda har qanday vaziyatdan chiqish yo'llarini izlash zarurati bor va shunda biz o'zimizni aniqlaymiz hamda rivojlanamiz.

Yozuvchining eng ko’p o’qilgan, kitobxonlarning sevimli asarlaridan biri bo’lgan “Dahshat” hikoyasi inson ma’naviyatining eng tub qismi va ayollarning eng og’ir kunlari tasvirlangan beqiyos durdonadir. Asarni o’qigan har bir o’quvchi ta’sirlanib yig’lashi Olimbek dodhohni xuddi uning ayoli Nodiramohbegimday qarg’ashi Unsinga achinishi tabiiy. Hikoya bosh qahramoni Olim dodhoh ma’rifat, shafqat kabi his-tuyg’ulardan yiroq kishi bo’lib u o’zbek xalqining XX asr jamiyatidagi bir vakil edi. Uning bunday bo’lishiga sabab o’sha davrdagi boshqaruv va loqaydlik bo’lsa ajab emas. Unsin esa ozodlik uchun jonini bergan bechora ayol.

Bu hikoya odamlar orasidagi munosabatlar va inson ruhiyatidagi ichki ziddiyatlarni ochib beradi. Asar voqealari qahramonlarning ma'naviy inqirozlari, qo'rquvlari va umidlarini tasvirlaydi. Abdulla Qahhor o'z hikoyasida real hayotdan olingan vaziyatlarni keltirib, shaxsiy tajribalar orqali umumiy insoniy masalalarni ko'taradi.

“Daxshat” hikoyasida asosiy mavzu — qo'rquv va dahshat hissi. Qahhor bu hissiyotlarning inson ruhiyatiga ta'sirini, shuningdek, ularni yengish yo'llarini izlaydi. Hikoya davomida qahramonlar ko'plab sinovlardan o'tishadi va ularning har

biri o'z ichki daxshati bilan kurashadi. Bu esa o'z navbatida, insonlarning kuchi va zaifligini ko'rsatadi.

Abdulla Qahhorning uslubi oddiy, lekin samimiydir. U o'z fikrlarini aniq va sodda ifodalashga intiladi, bu esa o'quvchilarga hikoya voqealariga yaqinlashish imkonini beradi. Hikoyalari davomida qahramonlarning ichki fikrlari va hissiyotlari chuqur tasvirlangan bo'lib, bu esa asarning ta'sirchanligini oshiradi.

Umuman olganda, Abdulla Qahhor hikoyalarida syujet ijodkor yashagan davr adabiy manzarasini aniqlashda qo‘l keladi. Hikoya va hikoya qilinayotgan vaziyat, tipik shart-sharoit, insoniy munosabatlar tig‘izlashuvini hiyla bo‘rttirib, ba’zan ixcham tasvirlarda namyon bo‘lishini ham keltirib chiqargan. Jamiyat hayotining ma’lum bir bo‘lagini ifodalash va uni mahorat bilan uddasidan chiqish yozuvchining janrlar tarixi va hayot muammolarini anglashi, anglatish uslubi bilan bog‘liq. Zero, kuzatuv va tahlillar natijasi shunday xulosaga kelishga zamin hozirlaydi. Inson qismatining ma’lum bir davrini, yashash makonini, zamonini o‘ziga xos tarzda idroklash esa har qanday san’atkorning olam va odam haqidagi o‘ziga xos izlanishlari samarasida yuzaga kelishi shubhasizdir. Biz bu asrlarni o’qib asar qahramonlari yashagan davrga va aynan qahramon hayotiga tushib yashaymiz, vaziyatlarni tahlil qilamiz, muammolarga esa yechim topamiz. Bunday asarlar yozishdan maqsad esa kelgusi avlod jamiyatning bir bo’lagi ekanini, unga befarq bo’lmasligini, ozodlik, erkinlik uchun kurashish kerakligini uqtirish bo’lgan bo’lsa ajab emas.

**Foydalanilgan adabiyotlar:**


1. “Asror bobo” Abdulla Qahhor. Oltin Qalam nashriyoti, Toshkent-2023
2. Umarali Normatov. Abdulla Qahhor haqida & Abdulla Qahhor zamondoshlari xotirasida | Xurshid Davron kutubxonasi

## CHALLENGES IN DEVELOPING TOURISM IN UZBEKISTAN

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Tourism is one of the world's largest industries, contributing significantly to global economies and cultural exchange. It encompasses travel for leisure, business, or other purposes, and its multifaceted nature makes it vital for many countries.

Tourism generates substantial revenue, creating millions of jobs across various sectors, including hospitality, transportation, and entertainment. According to the World Travel and Tourism Council (WTTC), the industry accounted for approximately 10.4% of global GDP in 2019. Many developing nations rely heavily on tourism as a primary source of income, making it essential for their economic stability.

Beyond economic benefits, tourism promotes cultural exchange and understanding. Travelers experience local customs, traditions, and cuisines, fostering a sense of global community. This exchange can enhance tolerance and appreciation of diversity, although it can also lead to cultural commodification if not managed carefully.

While tourism brings numerous advantages, it also poses challenges.

The environmental impact of tourism is a growing concern. Increased travel contributes to carbon emissions and environmental degradation. Destinations often struggle with the consequences of overtourism, which can strain local resources and disrupt ecosystems. Sustainable tourism practices are emerging as essential to mitigate these effects, focusing on minimizing the carbon footprint and promoting conservation efforts.

Moreover, the economic benefits of tourism are not always evenly distributed. In many cases, large corporations dominate the industry, leaving local communities with minimal profits. This imbalance can exacerbate inequality and lead to social tensions.

The tourism industry is evolving in response to changing consumer preferences and global challenges.

Sustainable tourism is gaining traction as travelers become more environmentally conscious. This shift encourages eco-friendly practices, such as supporting local businesses, reducing waste, and promoting conservation. Destinations that prioritize sustainability are likely to attract a growing demographic of responsible travelers.

Technological innovations are reshaping the tourism landscape. From mobile booking apps to virtual reality experiences, technology enhances convenience and accessibility. The rise of remote work also opens opportunities for "workcations," where individuals blend travel with professional commitments.

The COVID-19 pandemic has profoundly impacted tourism, prompting a reevaluation of health and safety protocols. Travelers now prioritize hygiene and flexibility in their plans. The industry is adapting by implementing enhanced safety measures and promoting contactless services.

Tourism remains a powerful force for economic development, cultural exchange, and personal enrichment. However, the industry must navigate challenges related to sustainability, equity, and global health. By embracing responsible practices and leveraging technology, tourism can evolve into a more sustainable and inclusive sector, enriching the lives of travelers and host communities alike.

Uzbekistan, a country rich in history and culture, has immense potential for tourism development. As the heart of the ancient Silk Road, it boasts breathtaking architectural wonders, vibrant traditions, and stunning landscapes. However, several challenges hinder the growth of its tourism sector, which need to be addressed for sustainable development.

*1. Infrastructure Limitations*

One of the most significant barriers to tourism in Uzbekistan is the lack of robust infrastructure. While major cities like Tashkent, Samarkand, and Bukhara have some facilities, many rural areas lack adequate transportation, accommodation, and amenities. Poor road conditions and limited public transport options make it difficult for tourists to explore beyond the main attractions. Improving infrastructure is crucial for enhancing accessibility and providing a seamless travel experience.

*2. Limited Marketing and Promotion*

Uzbekistan has not fully capitalized on its tourism potential due to insufficient marketing and promotion efforts. While the country has begun to promote itself as a tourist destination, it still lags behind other Central Asian nations in visibility. Effective marketing strategies that highlight its unique cultural heritage, historical sites, and natural beauty are essential to attract a more diverse range of tourists.

*3. Bureaucratic Challenges*

Navigating the bureaucracy in Uzbekistan can be daunting for both tourists and business operators. Complex visa requirements, lengthy approval processes for tour operators, and restrictive regulations can deter potential visitors. Streamlining these processes and offering more straightforward visa options could significantly enhance the tourist experience and encourage more travelers to visit.

*4. Cultural Sensitivity and Training*

While Uzbekistan is known for its hospitality, there is a need for greater cultural sensitivity and training within the tourism sector. Many local service providers may lack knowledge about international tourism standards and customer service expectations. Investing in training programs for hospitality staff and tour guides can help ensure that visitors receive high-quality service, enhancing their overall experience.

*5. Environmental Concerns*

Tourism development must also consider environmental sustainability. Rapid growth can lead to environmental degradation, especially in ecologically sensitive

areas. Developing strategies for sustainable tourism that protect natural resources while promoting economic growth is essential. This includes promoting eco-friendly practices among tourists and businesses and prioritizing conservation efforts in popular destinations.

Conclusion

Uzbekistan has the potential to become a premier tourist destination, but overcoming these challenges is essential for sustainable tourism development. By investing in infrastructure, improving marketing efforts, simplifying bureaucratic processes, enhancing service quality, prioritizing environmental sustainability, and addressing safety concerns, Uzbekistan can position itself as a welcoming and attractive destination on the global tourism map. Embracing these changes will not only benefit the economy but also foster cultural exchange and enrich the experiences of visitors.

## THE ROLE OF ENGLISH IN THE DEVELOPMENT OF TOURISM

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**Annotation:**

**In Uzbek**: Turizm rivojlanishida ingliz tilining roli juda muhim ahamiyatga ega. Bu maqolada ingliz tili turizm sohasidagi kommunikatsiya va hamkorlik jarayonlarida qanday ahamiyatga ega ekanligi tahlil qilinadi, shuningdek, ingliz tilining o'zbek turizmi uchun qanday imkoniyatlar yaratishi nazarga olinadi.

**In Russian:** Роль английского языка в развитии туризма очень важна. В этом исследовании анализируется, как английский язык влияет на процессы коммуникации и сотрудничества в туристическом секторе, а также

рассматриваются возможностях, которые английский язык создает для узбекского туризма.

**In English:** The role of English in the development of tourism is of paramount importance. This research analyzes how the English language impacts communication and collaboration processes in the tourism sector, as well as the opportunities it creates for Uzbek tourism.

**Key Words**

**In Uzbek:** ingliz tili, turizm, kommunikatsiya, rivojlanish, imkoniyatlar

**In Russian:** английский язык, туризм, коммуникация, развитие, возможности

**In English:** English language, tourism, communication, development, opportunities

The role of language in tourism cannot be overstated. As tourism is inherently a global phenomenon, communication across linguistic barriers becomes increasingly important. The English language, being the most widely spoken language globally, has established itself as the primary means of communication in the tourism industry. For countries like Uzbekistan, where tourism is recognized as a vital sector for economic development, the inclusion and proficiency of English in tourism-related activities can significantly enhance the overall experience for tourists. This thesis will explore the impact of the English language on the development of tourism, particularly in the context of Uzbekistan, examining the benefits it offers, the challenges faced, and the strategies that can be employed to overcome these challenges.

The Significance of English in Global Tourism. Global tourism has seen unprecedented growth over the past several decades, resulting in a burgeoning market that demands effective communication and collaboration. English as a Lingua Franca has emerged as the dominant language in international tourism, serving as a bridge for millions of travelers, tour operators, and service providers. English enables communication between tourists and local service providers, including hotels, restaurants, and tour guides. Proficiency in English among service providers can lead to better customer service, thereby enhancing tourists' overall

experience. English serves as a fundamental language in marketing campaigns targeted at international audiences. Tourism boards and businesses that utilize English effectively can better promote their destinations, attracting a diverse range of visitors. The role of English in employee training and development within the tourism sector is critical. Ensuring that staff are proficient in English can directly influence the quality of service offered to international tourists.

The Role of English in Uzbekistan’s Tourism Development

Uzbekistan boasts a rich cultural heritage and an array of historical sites, making it an attractive destination for tourists. However, the country's tourism sector still faces several challenges. The growing number of international travelers seeking authentic cultural experiences presents a significant opportunity for the Uzbek tourism industry. Embracing English as a key language can facilitate communication, attract investment, and foster partnerships with international tourism organizations. Despite its potential, the Uzbek tourism industry faces language barriers that can hinder growth. Limited English proficiency among service providers can lead to misunderstandings and dissatisfaction among tourists. Therefore, targeted language training programs for professionals in the tourism sector are essential.

English not only aids in practical communication but also encourages cultural exchange. Tourists from English-speaking countries are more likely to engage with locals if they can communicate effectively. This interaction can lead to a deeper appreciation of Uzbekistan's cultural richness and heritage.

Strategies to Enhance English Integration in Tourism

To capitalize on the benefits English offers for tourism development, Uzbekistan must implement various strategies:

• Incorporating English language training in schools and vocational institutions focused on tourism can equip students with necessary language skills.

• The government can support English proficiency initiatives through funding, resources, and partnerships with educational institutions and organizations.

• Encouraging local tour companies to offer English-speaking guides can enhance the tourist experience and increase the attractiveness of Uzbekistan as a travel destination.

• Partnering with international tourism organizations can provide valuable insights, resources, and training to improve English skills in the local workforce.

The English language plays a crucial role in the development of tourism, acting as a vehicle for communication, marketing, and cultural exchange. In the context of Uzbekistan, embracing English offers significant opportunities for growth and enhancement of the tourism experience. By investing in language education, promoting English proficiency among service providers, and developing partnerships, Uzbekistan can position itself as an attractive destination in the global tourism landscape. The future of Uzbek tourism depends on its ability to overcome language barriers and foster effective communication that benefits both tourists and the local economy.

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## TURIZMNI RIVOJLANTIRISHDA CHET TILLARINI O‘RGANISHNING AHAMIYATI

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**Anotatsiya**: Maqolada turizm sohasini rivojlantirishda chet tillarini o‘qitishning zaruriyati va ahamiyatli jihatlari, hozirgi holati hamda uni yanada rivojlantirishning usullari haqida tahlil qilingan.

**Kalit so’zlar:** Turizm, til, xorijiy tillar,ko‘p tillilik , gid, turist, tilshunoslik.

Hozirda mamlakatimizning yorug‘ kelajagini belgilaydigan, uning kuch-qudratini ta’minlaydigan sohalar juda ko‘p. Turizm sohasi, shubhasiz, ular orasida alohida ahamiyatga ega. Mamlakatimiz mustaqilligining dastlabki yillaridanoq turizm sohasini va xorijiy tillarni o‘qitish tizimini, yoshlarimizni o‘qitishni jahon andozalariga mos sharoitlarda bilim olishini, jismoniy va ma’naviy jihatdan yetuk insonlar bo‘lib kamolga yetishini ta’minlash, qobiliyat hamda iqtidorini yuzaga chiqarish, qalbida yurtga sadoqat va fidoyilik tuyg‘ularini shakllantirish borasida amalga oshirilayotgan beqiyos sa’y-harakatlar zamirida ham ana shu ezgu maqsad mujassamdir. Bugungi kunda tilni o‘rganish hayotimizning barcha sohalaridagi har qanday yoshdagi ta’lim oluvchining va insonlarning muloqoti va shaxsiyatini rivojlantirishga yordam beradi. Tarjimonlik, tilshunoslik sohalarini o‘rganish xorijiy tillarni bilish insonning istiqbolini oshirishi mumkin.

O‘zbekiston Respublikasi Birinchi Prezidentining 2012-yil 10-dekabrdagi qarori asosida xorijiy tillarni o‘rganish tizimini yanada takomillashtirishni isloh qilish masalasiga davlat siyosati darajasida e’tibor qaratilib, “Chet Tillarni o‘rganish tizimini yanada takomillashtirish chora-tadbirlari to‘g‘risida” PQ-1875- sonli qarori qabul qilinishi katta o‘zgarish bo‘ldi. Milliy madaniyat sarchashmalari turistlarni mamlakatimizga qiziqishini uyg'otish, tashrif buyurgan turistlar uchun yaxshi sayyohlik xizmatlarini joriy etish, chet elliklar va mahalliy turistlarni mamlakatimizga ko'proq jalb etish, ko‘proq ehtiyojini qondirish uchun jon jahdimiz bilan harakat qilib, mamlakatda turistik daromad salohiyatini oshirishga bel bog'lashimiz kerak. Turizmni rivojlantirishda xorijiy tajribalardan foydalanish ham yanada ko‘proq samara bermoqda. Xalqaro turizmning hozirgi holati va rivojlanish istiqbollari O‘zbekistonga ham ta’sir ko‘rsatmoqda. Turizm- bu mintaqalarda ishga oid faolikka yordam beradi, jamoat ishlab chiqarishida band bo’lmagan mehnatga layoqatli aholini jalb qiladi, mehnatni tatbiq qilish iqtisodiyotning rivojlanishini faollashtiradi. Mintaqaviy resurslardan samarali foydalanishga hamda xizmat ko’rsatish sohasi xodimlarining malakasini oshirishga yordam beradi. Kelgusida aholiga xizmat ko’rsatish sohasining kengayishi bilan xizmat ko’rsatish sohasida band bo’luvchilar soni tobora ortib boradi. Mablag‘ni ko’p talab qilishiga qaramay, turistik sohaga sarflangan sarmoya juda foydali, chunki u o’zini nisbatan tez qoplaydi. Xorijiy turistlardan tushadigan pul tushumlari daromatga aylanadi va milliy iqtisodiyotning turli tarmoqlarida aloqada bo‘ladi.

Sunday sabablarga ko‘ra, jamiyatimizda chet tillarini o‘rganish eng dolzarb mavzulardan biri hisoblanadi. Yurtimizda ham chet tillarini o‘qitishga katta e’tibor qaratilmoqda. Davlat ta’lim muassasalarida ham xususiy ta’lim dargohlarida malakali o‘qituvchi va professorlar talabalarga ta’lim bermoqda. Oliy ta’lim maskanlarida ham katta tajribali va ilm salohiyati baland o‘qituvchilardan tashqari chet el mamlakatlaridan shaxsan chet elliklaning o‘zlari kelib dars berishlariga imkoniyat yaratib berilmoqda. Xalqaro va milliy til

sertifikatlarini olishda ham qulayliklar yaratildi. Bu esa yurtimizda chet tillarini biluvchilar sonini oshirishi aniq.

Xulosa qilib aytganda, turizm XXI asrda bu yirik biznes, katta pul va global miqqiyosdagi siyosatdir. Turizm mamlakatlarining iqtisodiyotining ertangi kunidir. Milliy turizm sohasining yangi beshinchi bosqichi 2017-2021 yillarida O‘zbekiston Respublikasini rivojlantirishning beshta ustuvor yo‘nalishlari bo‘yicha harakatlar strategiyasining iqtisoiyotini rivojlantirish va liberlantirishda turizm sohasini rivojlantirishning ustuvor yo‘nalishlaridan biriga kiritlishi va ayniqsa, bugungi kunda tarixiy ahamiyatga ega bo‘lgan, hukumatimiz tomonidan iqtisodiyotda birinchi marotaba turizm sohasiga milliy iqtisodiyotning strategik sektor maqomini berilishi, uning istiqbolda rivojlantirishga katta zamin yaratmoqda. Shu tufayli, yurtimizga sayohat qiladigan mahalliy va xorijiy turizmlarga sifatli xizmat ko‘rsatish uchun zamonaviy kadrlar turizm sohasini nazariy va amaliy jihatdan mukammal o‘rganishi va o‘zlashtirishi talab qilinmoqda.

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# XALQLAR MADANIYATINI TO’G’RI TARJIMA QILISHDA FRAZEOLOGIK BIRIKMALAR TARJIMASI

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**Annotatsiya**

Frazeologik birikmalar tarjimasi lingvistik jarayon bo‘lib, ularning madaniy va semantik xususiyatlarini hisobga olishni talab qiladi. Bunday birikmalarni so‘zma-so‘z tarjima qilish ko‘pincha noto‘g‘ri yoki tushunarsiz natijaga olib keladi. Shuning uchun, tarjimonlar birikmaning umumiy mazmunini saqlab qolish uchun ekvivalent frazeologik ifodalarni yoki ijodiy usullarni qo‘llashi kerak. Maqolada frazeologik birikmalar tarjimasidagi asosiy qiyinchiliklar, usullar va muhim yondashuvlarni yoritiladi.

**Kalit so`zlar:** frazeologik birikmalar, tarjima nazariyasi,lingvistik ekvivalent,so`zma-so`z tarjima,iboraviy ma`no, kontekstual ma`no, semantik tahlil.

Frazeologik birikmalar tilning ajralmas qismi bo‘lib, ular orqali xalqning madaniyati, mentaliteti va dunyoqarashi ifodalanadi. Bu birikmalar ma’no jihatidan yaxlit bo‘lib, so‘zma-so‘z tarjima qilish ko‘pincha ularning asl mazmunini yetarli darajada ochib bera olmaydi. Shu sababli, frazeologik birikmalarni tarjima qilish tilshunoslikda murakkab va o‘ziga xos jarayon hisoblanadi. Tarjima jarayonida nafaqat lingvistik ekvivalentlikka erishish, balki madaniy va kontekstual omillarni ham hisobga olish lozim. Mazkur maqola frazeologik birikmalar tarjimasida uchraydigan asosiy qiyinchiliklar, mavjud usullar va samarali yondashuvlar haqida fikr yuritadi.

**Frazeologik birikmalar va ularning lingvistik xususiyatlari**

Frazeologik birikmalar – bu mustaqil ma'noga ega, lekin tarkibiy qismlarining ma'nolari bilan izohlanmaydigan ifodalardir. Ular tilning boyligi va madaniyati bilan bog‘liq bo‘lib, odamlarning hayoti, urf-odatlari, madaniy an’analari, va tarixiy hodisalarini aks ettiradi. Frazeologik birikmalarni tarjima qilishda asosiy vazifa, ma’noni to‘g‘ri yetkazish va ifodaning stilistik xususiyatlarini saqlashdan iborat. Masalan, ingliz tilidagi "break the ice" iborasi – shaxslar o‘rtasidagi ilk sovuqlikni yo‘qotish, munosabatlarni iliqlashtirishni anglatadi. Uni so‘zma-so‘z tarjima qilish ("muzni sindirish") boshqa tillarda tushunarsiz bo‘lishi mumkin, lekin rus tilidagi “разрядить обстановку” yoki o‘zbek tilidagi "munosabatlarni yumshatish" ifodalarini ishlatish to‘g‘riroq ekvivalent bo‘ladi.

Frazeologik birikmalar tilga bog‘liq bo‘lgan turli xil ma’no qatlamlariga ega. Masalan, "to spill the beans" iborasi ingliz tilida yashirin ma’lumotni ochib qo‘yishni bildiradi. Bu yerda "beans" (loviyalar) hech qanday haqiqiy aloqaga ega emas, shuning uchun bunday ifodalarni tarjima qilishda tarjimonlar har doim ham ekvivalent so‘zlarni topolmaydi. Ushbu turdagi frazeologik birikmalarni tarjima qilishda asosiy ma’no va tilning o‘ziga xos xususiyatlarini hisobga olish zarur.

**Frazeologik birikmalarni tarjima qilishdagi qiyinchiliklar**

Frazeologik birikmalar tarjimasidagi asosiy qiyinchiliklardan biri shundaki, so‘zma-so‘z tarjima ko‘pincha asl ma’noni yetkazmaydi va natijada tushunarsiz yoki noto‘g‘ri ma’no yuzaga kelishi mumkin. Masalan, ingliz tilidagi "piece of cake" iborasi oddiy va oson ishni ifodalaydi. Agar uni so‘zma-so‘z tarjima qilsak, u "keks bo‘lagi" kabi tushuniladi, bu esa asl ma’noni butunlay o‘zgartiradi. Shu sababli, o‘zbek tilidagi "qo‘l uchida bajariladigan ish" kabi iboralarni ishlatish ifodaning mazmunini yaxshiroq yetkazishi mumkin.

Madaniy o‘ziga xosliklar va lingvistik farqlar ham katta qiyinchiliklar tug‘diradi. Masalan, rus tilidagi "собаку съел" iborasi tajribali va malakali odamni ifodalaydi, lekin uni ingliz yoki o‘zbek tiliga to‘g‘ri tarjima qilish o‘ta qiyin. Ingliz tilida bunday mazmunni ifodalash uchun "an old hand" yoki "has a lot of experience"

kabi iboralar qo‘llaniladi. Bu holda tarjimon o‘z vazifasini nafaqat tilni bilish, balki til bilan bog‘liq madaniyatni ham yaxshi tushunish orqali bajaradi.

**Frazeologik birikmalarni tarjima qilishning yondashuvlari va usullari**

Frazeologik birikmalarni tarjima qilishda bir nechta yondashuvlardan foydalanish mumkin:

- **Ekvivalent frazeologik ifodani topish usuli**. Bu yondashuvda asl ibora ma’nosi va uslubini to‘liq yoki qisman aks ettiradigan ekvivalent ifoda tanlanadi. Masalan, ingliz tilidagi "kill two birds with one stone" iborasini o‘zbek tiliga "ikki quyonni bitta o‘q bilan urish" shaklida tarjima qilish mumkin. Bu ekvivalent tarjima ifodaning asosiy mazmunini saqlab qoladi.
- **Erkin tarjima**. Bu usulda tarjima asosan ifodaning umumiy mazmunini yetkazishga qaratiladi, lekin so‘zma-so‘z tarjima qilinmaydi. Masalan, ingliz tilidagi "let the cat out of the bag" iborasi "sirni ochmoq" yoki "yashirin gapni fosh etmoq" kabi tarjima qilinadi. Bu erkin tarjima ifodaning ma’nosini tushunarlilik va kontekstga mos keladigan shaklda yetkazish imkonini beradi.
- **Izohli tarjima**. Ba'zi hollarda, frazeologik birikma to‘g‘ridan-to‘g‘ri tarjima qilinmaydi va uning ma’nosi tushuntiriladi. Masalan, rus tilidagi "пальцем в небо" iborasi biror narsani tasodifiy yoki noaniq taxmin qilishni bildiradi. Uni o‘zbek tiliga "tasodifiy taxmin qilish" kabi izohli shaklda tarjima qilish mumkin. Bu usul ifodaning aniq ma’nosini tushuntirib, uni o‘quvchiga yaqinlashtiradi.

Bu usullar har xil vaziyatlarda, matnning maqsadidan kelib chiqib qo‘llanilishi mumkin. Har bir yondashuv o‘ziga xos afzallik va cheklovlarga ega bo‘lib, tarjimonning lingvistik bilim va madaniy tajribasi yuksak bo‘lishini talab qiladi. Frazeologik birikmalarni tarjima qilish jarayoni faqat lingvistik o‘xshashlikka emas, balki madaniy va kontekstual moslikka ham asoslanadi.

**Xulosa**

Frazeologik birikmalar tarjimasi tilshunoslik va tarjima nazariyasida muhim o‘rin egallaydi. Ular tilning ko‘p qatlamli tuzilishini va madaniy o‘ziga xosliklarini aks ettiradi. Tarjima jarayonida frazeologik birikmalarni so‘zma-so‘z tarjima qilish

ko‘pincha ma’noni tushunarsiz yoki noto‘g‘ri ifodalashga olib keladi. Shuning uchun tarjimonlar ekvivalent iboralarni topish, erkin va izohli tarjima usullarini qo‘llashga majbur bo‘ladi. Har bir frazeologik birikma o‘z konteksti va madaniyati bilan bog‘liq bo‘lib, tarjimonlar bu jihatlarni hisobga olish orqali asarlarning asl ma’nosini saqlab qolishlari lozim. Tarjimonning tajribasi, tilga va madaniyatga bo‘lgan chuqur tushunishi, frazeologik birikmalarni muvaffaqiyatli tarjima qilishda muhim ahamiyatga ega. Shu tariqa, frazeologik birikmalar tarjimasi jarayoni faqat til bilish bilan cheklanmay, balki madaniy va kontekstual jihatlarni ham o‘z ichiga oladi, bu esa o‘z navbatida global kommunikatsiyaning samaradorligini oshiradi.

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## TURIZM SOHASI VA UNDA QO’LLANADIGAN CHET TILIDAGI INTERVYULARNING AHAMIYATI


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**Annotatsiya:** Ushbu maqolada turizm sohasida chet tildagi intervyularning muhimligi muhokama qilinadi. Intervyular global muloqotni osonlashtirish bilan

birga, turli mamlakatlardan kelgan sayohatchilar va mutaxassislar o‘rtasida tajriba almashish imkonini beradi. Chet tillarida olib borilgan intervyular, boshqa mamlakatlardagi xizmatlar va mahsulotlar haqida ma'lumot olishga yordam beradi, bu esa xizmatlarni yaxshilash uchun foydali.Bundan tashqari, bunday intervyular bozor tendensiyalarini tahlil qilishda muhim rol o'ynaydi va karyera imkoniyatlarini oshiradi. Chet tillarida muloqot qilish turli madaniyatlarni chuqurroq tushunishga yordam beradi, bu esa mijozlarga sifatli xizmat ko‘rsatishni ta'minlaydi. Umuman olganda, chet tilidagi intervyular turizm sohasining muvaffaqiyatli rivojlanishi uchun zarur vosita hisoblanadi.

***Kalit so’zlar:*** turizm, chet tillar, intervyu, global muloqot, tajriba almashish, karyera imkoniyatlari, madaniyat, rivojlanish, xalqaro hamkorlik, strategiya.

**Annotation:** This article discusses the importance of foreign language interviews in the tourism sector. Interviews not only facilitate global communication but also provide an opportunity for travelers and specialists from different countries to exchange experiences. Conducting interviews in foreign languages helps gather information about services and products in other countries, which is beneficial for improving services. Additionally, such interviews play a crucial role in analyzing market trends and enhancing career opportunities. Communicating in foreign languages aids in a deeper understanding of various cultures, ensuring that quality services are provided to customers. Overall, foreign language interviews are essential tools for the successful development of the tourism sector.

***Keywords:*** tourism, foreign languages, interviews, global communication, experience sharing, career opportunities, culture, development, international cooperation, strategy.

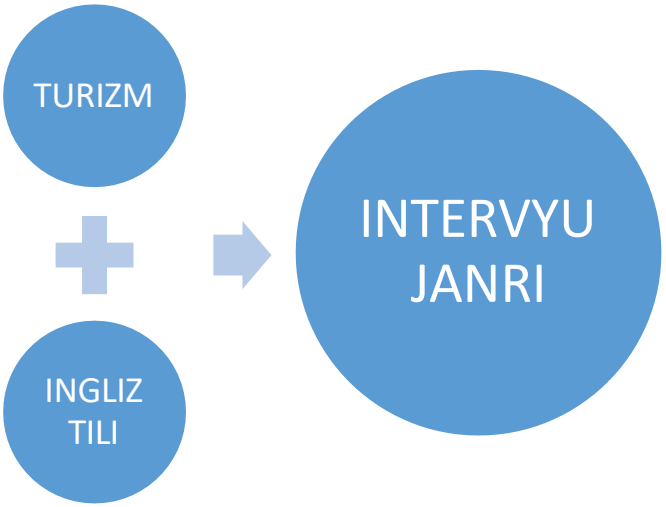
**Аннотация:** В данной статье рассматривается важность интервью на иностранных языках в туристическом секторе. Интервью не только упрощают глобальное общение, но и предоставляют возможность путешественникам и специалистам из разных стран обмениваться опытом. Проведение интервью на иностранных языках помогает собирать информацию о сервисах и

продуктах в других странах, что полезно для улучшения услуг. Кроме того, такие интервью играют важную роль в анализе рыночных тенденций и повышении карьерных возможностей. Общение на иностранных языках способствует более глубокому пониманию различных культур, что обеспечивает предоставление качественных услуг клиентам. В целом, интервью на иностранных языках являются необходимыми инструментами для успешного развития туристического сектора.
***Ключевые слова:*** туризм, иностранные языки, интервью, глобальное общение, обмен опытом, карьерные возможности, культура, развитие, международное сотрудничество, стратегия.

## KIRISH

Turizm sohasida global muloqotning ahamiyati kun sayin oshib bormoqda. Hozirgi kunda turizm nafaqat geografik chegaralarni, balki madaniy va til farqlarini ham yo'q qiladi. Bu jarayonda chet tillarining o‘rni juda muhim, chunki ular xalqaro hamkorlik, tajriba almashish va samarali muloqot o‘rnatishda yordam beradi. Chet tillarida olib borilgan intervyular, turizm sohasida tajriba va bilimlarni almashish imkoniyatini yaratib, sayohatchilar va mutaxassislar o‘rtasidagi aloqalarni mustahkamlaydi.

Ushbu maqolada turizm sohasidagi chet tildagi intervyularning ahamiyati, xizmatlarni yaxshilash, bozor tendensiyalarini tahlil qilish va karyera imkoniyatlarini kengaytirishdagi roli batafsil ko‘rib chiqiladi. Shuningdek, madaniyatlararo muloqotning ahamiyati ham alohida ta'kidlanadi, chunki turizm mijozlarga sifatli xizmat ko‘rsatishni ta'minlash uchun muhim vosita hisoblanadi. Umuman olganda, chet tilidagi intervyular turizm sohasining muvaffaqiyatli rivojlanishi uchun zaruriy komponentlardir.




Chet tillarida olib borilgan intervyular, turizm sohasidagi global hamkorlikni mustahkamlashda muhim rol o'ynaydi. Ushbu intervyular nafaqat aloqalarni o'rnatish, balki turli mamlakatlardan kelgan sayohatchilar va mutaxassislar o'rtasida tajriba almashish imkonini ham yaratadi. Sayohat tajribasi, xizmatlar va strategiyalar haqida ma'lumotlar almashish, mamlakatlar o'rtasidagi o'zaro tushunishni yanada oshiradi.

Misol uchun, bir mamlakatda muvaffaqiyatli amalga oshirilgan turizm loyihalari, boshqa davlatlarda qo'llanilishi mumkin. Bunday intervyular orqali bir mamlakatda muvaffaqiyatli bo'lgan tadbir yoki xizmat haqida ma'lumot olish, boshqa joylarda ham shunga o'xshash yondashuvlarni joriy etish imkoniyatini beradi. Bu, o'z navbatida, xizmatlarning sifatini oshirishga yordam beradi, chunki turizm sohasidagi eng yaxshi amaliyotlar va tajribalarni ko'rish orqali boshqa mutaxassislar o'z faoliyatlarini yanada rivojlantirish imkoniyatiga ega bo'lishadi.

Bundan tashqari, bunday intervyular xalqaro hamkorlikni rivojlantirish uchun muhim bir platforma bo'lib xizmat qiladi. Sayohat agentliklari, mehmonxonalar, transport xizmatlari va boshqa turistik tashkilotlar o'rtasida o'zaro hamkorlikni kuchaytiradi. Bunday aloqalar nafaqat iqtisodiy manfaatlarga, balki madaniyatlararo aloqalarga ham ijobiy ta'sir ko'rsatadi. O'zaro tajriba almashish, mijozlarga taklif etilayotgan xizmatlar va mahsulotlarni yanada diversifikatsiya qilishga imkon beradi. Shuningdek, global muloqot va xalqaro hamkorlik, turizm sohasidagi

innovatsiyalarni rivojlantirishga yordam beradi. Turizmning turli jihatlari, masalan, ekologik barqarorlik, madaniy merosni saqlash va raqamli texnologiyalarni qo'llash kabi sohalarda tajribalarni baham ko'rish, yangi g'oyalar va strategiyalarni yaratish imkoniyatini beradi. Bu jarayon, turizmni yanada samarali va barqaror ravishda rivojlantirishga xizmat qiladi.

Chet tillarini bilish va intervyu o‘tkazish qobiliyati turizm sohasida professional rivojlanish uchun muhim ahamiyatga ega. Hozirgi global iqtisodiy sharoitda, turizm mutaxassislari turli tillarda samarali muloqot qilishni bilishlari zarur. Bu ko‘nikmalar xalqaro sayohatchilar bilan to‘g‘ridan-to‘g‘ri aloqani o‘rnatishdan tortib, global biznes munosabatlarini rivojlantirishga qadar keng imkoniyatlarni taqdim etadi.Chet tillarini bilish, ish beruvchilar tomonidan yuqori baholanadi, bu esa mutaxassislarning professional imkoniyatlarini yanada kengaytiradi. Chet tillarini o‘rganish orqali, turizm sohasidagi karyera yo‘nalishlari bo‘yicha yangi imkoniyatlar ochiladi, masalan, xalqaro turizm agentliklarida, mehmonxonalarda, transport kompaniyalarida yoki boshqa turistik tashkilotlarda ishlash imkoniyatlari. Bunday ko‘nikmalarga ega bo‘lgan mutaxassislar ko‘proq mas'uliyatli lavozimlarga tayinlanishlari mumkin.

Turizm sohasida raqobatbardosh bo‘lish uchun mutaxassislar o‘z malakalarini doimiy ravishda yangilab turishlari zarur. Chet tillarida o‘z fikrlarini aniq ifoda etish qobiliyati, mijozlar bilan samarali aloqa o‘rnatish, madaniyatlararo munosabatlarni rivojlantirish va yuqori sifatli xizmatlarni taqdim etishda katta ahamiyatga ega. Mijozlar bilan yaxshi muloqot qilish, ularning ehtiyojlarini chuqur tushunishga yordam beradi va ularga sifatli xizmat ko‘rsatish imkonini beradi, bu esa turizm sohasida muvaffaqiyatli karyeraga erishish uchun zarurdir.

**Xulosa**

Turizm sohasida chet tillarini bilish va intervyu o‘tkazish qobiliyati professional o‘sish uchun asosiy omillar sifatida muhim ahamiyatga ega. Ushbu ko‘nikmalar, nafaqat xalqaro sayohatchilar bilan samarali aloqa o‘rnatishga, balki

global biznes munosabatlarini rivojlantirishga ham yordam beradi. Chet tillarini o‘rganish orqali turizm mutaxassislari karyera imkoniyatlarini kengaytirish va mas'uliyatli lavozimlarga tayinlanish imkoniyatlarini oshirishlari mumkin.

Raqobatbardosh bo‘lish uchun mutaxassislar o‘z malakalarini doimiy ravishda yangilab borishlari, mijozlar bilan mustahkam aloqalar o‘rnatish va ularning ehtiyojlarini chuqur tushunishlari zarur. Chet tillarida samarali muloqot qilish, madaniyatlararo aloqalarni rivojlantirish va yuqori sifatli xizmatlarni taqdim etish, turizm sohasida muvaffaqiyatli karyera qurish imkonini beradi. Umuman olganda, chet tilidagi intervyular va muloqot ko‘nikmalari turizm sohasining istiqboli uchun mustahkam poydevor yaratadi.

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## THE ROLE OF FOREIGN LANGUAGE LEARNING IN ENHANCING TOURISM DEVELOPMENT

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**Abstract:** In this thesis the connection between foreign languages and the field of tourism is presented, as well as the efforts made around the world to further develop the field of tourism. It is also written that tourism industry brings a lot of financial income to all countries.

**Key words:** foreign languages, tourism, cultures, income, tourists, tourism in Uzbekistan.

Language is the road map of cultures. It tells you where its people come from and where they are going. “Rita Mae Brown”.

In today's world, the attention to the tourism sector is increasing day by day. Learning foreign languages is very important in the development of tourism. As an example, several important aspects can be noted: Knowing foreign languages makes it possible to effectively communicate with and help tourists from different cultures. This will give tourists a positive impression of your country and increase their desire to visit again. Specialists working in the field of tourism can provide high- quality service to tourists by knowing foreign languages. This allows them to guide, explain tourists’ attractions, provide information about services and help to solve problems, and they have the opportunity to earn a lot of money for themselves.

In addition, tourism is a big business, big money and global politics of the century. Because, visiting tourists definitely stay in expensive hotels and buy gifts when they visit to historical places. Most importantly, they will need an interpreter. If a person, who knows a foreign language, learns deeply about cultures and history together, it will be great.

Acquiring language skills is more than just learning vocabulary and grammatical rules: it is learning how to communicate. To communicate well in any language requires a solid grasp of cultural nuance and meaning. Without it you will not know which words, phrases and gestures are appropriate (or not) for any given situation. Especially, knowing foreign languages gives us an opportunity to learn other countries cultures, which we interesting.

Moreover, we can see that almost all countries are encouraging their citizens to promote language learning by organizing various educational centers, conferences and meetings.

When it comes to tourism field of our motherland Uzbekistan, there are so many actions are accomplishing in order to stimulate the population to learn multi languages. Some examples, qualified professors teach foreign languages in state educational institutions and private schools or centers. Moreover, English, Russian, Korean and similar foreign languages that are becoming popular are being taught to children from kindergarten, albeit little by little.

Bedsides, at schools, foreign language lessons are conducted using different interesting methods than other subjects in order to attract the pupils. Our honorable President is implementing many reforms in order to develop this sector. He started these reforms by increasing attention to foreign languages. There are countless examples of actions taking a place in our country.

An example of this is that the Education Center is creating many opportunities by reducing taxes in educational centers in order to facilitate the learning and teaching of foreign languages.

To conclude, we must learn about other foreign languages in order to know about other cultures, in order to understand, in order to love, in order to preserve our common world heritage. Because, language - is the main means of communication and communication between people ot the whole world and the establishment of warm interethnic relations.

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# THE IMPORTANCE OF LEARNING FOREIGN LANGUAGES IN THE DEVELOPMENT OF TOURISM

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**Annotation:**

The article is devoted to the phenomenon of learning languages in the field of tourism. The upsides of language knowledge were described in this article

**Key words:** communication, foreign languages, tourists, tourism, custom

## Introduction

As we live in the cutting-edge era, tourism has become one of the most pivotal topics to discuss and amplify thus sphere. It is not a secret that every

country/continent has its own history, culture and language. There are 2.700 languages with more than 7000 own dialects, which is used by individuals in order to communicate with each other.

Even though the number of languages might seem infinite, there are only some, that are important and are used by scores of people all over the world. These are English, French, Spanish, Portugal, Russian and Arabic. These languages, with the exception of Arabic are recognized as main languages in Europe, while English, French and Russian are the central ones in the United Nations.

The word "tourism" perse (tourisme, from tour) in French means "walk", "trip", "journey".

As it has been mentioned earlier, learning foreign languages plays the huge role in the industry of tourism. First and foremost, tourism demands high level of communication skills to elevate intelinkages between particular countries. For instance, in these days, English is considered as a lingua franca, due to the fact that this language is the most common one. 1,5 billion people speak English, whereas only 360 million are native speakers. For this reason, learning English language has become a mandatory procedure for those, who crave to connect their life with tourism, as more employment opportunities are provided in this business. The central concept in the field of applied intercultural communication is intercultural sensitivity. Scientific literature, various reference books and intercultural trainings are the great example. The information that contained in there expands knowledge about another culture, that teaches how to communicate and grasp other individuals. For example, the book “The Alchemy of communication” by Rami Bleck describes and explains practical recommendations and shares his own feelings with his readers, that help people to be able to establish peaceful, mutual and beneficial relationships with other people.

Tourism plays an important role in the economy by providing jobs, stimulating the growth of local industries, increasing profits and attracting investment. Additionally, tourism promotes cultural exchange, understanding of different cultures and

traditions, and promotes the preservation of the natural environment through the support of ecotourism.

Travel staff is the most active user of English, as travel agencies use this language for different aims, such as publications of brochures, posters, writing emails, ticket processing etc…

From the psychological side, the knowledge of a foreign language aids tourists to feel more independent and confident in an unknown destination, that will boost the experience of traveling. Notwithstanding, it can have a positive effect on the level of service, that is provided for tourists, as local guides and employees of the tourism will be able to communicate more effectively with foreign visitors. Also, knowledge of customs and speech etiquette has a beneficial effect on the result of the tourism manager's work, increases the prestige of the specific company and, consequently, increases the profit of the enterprise. Case in point, a study conducted by the World Tourism Organization revealed, that tourists are more likely to return to a place, where they felt welcome and understood, for the most part, because of auspicious communication language.

## Conclusion

All in all, it can be concluded that in the 21 century learning a foreign language has become one of the "global" things. It is obvious that it is impossible to work in the field of tourism without having communication skills. Mutual enrichment occurs due to the socio-cultural information between tourists. In this regard, the phenomenon of tourism plays an important role of cultural inter civilizational interaction.

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## IMPORTANCE OF LEARNING FOREIGN LANGUAGES IN THE DEVELOPMENT OF TOURISM

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**Abstract:** this article emphasizes the role of learning multiple languages in progressing Hospitality and Tourism industry of Uzbekistan.

**Keywords:** foreign languages, definitions, hospitality, tourism industry

“Language is the road map of a culture. It tells you where its people come from and where they are going”
(Rita Mae Brown)

**Introduction.** Language a system of conventional spoken, manual or written symbols by means of which human beings, as members of a social group and participants in it culture, expression of identity, play, imaginative expression and emotional release Definitions of language are derived from various linguistic schools of thought concerning the nature and function of language. Many definitions of language have been proposed. Henry Sweet, an English phonetician and language scholar, stated:

According to Santos (1990) language is a series of sound produced by said means of conscious human being. According Wibowo (2001) language is system of symbols that are meaningful and articulate sound (generated by said tool) which are arbitrary and conventional which is used as a means of communicating by a group of human beings to give birth to feelings and thoughts. Almost similar to the opinion Wibowo, Walija (1996) disclose the definition language of communication is the most complete and effective way to convey ideas, messages, intentions, feelings and opinions to others. The above definitions suggest not only the concept of language but also the meaning, the features or characteristics and the uses of language.

Foreign language on the other hand can be seen as a language indigenous to another country.

**Some Reasons of Learning Foreign Languages:**

The proficiency in multiple foreign languages is a basic prerequisite for successful communication in the tourism industry. In today's globalized world, the importance of mastering foreign languages is a demand and multilingualism is considered as an investment in the future. Regardless of what reasons one might respond to for learning one individual language, Concordia Language Village offers a number of reasons to learn any language. They are:

1. Open more doors for yourself. Learning another language opens doors into other cultures and communities and fosters friendships and opportunities. The further along the path of language acquisition you travel, the wider these doors swing open and stay open for the rest of your life.

2. Keep your brain revving in high gear. Studies have shown that the process oflearning a second language improves memory and attention overall by 20%. For young linguists, math skills have been shown to increase by 12.5% and standardized test scores by 10%. In older bilinguals (and multilinguals), the likelihood of Alzheimer's and dementia decreases later in life since their brains retain higher executive function.

3. Enhance your job prospects and earnings potential. In today's increasingly global marketplace, the ability to communicate in another language makes you a more attractive job employee. This is reflected in an increase of 160% in the number of job ads seeking bilingual candidates. Chances are that you will be dealing—in person or virtually—with clients, suppliers or colleagues who speak other languages. In addition, labor statistics show that people who speak a second language earn up to 20% more over the course of their career than those who don't.

4. Travel with more confidence and derive greater personal benefit from those travels. Even a little understanding goes a long way in helping figure out where you are, what you want to do, and how to best go about doing it. The more you know, the more you can absorb from the experience—and especially from the people with whom you are interacting.

5. Better understand cultural contexts. Acquiring language skills is more than just learning vocabulary and grammatical rules; it's learning how to communicate. To communicate well in any language requires a solid grasp of cultural nuance and meaning. Without it, you won't know which words, phrases and gestures are appropriate (or not) for any given situation. Being able to greet someone with theproper degree of respect or familiarity is a critical skill, which is just as important as the ability to identify blind spots or stereotypes in portraying historical and current events in other cultures and your own.

6. Connect directly with the branches on your family tree. For some, the connection will be as close as grandparents still living their original language and culture here in this country. For others, it may be more distant relatives who chose

not to emigrate. For those who no longer have any direct connections with their ancestral country of origin, learning its language enables you to better understand your cultural or ethnic heritage.

7. Better understand recent immigrants in your own community. This is especially true if the language you are learning happens to be their language. But even if it isn't, just appreciating the fact that newcomers speak another language enhances your ability to relate to their experiences, empathize with their challenges and celebrate their accomplishments. With an estimated 20% of current American families speaking another language at home, this understanding has become increasingly relevant.

8. Become a better communicator. Learning a second language compels you to listen more carefully: Your abilities are limited, so you must pay closer attention as your ear learns to listen on a different level. Likewise, you think more carefully about what you are going to say and how you are going to say it, circumspection that inevitably then gets applied to your English-language communications as well.

9. Think more expansively about the world. In a way that is not that different from traveling beyond your borders, learning another language takes you out of your comfort zone. Learning another language helps you to stand in someone else's shoes and experience a different perspective by challenging your framework of beliefs, values and attitudes. It helps to broaden perspectives beyond your personal framework, dispel prejudices and be open to alternative beliefs - leading to the development of cross-cultural, interpersonal skills.

10. Learn more about yourself. This can occur in a number of ways, but most typically as a consequence of the experiential opportunities made available to you as a result of having learned that second language. It is frequently said that you only get to lead one life; but speaking another language allows that one life to have multiple paths.Tourism and Hospitality Industry in Uzbekistan The tourism and hospital industry is a large and complex industry and one that is of significant economic importance to Uzbekistan. It is clear that tourists' main underlying aim is

nowadays to occupy with the activities while traveling away, to hit the road to unusual environment for leisure, to set up their own business and other purposes. In some sources further emphasized that the activities of the 'visitors' include:

-Purchasing goods and services;

-Traveling to from and within a destination;

-Affecting various ways of the natural and social environment.

As credited to Robinson (1976) and UNWTO (1999), people undertake tourism travel for the purposely of:

-Leisure

-Recreation

-Pilgrimage

-Medical treatment

-Family affairs

-Festival

-Sporting events

-Conference and Studies

In Uzbekistan, tourists can find nearly every type of above-mentioned branches the reason is that the country demonstrates four season itself and encompass wealthy tourism resources which are world's postindustrial countries turn their attention to explore.

**Conclusion**. For attracting the great amount of tourists to the country ,have to increase the language literacy of translators, guides and local population's simultaneously... As Nelson Mandela said "If you talk to a man in a language he understands, that goes to his head. If you talk to him in his own language, that goes to his heart! "From this we can say that the heart of everyone can be found first of all through the native language. Our people have long been known for their hospitality and traditions. Visitors are interested in our jewelry, silk fabrics, unique works of our craftsmen, as well as national dishes prepared by our chefs. Thus, tourists want to communicate directly with the creators of these unique things, it is

possible also to use the services of an interpreter or a guide, but it is the creators themselves who make a marvelous impression.

In my opinion, the knowledge of foreign languages by anyone involved in the tourism industry can not only contribute to the development of the tourism industry, but also to the improvement of living standards and a sharp decline in unemployment!

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# LANGUAGE BARRIERS IN TOURISM: CHALLENGES AND SOLUTIONS

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In our increasingly interconnected world, tourism plays a vital role in bridging cultures, fostering understanding, and driving economic growth. However, language barriers remain a significant challenge in this sector, creating obstacles to effective communication between tourists and local communities. These barriers can lead to misunderstandings, frustration, and a reduced quality of travel experiences. Addressing these issues is essential for enhancing tourist satisfaction and promoting meaningful cultural exchanges.

**The Nature of Language Barriers in Tourism**

Language barriers can manifest in various ways, affecting both verbal and non-verbal communication. Tourists often encounter difficulties when attempting to navigate unfamiliar environments, seek assistance, or engage with local customs. These challenges can result in a range of negative outcomes, including:

*Miscommunication:* At the core of language barriers is the potential for miscommunication. Simple requests, such as asking for directions or ordering food, can lead to confusion and frustration. Misunderstandings can not only diminish the travel experience for tourists but can also adversely impact local businesses reliant on positive interactions and reviews.

*Cultural Misunderstandings:* Language is deeply tied to culture, and when communication fails, cultural nuances can be lost. This can lead to stereotypes and biases, creating an atmosphere of distrust and misunderstanding. Tourists might inadvertently offend locals by not grasping the subtleties of cultural norms, which can strain relationships and deter future visits.

*Safety Concerns:* Effective communication is crucial in emergencies. Language barriers can hinder a tourist's ability to seek help or understand safety instructions. In critical situations—such as medical emergencies or natural disasters—

miscommunication can have serious consequences, potentially jeopardizing the safety of tourists and locals alike.

*Limited Access to Information:* Tourists often rely on local insights to enhance their travel experience. When information is not available in languages they understand, tourists may miss out on key attractions, cultural experiences, and even practical advice, ultimately leading to a less fulfilling visit.

*The Impact of Language Barriers on Tourism*

The implications of language barriers extend beyond individual experiences; they can affect the broader tourism industry. Miscommunication can lead to negative reviews, deterring future visitors and harming local economies. Moreover, as travel becomes more competitive, destinations that fail to address language barriers may find themselves at a disadvantage compared to those that prioritize effective communication.

**Solutions to Language Barriers**

Fortunately, there are several strategies that stakeholders in the tourism industry can implement to mitigate language barriers and enhance communication:

*Multilingual Staff and Training:* Employing multilingual staff in tourism-related businesses—such as hotels, restaurants, and tour companies—can significantly improve communication with international visitors. Training employees in basic phrases and cultural sensitivity can help them assist tourists more effectively, fostering a welcoming atmosphere.

*Leveraging Technology:* The rise of technology has provided innovative solutions to language barriers. Translation apps and devices can facilitate real-time communication between tourists and locals. Additionally, businesses can create multilingual websites and informational materials, ensuring tourists have access to resources in their preferred languages.

*Visual Communication:* Utilizing visual aids, such as images, icons, and pictograms, can transcend language barriers. Menus featuring pictures, maps with highlighted attractions, and signage employing universal symbols can help convey important

messages more clearly, allowing tourists to navigate unfamiliar settings with greater ease.

*Language Exchange Programs:* Encouraging language exchange initiatives can foster mutual understanding and enrich interactions between tourists and locals. Such programs allow visitors to learn basic local phrases while sharing their own language, promoting cultural exchange and deepening connections.

*Community Engagement:* Involving local communities in tourism initiatives can create a more inclusive and welcoming environment for visitors. Organizing workshops to teach locals basic phrases in various languages can empower them to communicate better with tourists, enhancing overall experiences.

*Promoting Cultural Awareness:* Tourism organizations can undertake campaigns to promote cultural awareness and sensitivity among both tourists and locals. Educational initiatives emphasizing the importance of understanding and respecting cultural differences can enhance interactions and foster goodwill.

*Collaborating with Educational Institutions:* Partnering with universities and language schools can facilitate language training programs tailored to tourism professionals. This can ensure that individuals working in the tourism sector are better equipped to communicate with a diverse range of visitors.

*Creating Bilingual Signage and Materials:* Governments and tourism boards can contribute by providing bilingual signage and informational materials at popular tourist destinations. This proactive approach can help visitors navigate locations more effectively while demonstrating the host community's commitment to inclusivity.

## Conclusion

While language barriers present significant challenges in the tourism industry, they also offer opportunities for growth and innovation. By implementing effective solutions, stakeholders can enhance communication, foster cultural exchange, and

create a more inclusive environment for travelers. In an era where the world is becoming increasingly interconnected, overcoming language barriers is crucial for ensuring that the beauty of diverse cultures can be appreciated by all.

Embracing these challenges not only enriches the travel experience but also strengthens the bonds between people from different backgrounds. As tourism continues to evolve, prioritizing effective communication will be essential for building a more harmonious global community, allowing individuals to connect through shared experiences, stories, and friendships that transcend language. Ultimately, the journey toward breaking down language barriers can lead to a richer, more fulfilling travel experience for everyone involved.

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## THE IMPORTANCE OF LEARNING FOREIGN LANGUAGES IN THE DEVELOPMENT OF TOURISM

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**ABSTRACT:** This article talks about the importance of learning foreign languages in the development of tourism. In addition, it highlights about the reforms that are being carried out in order to further develop the tourism sector in our country.

**KEY WORDS:** Tourism, linguistics, domestic tourism, transit, electronic format, e-guest.

Learning foreign languages plays a critical role in the development of tourism, facilitating communication, enhancing traveller experiences, and improving the overall efficiency of the tourism sector. The world was created in such a way that every person, individual strived for beauty, to search for things he did not understand and to create new worlds. If we look at history, none of us has any doubt that language has always been the first priority for any country to enter the territory of

another country or to establish communication with the inhabitants of this country. With the passage of time, as trade and linguistics developed, great works translated by scholars and merchants and the stories of merchants awakened in the hearts of a whole nation the desire to travel to unseen but beautifully described countries. Over the years, people have tried to organize the language of the countries and nations they visited. Knowing the language of this nation has opened a wide range of opportunities for tourists. Among them, tourists bring great benefits to the economy of the visited country. As an example, let us compare several countries, France, Spain, Thailand and the USA are the most visited countries in the world today: If we consider France, in 2018, 93.2 million tourists visited, and in 2023, this indicator will reach 90 million. Most of the visitors to France visit Paris to see the world-famous Eiffel Tower. There are also many museums and other historical buildings in Paris. They also attract foreigners. Considering this, the profit from the tourism system in France is 9% of the gross domestic product of France. One of the main factors that attract so many tourists is the highly developed tourist infrastructure in France. Roads, hotels, railway stations and airports, and world-famous restaurants are in high demand here.

If we look at Spain. 82.8 million Tourists visited this country in 2018. In 2023, we can see that this figure has increased by 6%. Barcelona and Madrid are the most popular tourist destinations in Spain, as many medieval castles and historic buildings have been preserved. In particular, many mosques and palaces built during the period of Muslim rule in the Iberian Peninsula in the south of the country have been preserved. Another part attracts tourists because many festivals are held in Spain. Many tourists come to see the bullfight in Corridor. In Spain, the profit from the tourism sector is 14.4% of the country’s gross domestic product.

One of the biggest tourist attractions is the USA; 82.2 million tourists visited this country in 2018.

Tourists are more attracted to Las Vegas, New York City, and resorts in Hawaii.

A tourist going to the USA will definitely try to see the Statue of Liberty in New York. Florida beach resorts are also popular with foreign tourists.

Today, the USA is the richest and most developed country in the world, and it ranks high in the number of tourists. About 80 million tourists visited this country in 2023.

There are many tourist attractions in the USA. However, most of the visitors go here to see the country known to the world as the American dream.

If we talk about the reforms implemented in our country to develop the tourism industry, there are many of them. One of the most important of them is that visa-free regime was announced for nine countries during the past year. The number of countries with a simplified visa regime for their citizens has increased from 12 to 50. From July 15, 2018, as promised, the system of processing and issuing electronic entry visas began to work. Provisional registration of foreign citizens has been transferred to the E-MEHMON system in an electronic format. One of the biggest challenges tourists face is the language barrier. Learning foreign languages allows tourism professionals to effectively communicate with tourists, making their stay more comfortable and enjoyable. Hotels, restaurants, tour agencies, and other businesses in the tourism sector that can communicate in multiple languages have a competitive edge, allowing them to cater to a broader customer base and expanding their reach in the global tourism market. A temporary visa-free stay in the country has been introduced for citizens of 101 countries passing through Uzbekistan. Learning foreign languages facilitates partnerships between countries and tourism organizations. This collaboration can result in better tourism strategies, shared resources, and coordinated promotional campaigns to attract tourists from different regions.

In summary, learning foreign languages is essential for the growth and development of the tourism industry. It helps improve communication, expands market reach, enhances customer experience, and supports international collaboration. As tourism continues to grow globally, the demand for multilingual

professionals will become even more critical, making language skills a key driver in the success of tourism businesses and destinations.

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# THE SIGNIFICANCE OF LEARNING FOREIGN LANGUAGES IN BOOSTING TOURISM

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**Abstract**:

In today's interconnected world, the ability to communicate in multiple languages is increasingly crucial, especially in the context of the tourism industry. This article highlights the importance of learning foreign languages in the development of tourism, emphasizing its role in enhancing travel experiences, cultural exchange, and economic growth. Additionally, it explores how language skills contribute to sustainable tourism and accessibility, and the role of technology in language acquisition.

**Key words**: foreign languages, tourism, communication, cultural exchange, economic growth, sustainable tourism, technology.

The tourism industry is a vibrant and dynamic sector that thrives on cultural diversity and global interaction. As the world becomes increasingly interconnected, the ability to communicate in foreign languages has become an essential skill for both tourists and professionals in the tourism industry. foreign languages not only opens up doors for better communication but also enriches travel experiences and fosters mutual understanding between people from different cultures. Learning

One of the primary reasons why learning foreign languages is crucial for the development of tourism is the enhancement of travel experiences. When tourists are able to converse in the local language of the destination they are visiting, it creates a more immersive and authentic experience. It allows them to engage with locals on a deeper level, gain insights into local customs and traditions, and navigate through the destination with ease. This, in turn, leads to more meaningful and memorable travel experiences, encouraging repeat visits and positive word-of-mouth recommendations.

Moreover, the ability to speak foreign languages facilitates cultural exchange between tourists and local communities. Language is a fundamental aspect of culture, and by speaking the local language, tourists demonstrate respect for the host country's heritage and traditions. This fosters a sense of cultural appreciation and mutual respect, leading to meaningful cross-cultural interactions and friendships. As a result, tourism becomes a catalyst for promoting global harmony and understanding.

Sustainable Tourism and Accessibility

Learning foreign languages also supports the principles of sustainable tourism by fostering more responsible interactions between tourists and local communities. When tourists make an effort to speak the local language, they are more likely to respect local customs, follow sustainable tourism practices, and support small businesses. This deepened level of respect and understanding encourages tourists to

minimize their environmental footprint while maximizing their cultural engagement, contributing to the long-term sustainability of tourism destinations.

In terms of accessibility, multilingualism in the tourism industry allows destinations to cater to a wider demographic, including non-English-speaking travelers, seniors, or individuals with specific needs. By offering services in various languages, businesses such as hotels, restaurants, and tour operators can make their offerings more inclusive and appealing to international visitors. This inclusivity broadens the market and ensures that tourism benefits reach a larger audience, enhancing the destination's global appeal.

Technology and Language Acquisition

Technological advancements have made learning foreign languages more accessible than ever before, benefiting both tourists and professionals in the tourism industry. Language learning apps, online courses, and translation devices allow tourists to acquire basic language skills or communicate in real time without being fluent in the local language.

Similarly, tourism professionals can improve their linguistic abilities and customer service through language-learning platforms, helping them to cater to visitors from different parts of the world. As technology continues to evolve, the integration of artificial intelligence and real-time translation services will further enhance communication in the tourism industry, making language barriers less of a challenge.

Economic Impact

From an economic perspective, learning foreign languages contributes to the growth of the tourism industry. Tourists who can communicate in the local language are more likely to engage in economic activities such as shopping, dining, and participating in local events. This, in turn, boosts the local economy and creates employment opportunities within the tourism sector. Additionally, professionals in the tourism industry, including tour guides, hotel staff, and travel agents, benefit from being multilingual, as it enables them to cater to a more diverse range of visitors, leading to increased customer satisfaction and business growth.

In conclusion, the importance of learning foreign languages in the development of tourism cannot be overstated. It plays a pivotal role in enhancing travel experiences, fostering cultural exchange, supporting sustainable tourism, and driving economic growth. As we continue to embrace a globalized world, the ability to communicate across language barriers will be instrumental in shaping the future of the tourism industry

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# The Linguistic Nature of Terms in the Field of Tourism

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**Annotatsiya :**Maqolada ingliz tilidagi turizmga oid terminlarning rivojlanish bosqichlari, xorij va o‘zbek olimlari tomonidan terminlarning leksik-morfologik tarkibi, leksik-semantik tasnifi va ularning klassifikatsiyasi yoritilgan. Shuningdek, turizm shakllari va unga oid terminlar yildanyilga boyib borayotganligi sababli turizm diskursi degan faoliyat shakllandi. Maqolada yangi turizmga oid terminlarning vujudga kelish sabablari va ingliz madaniyatining o‘zbek turizm sohasigaqay tarzda ta’sir ko‘rsatishi to‘g‘risida so‘z yuritilgan.

**Kalit so‘zlar:** turizm, termin, lingvistik tasnif, diskurs, turizm shakllari, davr, komponent.

**Аннотация:** В статье освещены этапы развития туристских терминов в английском языке, лексико-морфологический состав, лексико-семантическая классификация терминов и их классификация зарубежными и узбекскими учеными. Кроме того, по мере того, как формы туризма и связанные с ними термины обогащались из года в год, формировалась деятельность, называемая дискурсом туризма. В статье рассказывается о причинах появления новых терминов, связанных с туризмом и о том, как английская культура повлияла на узбекскую туристическую отрасль.

**Ключевые слова:** туризм, термин, лингвистическая классификация, дискурс, формы туризма, период, компонент.

**Annotation** : The article highlights the stages of development of tourist terms in the English language, lexical and morphological composition, lexical and semantic classification of terms and their classification by foreign and Uzbek scientists. In addition, as the forms of tourism and related terms have been enriched from year to year, an activity called the discourse of tourism has been formed. The article

describes the reasons for the emergence of new terms related to tourism, and how English culture has influenced the Uzbek tourism industry.

**Keywords**: tourism, term, linguistic classification, discourse, forms of tourism, period, component.

To study the terminology in the field of tourism from a linguistic perspective, it is pertinent first to examine the historical development of tourism terms. Insights into English tourism terminology can be found in various research works, including those of the Russian scholar L.V. Vinogradova. A concise overview of the history of these terms can be outlined as follows:

1. First Stage: This period encompasses the time from antiquity to the early 19th century, during which fundamental concepts such as "carriage," "board," and other similar terms emerged and evolved.

2. Second Stage: Spanning the 19th century, this phase marks the rise of tourism as a mass phenomenon. The emergence of English words such as "tourist" and "tourism," along with the expansion of tourism vocabulary and terminology related to tourism services, became significant. Additionally, there was a noticeable influence from French and German languages, with terms like "maître d'hotel" and "Baedeker" being integrated into the lexicon.

3. Third Stage: This stage includes the early 20th century and the period of World War II. As mass tourism continued to develop, various tourism services, including transportation and hospitality, evolved, leading to the creation of new job opportunities. New terms such as "shuttle," "reservation," "atelier," and "penthouse" emerged during this time. This structured analysis highlights the evolution of tourism terminology and its significance within the broader context of linguistic studies.

4. The Four Phases of Tourism Terminology Development from the End of World War II to the Present.

The period from the end of World War II to the present encompasses four phases. During this time, new complex terms and phrases such as “tour operator,” “agro-

tourism," and "business trip" have emerged. We believe it is appropriate to introduce a fifth phase—"The Era of Digitalization"—as a proposal for consideration. This era includes the time during and after the pandemic. Within this timeframe, new terms such as "food-loving millennials," "hipster traveller," "inflight Wi-Fi," "Instagrammable sights," "air bridge," "savvy traveller," and "staycation" have come into existence. Research indicates that many tourism-related terms originate from English culture. Introducing terms like diet café, fast food, and shopping into our country signifies the substantial contribution of English culture to the global tourism sector. To date, various fields such as sports, medicine, transportation, technology, and agriculture have been systematically studied from a sociolinguistic perspective. However, the field of tourism has not been examined sociolinguistically by researchers in the Uzbek language. Internationally, Graham Dann has conducted comprehensive sociolinguistic studies on tourism and its components, providing a foundational framework for young researchers. In his book "The Language of Tourism: A Sociolinguistic Perspective" (1996), he offers an in-depth analysis of how tourism possesses its discourse, highlighting the social functions of language in tourism, including the active participation of consumers, processes of social control, and mechanisms for interpersonal relations within society. As a result of G. Dann's research, Uzbek linguist A.Sh. Xolboboyeva has shed light on the interest in tourism discourse within our country: "The significant interest in the travel sector has given rise to a form of activity known as tourism discourse, which is characterized by social and cultural values created by people in specific locations and areas, encompassing both oral and written forms of communication" [3].

Tourism can be categorized into three types:

**1. Domestic (Internal) Tourism –** Travel undertaken by citizens within their own country to local regions.

**2. Inbound (National) Tourism –** Travel undertaken by foreign tourists within a host country.

**3. Outbound (International) Tourism –** Travel from one country to another.

Uzbek researchers, such as L.J. Toshboyeva, have classified various types of tourism based on travel purposes and characteristics while comparing English and Uzbek tourism terminology [2]:

• **Adventure Holidays –** Encompassing exciting leisure activities characterized by adventure, including scuba diving, snorkelling, trekking, and hang gliding.

• **Agri- (Agro-, Farm) Tourism** – Travel organized to rural areas and farms away from urban centres.

**All-expense (all-in) tour** – A travel package that encompasses all travel expenses and combines multiple opportunities.

**Business travel –** Travel undertaken for commercial, governmental, or educational purposes, where leisure is considered secondary.

**Charter group –** A pre-arranged group travel experience conducted along a standard route.

**Circuit tourism –** Refers to travel that involves visiting multiple countries in a circular route, ultimately returning to the original destination.

**Ecotourism –** A form of travel aimed at enhancing the ecosystem of areas under ecological protection, fostering positive changes in collaboration with local communities, while striving to preserve the natural structure of the region as much as possible.

**Ethnic (indigenous, roots) tourism –** Travel undertaken to explore the customs and culture of various local ethnic communities around the world. It also refers to journeys to ancestral lands or visits to relatives.

**Fam (familiarization, educational) tours –** Trips organized for travel agents, tour operators, and providers of tourism services to familiarize them with tourist destinations.

**Green (alternative, appropriate, responsible, soft, sustainable) tourism** – Travel conducted in smaller groups and with minimal environmental impact, in contrast to mass tourism, while respecting the natural structures of the locations visited.

**Heritage tourism –** Travel directed towards sites of global cultural heritage and monuments.

**Health tourism (health-care tourism) –** Travel undertaken for relaxation or physical recuperation at sanatoria or similar facilities.

**Industrial (factory) tourism –** Visits to operating factories and plants by local residents to gain insights into the processes taking place there and to understand and purchase the products being manufactured.

**Incentive travel –** Trips organized to recognize and reward good performance and loyalty in the workplace, with all expenses covered.

**Leisure travel –** Travel undertaken for recreation, relaxation, or educational purposes.

**Mass tourism –** A reference to the tourism of developed countries during its peak period, focusing on promoting the tourism industry as a profitable sector without regard for its ecological repercussions.

**Person trip visit –** Defined as a journey where an individual travels 160 km from their area for professional or recreational purposes within a single day or stays overnight.

**Press trips –** Journeys organized for travel writers and journalists to assist in gathering materials about tourist destinations.

**Religious tourism –** In a narrow sense, this refers to religious journeys such as pilgrimages; in a broader context, it encompasses visits to churches, mosques, and madrasas that exemplify global religious heritage, allowing travelers to appreciate their architecture.

**Rural tourism –** Pertains to travelers seeking a return to "primitiveness" by distancing themselves from civilization and exploring rural life with minimal human influence. This translation maintains an academic tone and structure suitable for scholarly communication.

Based on the information above, we conclude that the emergence of new terms in tourism terminology is significantly influenced by the English language and the

tourism potential of developed countries. Before categorizing tourism terms, it is advisable to classify tourism texts according to the type of information they provide. Specifically, foreign scholar Olena Skibitska has categorized tourism texts into the following types in her research [4]:

- Destination/Description: Covers the purpose and type of tourist attractions, including countries, regions, holiday themes (e.g., beach holidays, sightseeing), and tours (e.g., cruises, excursions).
- Information: Details of conditions and services in tourism texts, such as hotel descriptions, cruise ship info, excursion routes, rules, visa requirements, and essential travel information.
-Professional Communication: This area involves materials for tourism professionals, including price lists, application forms, booking systems, ticket sales regulations, and communication manuals.

Based on our examples and analyses, it can be emphasized that the tourism sector has emerged as a significant indicator of socio-economic development on a global scale. Consequently, studying it from a linguistic perspective holds considerable importance not only in linguistics but also in expanding the vocabulary within other fields of study.

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## THE SIGNIFICANCE OF MASTERING FOREIGN LANGUAGES FOR ADVANCING TOURISM DEVELOPMENT.

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**Annotation:**

**O‘zbekcha:** Ushbu maqola 21-asr va undan keyingi davrda ingliz tilining ahamiyati va uning turizmni rivojlantirishdagi o‘rni haqida baxs olib boriladi.

**На Русском:** В данной статье рассматривается важность английского языка и его роль в развитии туризма в 21 веке и за его пределами.

**In English:** This article discusses the importance of the English language and its role in the development of tourism in the 21st century and beyond.

**Key words:**

**O‘zbekcha:** Turizmdagi til to‘siqlari, chet tillarini o‘rganishni rivojlantirish, turizm ta'limiga til o‘rganishnining kiritilishi, jamiyat tili dasturlarini, texnologiya larda foydalanish, madaniyat almashinuvi.

**На Русском:** Языковые барьеры в туризме, развитие изучения иностранных языков, включение изучения языков в туристическое образование, использование языковых программ сообщества, технологий, культурный обмен.

**In English:** Language barriers in tourism, development of foreign language learning, inclusion of language learning in tourism education, use of community language programs, technologies, cultural exchange.

In the 21st century, characterized by increasing globalization and interconnectedness, the role of a common language has become increasingly crucial. English, with its widespread usage and influence across diverse domains, has emerged as a leading contender for this position. From education and business to technology and popular culture, English has permeated various aspects of modern life, solidifying its status as a global lingua franca.19

In an increasingly globalized world, the tourism industry plays a pivotal role in economic development, cultural exchange, and international relations. However, one significant barrier to maximizing the potential of tourism is the language gap between tourists and locals.

Language barriers can severely hinder the tourism experience for both visitors and hosts. Tourists may struggle to communicate their needs, leading to frustration and dissatisfaction. For instance, a traveler unable to converse in the local language may miss out on authentic experiences, such as local cuisine or cultural events, due to misunderstandings or lack of information.

Moreover, local businesses may find it challenging to cater to international visitors. Restaurants, hotels, and tour operators that cannot effectively communicate with their customers risk losing potential business. This not only affects the

[19]Crystal, D. (2003). «English as a Global Language». Cambridge University Press.

profitability of these establishments but also diminishes the overall appeal of the destination. Consequently, regions that rely heavily on tourism may suffer economically due to a lack of effective communication.

To address these challenges, it is essential to promote foreign language learning among those involved in the tourism sector. Here are several solutions that can facilitate this process:

Incorporating Language Training in Tourism Education: Educational institutions offering tourism management programs should include foreign language courses as part of their curriculum. This approach will equip future professionals with the necessary language skills to engage with international tourists effectively.

Community Language Programs: Local governments and tourism boards can initiate community programs aimed at teaching foreign languages to residents working in the tourism industry. These programs can be conducted in collaboration with language schools and universities, providing accessible learning opportunities for all.

3. Utilizing Technology: With the advent of language learning apps and online resources, individuals can learn foreign languages at their own pace. Encouraging local businesses to invest in these technologies can help employees improve their language skills, thus enhancing customer interactions.

4. Cultural Exchange Initiatives: Establishing cultural exchange programs where locals can interact with tourists can foster language learning organically. Such initiatives not only promote language skills but also encourage cultural understanding and appreciation.

5. Government Incentives: Governments can provide incentives for businesses that invest in language training for their employees. Financial support or tax breaks could motivate more establishments to prioritize language education, ultimately benefiting the tourism sector.

The importance of learning foreign languages in the development of tourism cannot be overstated. By addressing language barriers through targeted educational

programs, community initiatives, technology, cultural exchanges, and government support, the tourism industry can enhance communication between visitors and locals. This not only improves the overall tourist experience but also boosts local economies and fosters a greater appreciation for cultural diversity. As we move towards a more interconnected world, prioritizing foreign language education will be crucial for the sustainable growth of the tourism sector.

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## BRIDGING CULTURES, BOOSTING TOURISM: THE STRATEGIC IMPORTANCE OF JAPANESE LANGUAGE LEARNING IN UZBEKISTAN

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**Abstract**

This article examines the growing significance of Japanese language learning in Uzbekistan as a means to enhance tourism, cultural exchange, and economic development. As diplomatic ties between Uzbekistan and Japan have strengthened since their establishment in 1992, interest in Japanese culture and language has surged among Uzbeks. The article highlights how proficiency in Japanese can attract Japanese tourists, improve interactions in the tourism sector, and facilitate partnerships between Uzbek businesses and Japanese firms. It also discusses educational initiatives aimed at incorporating Japanese into the curriculum and the benefits of collaboration with Japanese institutions. Ultimately, the promotion of Japanese language learning is positioned as a crucial element of cultural diplomacy, enhancing Uzbekistan's global standing and fostering mutual understanding between the two nations.

## Introduction

In an increasingly interconnected world, the importance of language as a bridge between cultures cannot be overstated. For Uzbekistan, a nation rich in history and culture, learning the Japanese language is emerging as a strategic initiative that promises to enhance tourism, cultural exchange, and economic development. This article explores the multifaceted benefits of Japanese language learning in Uzbekistan, its impact on tourism, and the broader implications for cultural diplomacy.

## Historical Context

Uzbekistan's ties with Japan date back to the early 20th century, but they have significantly strengthened in recent years. Diplomatic relations were established in 1992, and since then, both countries have engaged in various collaborations spanning trade, education, and cultural exchange. The growing interest in Japan among Uzbeks is fueled by a desire to understand Japanese culture, technology, and lifestyle, further spurred by Japan's international influence and the increasing number of Japanese companies operating in Uzbekistan.

### The Cultural Exchange

Cultural exchange programs have played a vital role in fostering mutual understanding between the two nations. For instance, initiatives like the Japan-Uzbekistan Cultural Festival and student exchange programs have promoted awareness of Japanese art, cuisine, and traditions. As cultural ties strengthen, the demand for Japanese language learning has surged, positioning it as a valuable asset for Uzbeks aiming to participate in these exchanges.

### The Role of Japanese Language in Tourism

#### Attracting Japanese Tourists

Tourism is a significant contributor to Uzbekistan's economy, and Japan represents a potential market that remains largely untapped. According to the World Tourism Organization (UNWTO), the number of Japanese tourists traveling abroad has been increasing steadily. By promoting Japanese language learning, Uzbekistan can create a welcoming environment for Japanese tourists, enhancing their overall experience. This includes not only basic communication but also the ability to engage with local culture in a meaningful way.

#### Enhancing Local Experiences

For Uzbeks in the tourism industry, knowledge of the Japanese language can provide a competitive edge. Tour guides, hospitality staff, and local artisans can better serve Japanese visitors by understanding their needs and preferences. Furthermore, language proficiency can lead to more authentic interactions, allowing tourists to immerse themselves in the culture, history, and traditions of Uzbekistan. This cultural immersion can encourage longer stays and increased spending, benefiting the local economy.

#### Building Partnerships

Japanese language skills can also facilitate partnerships between Uzbek businesses and Japanese companies. Many Japanese firms are looking to expand their operations in Central Asia, and local knowledge is crucial for navigating the market.

By bridging the language gap, Uzbekistan can position itself as a viable partner for Japanese investors, boosting economic development and creating jobs.

**Educational Initiatives**

**Integrating Japanese into the Curriculum**

Recognizing the importance of language learning, Uzbekistan has begun to integrate Japanese into its educational curriculum. Schools and universities are establishing Japanese language programs, supported by Japanese government initiatives and scholarships. This strategic move not only prepares students for careers in tourism and international business but also fosters a greater understanding of Japan's cultural and historical context.

**Collaboration with Japanese Institutions**

Partnerships with Japanese educational institutions can enhance the quality of language education in Uzbekistan. Programs like the Japan International Cooperation Agency (JICA) provide resources, training, and expertise that can help Uzbek educators develop effective language instruction methods. These collaborations can also lead to the establishment of language immersion programs, where students can experience Japanese culture firsthand.

**Cultural Diplomacy**

**Strengthening Bilateral Relations**

The promotion of Japanese language learning is a crucial element of cultural diplomacy. By encouraging language acquisition, Uzbekistan can strengthen its bilateral relations with Japan. Language acts as a gateway to understanding each other's values, beliefs, and practices, paving the way for deeper cooperation in various sectors, including trade, technology, and education.

**Soft Power and Global Influence**

In a globalized world, language is a tool of soft power. By positioning itself as a country that values cultural exchange and language learning, Uzbekistan can enhance its international standing. This commitment to language education not only

attracts tourists but also fosters goodwill, creating a favorable environment for international partnerships and collaborations.

**Conclusion**

The strategic importance of Japanese language learning in Uzbekistan cannot be overlooked. It serves as a vital link between cultures, enhances tourism, and contributes to economic development. As Uzbekistan continues to invest in educational initiatives and cultural exchanges, the benefits of this endeavor will become increasingly apparent. By embracing the Japanese language, Uzbekistan is not only opening doors for tourism but also forging stronger ties with a key player in the global community. As both nations move forward, the potential for collaboration and mutual understanding is vast, marking a promising future for Uzbek-Japanese relations.

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## TURIZIM SOHASIDA CHET TILINI O‘RGANISHNING AHAMIYATI

ADCHTI, Ingliz tili filoogiyasi, o‘qitish metodikasi va tarjimashunoslik fakulteti,
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**Annotatsiya.** Mazkur maqolada turizm sohasida chet tillarini o'rganishning muhim ahamiyati yoritib berilgan. Chet tilini bilish xalqaro mijozlar bilan samarali muloqotni ta'minlash, turizm xodimlarining kasbiy o'sishi, raqobatbardoshligi va madaniy moslashuvchanlikni oshirishda asosiy omil bo'lib xizmat qiladi. Shuningdek, chet tillarni bilish xalqaro biznes imkoniyatlarini kengaytirishga va shaxsiy rivojlanishga ham yordam beradi. Maqola turizm sohasi mutaxassislari uchun chet tillarining ahamiyati va ularning muvaffaqiyatga erishishdagi roli haqida batafsil tahlil beradi.

*Kalit so'zlar*: Turizm, chet tillarini o'rganish, xalqaro muloqot, madaniy tushuncha, kasbiy o'sish, xalqaro biznes, shaxsiy rivojlanish, raqobatbardoshlik**.**

## THE IMPORTANCE OF LEARNING FOREIGN LANGUAGES IN THE TOURISM INDUSTRY

**Annotation**

This article highlights the importance of learning foreign languages in the tourism industry. Knowledge of foreign languages plays a key role in facilitating effective communication with international clients, supporting the professional growth and competitiveness of tourism employees, and enhancing cultural adaptability. Additionally, knowing foreign languages helps expand international business opportunities and fosters personal development. The article provides a detailed analysis of the importance of foreign languages for tourism professionals and their role in achieving success.

*Keywords:* tourism, learning foreign languages, international communication, cultural understanding, professional growth, international business, personal development, competitiveness.

# ВАЖНОСТЬ ИЗУЧЕНИЯ ИНОСТРАННЫХ ЯЗЫКОВ В СФЕРЕ ТУРИЗМА

**Аннотация**

В данной статье освещается важность изучения иностранных языков в сфере туризма. Знание иностранных языков играет ключевую роль в обеспечении эффективной коммуникации с международными клиентами, поддержании профессионального роста и конкурентоспособности сотрудников туризма, **а** также повышении культурной адаптивности. Кроме того, знание иностранных языков помогает расширять международные бизнес-возможности и способствует личностному развитию. Статья предоставляет подробный анализ значения иностранных языков для специалистов в сфере туризма и их роли в достижении успеха.

*Ключевые слова*: Туризм, изучение иностранных языков, международная коммуникация, культурное понимание, профессиональный рост, международный бизнес, личностное развитие, конкурентоспособность.

## KIRISH

Turizm sohasida chet tillarini o'rganish nihoyatda muhim va ko'p jihatdan foydalidir. Ushbu soha global miqyosdagi odamlar bilan muloqotni o'z ichiga olganligi sababli, chet tilini bilish turizmning o'sishi va muvaffaqiyatli faoliyat yuritishida katta ahamiyatga ega. Quyida turizm sohasida chet tillarini bilishning asosiy sabablari va ahamiyati tahlil qilinadi.

1. rasm

Quyida turizm sohasida chet tillarini bilishning asosiy sabablari 2-rasmda ko‘rsatilgan

2. rasm

1. Muloqot samaradorligi

Turizm sohasida, ayniqsa, mehmonxona xizmatlari, gidlar, sayohat agentliklari va transport xizmatlarida, xalqaro mijozlar bilan samarali muloqot qilish zarur. Chet tilini bilish xizmat ko'rsatuvchilar va sayohatchilar o'rtasida oson aloqa o'rnatishga imkon beradi. Bu esa xizmat sifati va mijozlarning mamnunligini oshirishga yordam beradi.

2. Kasbiy o'sish va raqobatbardoshlik

Chet tillarini bilish turizm sohasidagi mutaxassislarning kasbiy rivojlanishiga hissa qo'shadi. Ko'p tillarni biladigan xodimlar xalqaro mehnat bozorida yuqori raqobatbardosh bo'ladi. Shuningdek, ko'pgina xalqaro kompaniyalar bir nechta tillarni biladigan xodimlarni tanlaydi, chunki bu kompaniyalarga kengroq mijozlar bazasiga xizmat ko'rsatishga yordam beradi.

3. Madaniy tushunish va moslashuvchanlik

Chet tillarni o'rganish faqat til bilimi bilan cheklanib qolmaydi, balki turli madaniyatlarni tushunish imkonini beradi. Bu mehmonlarning madaniyati va an'analari bilan hisoblashishga yordam beradi, natijada xizmatlar yanada moslashuvchan va samimiy bo'ladi. Turistlarga o'z madaniyatlariga hurmat bilan yondashish turizm sohasida muhim ahamiyatga ega.

4. Xalqaro biznes imkoniyatlarini kengaytirish

Chet tillarini bilish xalqaro biznes imkoniyatlarini ochib beradi. Bir nechta tillarni biladigan xodimlar yangi bozorlar va mijozlar bilan ishlashda turizm kompaniyalariga yordam beradi. Masalan, mehmonxonalar va sayohat agentliklari o'z xizmatlarini xalqaro mijozlarga mos ravishda bir nechta tilda taqdim etishlari mumkin.

5. Shaxsiy rivojlanish

Chet tilini o'rganish insonning shaxsiy rivojlanishiga ham ijobiy ta'sir ko'rsatadi. Yangi til o'rganish intellektual va kognitiv qobiliyatlarni rivojlantiradi, bu esa turizm sohasidagi mutaxassislarni ijodkor va muammolarni hal qilishga qodir qiladi.

Xulosa

Turizm sohasida chet tillarini o'rganish katta ahamiyatga ega bo'lib, bu ko'p jihatdan sohaning rivojlanishiga xizmat qiladi. Birinchidan, chet tillarini bilish xalqaro mijozlar bilan samarali muloqotni ta'minlaydi, bu esa xizmat ko'rsatish sifatini oshiradi va mijozlarning mamnunligini ta'minlaydi. Xizmat ko'rsatuvchi shaxslar til to'sig'ini yengib, mijozlar bilan bevosita va samimiy aloqaga kirishadilar, natijada ular o'z xizmatlarida yuqori samaradorlikka erishadilar.Bundan tashqari, chet

tillarini bilish madaniy moslashuvchanlikni oshiradi. Har bir xalqning madaniyati va urf-odatlariga moslashish, sayyohlarni xursand qilish va ularning o'zlarini qulay his qilishlariga yordam beradi. Xizmat ko'rsatuvchi xodimlar mijozlarning ehtiyojlarini va ularning madaniy xususiyatlarini yaxshi tushunganlarida, bu turizm sohasidagi xizmatlarning sifatini oshiradi va kompaniyalarga yaxshi obro' keltiradi. Xulosa qilib aytganda, chet tillarni bilish turizm sohasidagi mutaxassislar uchun nafaqat kasbiy zaruratdir, balki bu ularning muvaffaqiyatga erishishlari uchun kalit hisoblanadi. Chet tillarini o'rganish xodimlarga nafaqat xizmat ko'rsatishda, balki madaniy moslashuvchanlik va xalqaro biznesda ham yuksak natijalarga erishishga yordam beradi.

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## UMUMTA’LIM MAKTABI O‘QUVCHILARINING SO‘Z BOYLIGINI OSHIRISHDA TURIZMNING AHAMIYATI

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**Annotatsiya*:*** Ushbu maqola turizmni so‘z boyligini oshirish jarayonida amaliy yondashuv sifatida qo‘llash imkoniyatlarini o‘rganadi. Turizm konteksti orqali til o‘rganish o‘quvchilarga haqiqiy hayotdagi vaziyatlarda tilni samarali qo‘llash imkonini beradi, bu esa ularning so‘zlarni osonroq eslab qolishlariga yordam beradi. Maqolada turizmga oid mavzular, masalan, safar rejalashtirish, mehmonxonada qolish va restoranlarda ovqat buyurtma berish, orqali o‘qitish strategiyalari va faoliyatlari keltiriladi. Shuningdek, maqola turizm asosida o‘qitishning foydalari, o‘rganish jarayonida qiyinchiliklar va ularni bartaraf etish usullari, shuningdek, bunday yondashuvning turli yosh guruhlari va til darajalari uchun qanday moslashishi mumkinligi haqida fikrlar beradi. Maqola, umumiy hisobda, turizmning so‘z boyligini oshirishdagi ahamiyatini va zamonaviy til o‘qitishida qanday qilib samarali vosita sifatida foydalanish mumkinligini ko‘rsatadi.

**Kalit so'zlari**: Turizm, so‘z boyligini oshirish, amaliy yondashuv, til o‘rganish, ta'lim strategiyalari

Turizm sohasi bo’yicha so'z boyligini o'rgatishda qo'llash ham pedagogik texnologiyalar doirasida samarali usul hisoblanadi. Bu yondashuv orqali o'quvchilar real hayotda kerak bo'ladigan so'zlarni osonroq o'zlashtiradilar, madaniyatlararo muloqot ko'nikmalarini rivojlantiradilar va o'rganilgan tilni faol tarzda qo'llashga o'rganadilar. Innovatsion texnologiyalar va interfaol metodlar bu jarayonda muhim rol o'ynaydi.

Bugungi tezkor rivojlanayotgan zamonda ilm-fan, texnika ham shiddat bilan o’sib bormoqda. Har bir sohada taraqqiyot ilgari qadam tashlamoqda. So'z boyligni o'rgatishda turizmdan amaliy foydalanish o'ziga xos mavzu bo'lib, sayohat qilish, mehmonxonalarda suhbatlar olib borish, restoranlarda ovqat buyurtma qilish, va madaniy joylarni ziyorat qilish kabi mavzularni o'z ichiga oladi. Bu jarayon o'quvchilarga so'zlarni bevosita amaliyotda qo'llash imkoniyatini beradi. Turizm kabi mavzular orqali so'z boyligini o'rgatish o'quvchilarning faqatgina til qobiliyatini emas, balki umumiy bilimlarini ham

oshirishga yordam beradi. Shu tariqa, ular yangi so'zlarni madaniy, iqtisodiy va sayyohlik kontekstida o'rganadilar.

O'quvchilar o'z bilimlarini turizm mavzusida rol o'ynash, dialoglar va muammolarni hal qilish amaliy ko’nikmalari orqali orqali mustahkamlashlari mumkin.

Bu mavzu ko'pincha o'quvchilarda qiziqish uyg'otadi va bu motivatsiyani oshiradi, bu esa so'z boyligini tezroq va samaraliroq o'zlashtirishga olib keladi. Turizm mavzusi ko'pincha boshqa madaniyatlar bilan bog'liq bo'lib, bu til o'rganuvchilarga madaniyatlararo muloqotda ishtirok etish qobiliyatini rivojlantiradi.

So'z boyligini o'rgatishda turizmni qo'llash o'quvchilarga nafaqat tilni o'rganish, balki turli madaniyatlar o'rtasida muvaffaqiyatli muloqot qilish uchun zarur bo'lgan ko'nikmalarni ham rivojlantiradi. Bu usul, o'quvchilarning madaniy va lingvistik sezgirligini oshirish bilan birga, ularning kommunikativ qobiliyatlarini kengaytiradi. Misol qilib ushbu usulga manashu metodlarni qo'llash mumkin:

1. Madaniyatlararo muloqot: Turizm orqali so'z boyligini o'rganish o'quvchilarga turli mamlakatlarda uchraydigan til uslublari va muloqot odob-axloq qoidalarini o'rganish imkonini beradi. Bu madaniy sezgirlik va kommunikativ kompetensiyani rivojlantiradi.

2. Real hayotiy vaziyatlar: Turizm sohasida so'z boyligini o'rgatish real hayotda kerak bo'ladigan lug'at va muloqot ko'nikmalarini rivojlantiradi. Masalan, aeroport, mehmonxona yoki restoranlarda foydalaniladigan so'zlar va iboralar real kontekstda o'rganiladi.

Til va madaniyatning bir-biriga bog'liq va bu bog'liqlikni til o'rgatishda qanday qo'llash mumkinligini chuqur tahlil qilsak. Buning asosiy g'oyasi shundan iboratki, til faqat kommunikatsiya vositasi emas, balki madaniyatning ifodasi va tushunchalarini shakllantirish vositasi hamdir. Til o'rgatishda madaniy kontekstlarni e'tiborga olish, so'z boyligini samarali o'rganishga yordam

beradi.Turizm orqali so'z boyligini o'rganish o'quvchilarga sayohat va muloqot jarayonlarida tilning madaniy o'ziga xosligini tushunishga yordam beradi. Masalan, turli mamlakatlarda ishlatiladigan so'zlar va iboralar ularning madaniy ma'nolari bilan birga o'rganiladi yoki Madaniyatlararo tajribada sinab ko'rsak Turizm so'z boyligini o'rganishda madaniyatlararo tajribalarni o'z ichiga oladi, chunki sayohat qilganda odamlar turli xil madaniy muloqotlar bilan duch keladilar. Bu jarayonda o'quvchilar yangi so'zlarni nafaqat grammatik jihatdan, balki ularning madaniy ma'nosini tushunib o'rganadilar.

Qo'shimcha qilib aytganda, turli metodlar, jumladan, kommunikativ, interfaol va integratsiyalangan usullarga alohida urg'u beriladi. Bu usullar orqali o'quvchilarga ingliz tilini faqat grammatik jihatdan emas, balki muloqot qilish ko'nikmalarini ham rivojlantirish uchun o'rgatiladi.So'z boyligini oshirish uchun lug'at, o'qish va yozish mashqlaridan foydalanishni tavsiya qiladi. Matnlar bilan ishlash, so'zlarni amaliy mashg'ulotlar orqali o'zlashtirish, va kontekstual o'qitish orqali o'quvchilarning leksik bilimlari mustahkamlanadi.Baholashning samaradorligini oshirish uchun diagnostika va reyting tizimlari haqida ma'lumot berilgan. So'z boyligini baholashda o'quvchilar yangi so'zlarni to'g'ri ishlatishi va ularning kontekstual tushunchasini aniqlashga alohida e'tibor qaratiladi.Turizm mavzusida zamonaviy texnologiyalardan foydalanish ham eng yaxshi usul.

Misol uchun, multimedia vositalari (video, virtual sayohatlar, interaktiv xaritalar) yordamida o'quvchilarga yangi so'zlarni vizual va amaliy tarzda o'rgatish samarali usul hisoblanadi. Bu esa o'quvchilarning lug'at boyligini interaktiv va qiziqarli shaklda oshirishga yordam beradi.

Xulosa o’rnida shuni aytishimiz mumkinki, davlatimiz ilm olish uchun ko'plab shart-sharoitlarni yaratib berdi. Biz kasb egalari ilm-fanni ilg'or rivojlanishi uchun zamonaviy bo'lgan usul va yondashuvlar bilan darslarni olib borishimiz kerak. So'z boyligini o'rgatishda turizmdan amaliy yondshuvlar va usullarni hayot bilan bog'lash zarur. Shuningdek, davlatimiz

turizim bilan bog'liq ko'plar muammolarni bartaraf etdi. Turizmga bo'lgan qiziqishlar va talablar yildan-yilga o'sib borar ekan, o'quvchilarning ham qiziqishlari-bu ,biz bir tilni ikkinchi til bilan oson muloqot qilishmizga va til orqali madaniyatlararo yaqinlik eng katta imkoniyat.

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# TURIZMNI RIVOJLANTIRISHDA ZAMONAVIY AXBOROT TEXNOLOGIYALARNING O‘RNI


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mustaqil tadqiqotchisi



**Annotatsiya:** Maqolada turizm sohasida axborot texnologiyalaridan foydalanishning roli va turistik tarmoqlarda axborot texnologiyalarini joriy etish va tarqatish jarayoni ko‘rib chiqiladi. Axborot tizimlari va ularning tarkibiy qismlarining turizm industriyasi rivojlanishiga ta’siri o‘rganilmoqda.



**Kalit so‘zlar:** axborot texnologiyalari, turizm, axborot, turistik xizmatlar, raqobatbardoshlik.


## KIRISH

Bugungi kunda turizm sanoati jahon iqtisodiyotining eng yirik va jadal rivojlanayotgan tarmoqlaridan biri hisoblanadi. Turizmning global rivojlanishi iqtisodiyotning transport, savdo, Andijon viloyatining turizm

salohiyatini yanada rivojlantirish, turizm salohiyati yuqori hududlarning o‘zaro bog‘liqligini ta’minlash orqali turistlar sayyohati uchun qulay shart-sharoitlar yaratish, viloyatning o‘ziga xos tabiiy hududlarida yangi turizm yo‘nalishlarini tashkil etish, turistlar oqimini yanada ko‘paytirish, zamonaviy turizm infratuzilmasining jadal rivojlanishini ta’minlash, shuningdek, turizm yo‘nalishlaridagi tadbirkorlik sohasiga ushbu hududlar aholisini keng jalb qilish maqsadida Vazirlar Mahkamasining qarori, 31.12.2019-yildagi “2019-2021-yillarda Andijon viloyatida turizm sohasini jadal rivojlantirish to‘g‘risida”gi 1053-son qarori qabul qilindi. [7]

aloqa, qurilish, qishloq xo‘jaligi, iste’mol tovarlari ishlab chiqarish va boshqalar kabi tarmoqlariga sezilarli ta’sir ko‘rsatadi. Shu bois rivojlangan turizm industriyasini yaratish har qanday davlat iqtisodiyoti uchun katta ahamiyatga ega.

Axborot tizimlarining ishlashi va samaradorligi turistik xizmat ko‘rsatuvchi provayderlardan bunday tizimlarga kirish uchun kompyuter ko‘nikmalari va turistik agentliklarda tarmoq resurslaridan foydalanish kabi axborot texnologiyalarining kamida minimal darajasini o‘zlashtirishni talab qiladi.

Turizm industriyasi ko‘plab jihatlar va quyi tizimlarga ega, shuning uchun u alohida turistik tashkilotlar, mehmonxonalar va boshqa turizm sanoati korxonalari ishini avtomatlashtiradigan ixtisoslashtirilgan dasturiy vositalarni ishlab chiqishdan tortib, global axborot texnologiyalaridan foydalanishgacha bo‘lgan turli xil axborot texnologiyalaridan foydalanishni talab qiladi. Kompyuter tarmoqlari, turizm sohasida axborot texnologiyalaridan foydalanish sohani rivojlantirishning asosiy nuqtalaridan biri bo‘lib, bundan tashqari, axborot texnologiyalari tizimi turistik kompaniyalarning sifat ko‘rsatkichlarini sezilarli darajada oshirish imkoniyatini beradi. Kompyuter bronlash tizimlari nafaqat havo xizmatlarini, balki mehmonxonalarda tunash, kruiz sayohatlari, turar joy, valyuta kurslari, ob-havo ma’lumotlari, avtobus va temir yo‘l xizmatlari va boshqalar haqida ma’lumot beradi. Bunday tizimlar turning

barcha asosiy segmentlarini bron qilish imkonini beradi – mehmonxona xonalari va transferlardan tortib ekskursiyalar va sug‘urta polislarini sotib olishgacha.

Darhaqiqat, ular butun turizm sektori uchun eng muhim tarqatish tarmoqlarini taklif qiluvchi universal axborot tizimiga qo‘shiladi. Yagona elektron ulanish orqali sayyohlik agentliklari o‘z yetkazib beruvchilaridan barcha turdagi xizmatlarning mavjudligi, narxi, sifati, kelish va jo‘nash vaqtlari haqidagi ma’lumotlarga ega bo‘ladilar. Bundan tashqari, sayohat agentliklari bron qilish va tasdiqlash uchun ushbu ma’lumotlar bazalariga murojaat qilishadi.

Turizm industriyasining aksariyat korxonalari ma’lumotlarni qayta ishlash va hujjatlarni rasmiylashtirish va hokazo jarayonlarini avtomatlashtirish uchun turli xil dasturiy va texnologik vositalardan muvaffaqiyatli foydalanmoqda. Internet turistik xizmatlarni yetkazib beruvchi va iste’molchi o‘rtasidagi ma’lumotlarni joylashtirish va tarqatishning eng foydali usullaridan biri sifatida faol foydalanilmoqda.

Biroq turizm sohasidagi faollikning o‘sishiga qaramay, bugungi kunda yuqori sifatli turistik ma’lumotlarning, ayniqsa, Rossiyaning mahalliy turizm mahsulotlariga oid ma’lumotlarning sezilarli darajada etishmasligi mavjud bo‘lib, bu o‘sib borayotgan talabni qondirish va sanoatning umumiy rivojlanishiga salbiy ta’sir ko‘rsatmoqda. Bu holat raqobatning shakllanishiga to‘sqinlik qiladi, bu esa, o‘z navbatida, turistik xizmatlar sifatiga salbiy ta’sir qiladi va ularning narxining asossiz ravishda oshishiga olib keladi. Qolaversa, axborot texnologiyalarini joriy etish va qo‘llash tegishli uslubiy yordamga ega bo‘lmagan, tizimli bo‘lmagan, nomutanosib jarayondir. Ko‘pgina qo‘llaniladigan dasturlar va texnik vositalar allaqachon eskirgan, xalqaro tizimlar bilan integratsiyalashuv jarayonlari minimal, axborot texnologiyalaridan foydalanish bo‘yicha kelishilgan universal yondashuvlar mavjud emas. Bularning barchasi axborotni qayta ishlash va tarqatishni

murakkablashtiradi, xizmat ko‘rsatish texnologiyalari yaxshi rivojlanmagan, bu, albatta, tashkilotlar faoliyatining samaradorligiga ta’sir qiladi.

Mavjud vaziyat turizm biznesidan axborot texnologiyalaridan foydalanish bo‘yicha mahalliy va xorijiy tajribani umumlashtirishni, bu boradagi ishlarda sa’y-harakatlarni birlashtirishni, texnologik jarayonning ushbu qismini rivojlantirishning eng samarali yo‘llarini aniqlashni, bu boradagi sohaga xos yondashuvni talab qiladi. muammoni hal qilish va yangi xavf va qiyinchiliklarga qarshi turish [2].

Turizm sohasini axborot bilan ta’minlashning zamonaviy universal tizimini, birinchi navbatda, ichki va kirish turizmini samarali rivojlantirishga, ichki va kirish turizmini shakllantirishga yo‘naltirilgan zamonaviy universal tizimini shakllantirish uchun axborot texnologiyalaridan foydalangan holda turizm industriyasi faoliyatini optimallashtirishga kompleks yondashuv zarur. Rossiyada va butun jahon hamjamiyatida yagona axborot turizm makonini yaratish.

Bunday yagona yondashuvga erishilgan taqdirda, turizm sohasini axborot texnologiyalarini qo‘llabquvvatlashni rivojlantirishda samarali oldinga siljish milliy iqtisodiyotni yuksaltirish, ijtimoiy faollik o‘sishini jadallashtirish, mamlakat raqobatbardoshligini oshirish va mavqeini xalqaro darajada mustahkamlashning muhim omiliga aylanishi mumkin.

Andijon viloyatiga tashrif buyuruvchi sayyohlar oqimini ko‘paytirish, ularga qulay shart-sharoitlar yaratish hamda mahalliy aholi daromadini oshirish maqsadida Turizm, madaniyat, madaniy meros va sport yo‘nalishlarida infratuzilmani jadal rivojlantirish, obyektlardan samarali foydalanish, aholiga qulay shart-sharoitlar yaratish, shuningdek, O‘zbekiston Respublikasi Prezidentining 2021-yil 6-apreldagi “Turizm, sport va madaniy meros sohalarida davlat boshqaruvi tizimini yanada takomillashtirish chora-tadbirlari to‘g‘risida”gi PF-6199-son Farmoni hamda 2021-yil 6-apreldagi

“Turizm va sport vazirligi faoliyatini tashkil etish to‘g‘risida”gi PQ-5054-son qarorida shu haqida so‘z yuritiladi.

Hududlardagi turistik obyektlarni xatlovdan o‘tkazish, obyektlarning barcha ma’lumotlarini o‘z ichiga olgan pasportlarini tayyorlash, har bir turizm obyektida xizmat ko‘rsatish sifatini yaxshilash bo‘yicha yo‘l xaritalarini ishlab chiqish; Turizm marshrutlaridagi mavjud yo‘lbo‘yi infratuzilmalarini xatlovdan o‘tkazish, ularda xizmat ko‘rsatish sifatini yaxshilash choralarini ko‘rish, yangi tashkil etish zarur bo‘lgan yo‘lbo‘yi infratuzilmalarini joylashtirish manzillarini belgilash va namunaviy loyihalarini tayyorlash; Turizm marshrutlarida yangi turizm obyektlarini tashkil etish yuzasidan jahon tajribasini o‘rganish, yangi turizm obyektlarini barpo etish manzillarini aniqlash, namunaviy loyihalarini ishlab chiqish va amalga oshirish; Turizm marshrutlarida alohida Konsepsiya doirasida hududlarning yo‘l infratuzilmasini yaxshilash choralarini ko‘rish; Hududlarda turistlar uchun milliy urf-odatlarni namoyish etuvchi madaniy-ko‘ngilochar tadbirlar dasturini ishlab chiqish va doimiy ravishda tashkil etish; Har bir hududning milliy choyxonalarini tashkil etish; Hunarmandchilikni rivojlantirish, turistlar uchun esdalik sovg‘alari tayyorlashni yo‘lga qo‘yish, hunarmandlarning uy-muzeylarini tashkil etish; Oilaviy mehmon uylarini tashkil qilish bo‘yicha tushuntirish ishlari olib borish va aholini tadbirkorlikka jalb qilish; “Oltin halqa” turizm konsepsiyasi doirasida Andijon viloyatining turizm salohiyatini targ‘ib qilish bo‘yicha videoroliklar, qo‘llanmalar, yo‘l ko‘rsatkichlar, reklama-targ‘ibot materiallari tayyorlash va tarqatish; Turizm obyektlarida xizmat ko‘rsatish sifatini yaxshilash bo‘yicha sohada faoliyat yuritayotgan xo‘jalik yurituvchi subyektlar xodimlari uchun maxsus o‘quv kurslarini tashkil qilish. [6]

Andijon viloyatida turizmni har tomonlama rivojlantirish uchun uning ommaviy reklamasi va har bir kishi uchun barcha sayyohlik obektlari haqidagi ma’lumotlarning mavjudligi zarur. Axborot texnologiyalari bu holda ushbu

maqsadga erishishning eng muhim vositasidir. Turizmni rivojlantirish uchun axborot texnologiyalari quyidagi yo‘nalishlarda qo‘llanilishi kerak:

● viloyatning barcha turistik obyektlari va diqqatga sazovor joylari haqida kengaytirilgan internet saytini yaratish;

● televideniye, radio, viloyatning muhim internet portallari, ijtimoiy tarmoqlarda viloyatning turistik obyektlarini reklama qilish;

● viloyatdagi mehmonxonalardagi joylarni, avto va temir yo‘l transporti uchun chiptalarni onlayn bron qilish va to‘lashning moslashuvchan tizimini yaratish;

● boshqa hududlardagi turistik obyektlarni reklama qilish.

Yuqorida aytilganlarning barchasi sayyohlarga kerakli ma’lumotlarni tezda topishga yordam beradi va shu orqali mintaqadagi turistik obyektlarga tashrif buyurishni oshiradi. Ya’ni bu turizm rivojlanishining asosiy ko‘rsatkichidir.

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# “HOSPITALITY” IN TOURISM FIELD

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Annotation

"Hospitality in Tourism Field" explores the essential role of hospitality in the tourism industry. It examines how hospitality practices impact the overall tourist experience, shaping perceptions of destination quality and service. The concept of hospitality in tourism goes beyond just accommodation; it encompasses a wide range of services, including customer care, cultural exchanges, and creating memorable experiences. The study highlights how hospitality influences tourist satisfaction,

loyalty, and the reputation of the destination. It also addresses the challenges and trends in hospitality management, such as the rise of digital technology, sustainability, and the importance of cultural sensitivity in providing service. Understanding hospitality's role in tourism is crucial for tourism professionals to offer exceptional services and promote positive interactions between tourists and locals.

**Key words:** Hospitality, Tourism industry, Customer service, Tourism management, Accommodation, Hospitality management, Guest experience, Cultural exchange, Hotel services

Аннотация

Turizm sohasida mehmondo'stlik" mavzusi turizm sanoatida mehmondo'stlikning muhim rolini o'rganadi. Bu mavzu mehmondo'stlik amaliyotlarining umumiy sayyohlik tajribasiga ta'sirini, maqsadli joy sifatining va xizmatlarining tasavvurini shakllantirishni o'rganadi. Turizmda mehmondo'stlik tushunchasi faqat yashash joylari bilan cheklanmaydi, balki mijozlarga xizmat ko'rsatish, madaniy almashuvlar va esda qolarli tajribalarni yaratishni ham o'z ichiga oladi. Tadqiqot mehmondo'stlikning sayyohlarning qoniqishi, sadoqat va maqsadli joyning obro'siga qanday ta'sir qilishini ko'rsatadi. Shuningdek, mehmondo'stlik boshqaruvi bo'yicha yangi yo'nalishlar va muammolar, masalan, raqamli texnologiyalar, barqarorlik va xizmat ko'rsatishda madaniy sezgirlikning ahamiyati kabi mavzularni ko'rib chiqadi. Turizmda mehmondo'stlikning rolini tushunish turizm mutaxassislariga a'lo xizmatlar ko'rsatish va sayyohlar va mahalliy aholi o'rtasida ijobiy aloqalarni rivojlantirish uchun juda muhimdir

**Kalit so‘zlar:** Mehmondo‘stlik, Turizm sanoati, Mijozlarga xizmat ko‘rsatish, Turizm boshqaruvi, Yotoqxona, Mehmondo‘stlik boshqaruvi, Mehmon tajribasi, Madaniy almashinuv, Mehmonxona xizmatlari

Hospitality is a fundamental aspect of the tourism industry, playing a pivotal role in ensuring positive experiences for travelers. In the ever-evolving world of

tourism, customer service remains at the core of hospitality, influencing tourist satisfaction and loyalty. Tourism management focuses on orchestrating the various components of the industry, including accommodation, hospitality management, and hotel services, to create seamless and memorable experiences for guests.

Accommodation options, ranging from hotels to resorts, are essential to providing tourists with a comfortable and welcoming stay. The role of hospitality management is to oversee these services, ensuring high standards in guest experience and service delivery. Cultural exchange, often facilitated through tourism, enriches both hosts and visitors by promoting understanding and connection between different cultures.

In the tourism field, the emphasis on high-quality hospitality not only enhances the reputation of destinations but also contributes to the growth of the global tourism industry. By prioritizing guest satisfaction and investing in hospitality training, the sector continues to thrive, offering visitors unforgettable experiences while promoting sustainable tourism practices.

Hospitality plays a crucial role in the tourism industry as it directly impacts the overall tourist experience. It encompasses a wide range of services and practices aimed at providing comfort, care, and enjoyment to guests during their travels. At the heart of hospitality is customer service, which ensures that tourists feel welcomed, valued, and satisfied. A positive guest experience can significantly influence a tourist's decision to return to a destination or recommend it to others.

Tourism management ensures that all aspects of hospitality, from accommodation to transportation and activities, are well-coordinated. Accommodation options such as hotels, resorts, and guesthouses are designed to meet the diverse needs of travelers, offering comfort, convenience, and safety. Hospitality management oversees these services to ensure quality standards are met, focusing on aspects such as cleanliness, efficiency, and responsiveness to guest needs. Thus, hospitality is not only about providing basic services but also about creating an inviting environment that enhances the overall tourism experience.

Customer service is a cornerstone of hospitality, and its quality can significantly shape a tourist’s experience. The tourism industry thrives on creating memorable moments for visitors, and exceptional customer service ensures that these moments are both enjoyable and stress-free. From the moment a tourist arrives at their accommodation until their departure, the level of service they receive influences their perception of the destination and the broader tourism sector.

In hospitality, personalized service is often key to ensuring guest satisfaction. Understanding the specific needs of different guests—whether it's for a quiet retreat, family-friendly services, or cultural immersion—allows tourism providers to tailor experiences to individual preferences. A friendly and attentive staff, quick problem resolution, and thoughtful amenities contribute to creating positive impressions and fostering customer loyalty.

Moreover, good customer service not only boosts satisfaction but also encourages repeat visits, positive reviews, and word-of-mouth recommendations. In a competitive tourism market, destinations and accommodations that prioritize exceptional customer service can differentiate themselves, attracting more visitors and driving sustainable growth in the hospitality industry.

Hospitality is an essential pillar of the tourism industry, directly influencing the overall experience of travelers. The quality of customer service, the management of accommodations, and the delivery of personalized guest experiences all play critical roles in shaping a destination's reputation and success. Effective tourism management ensures that all aspects of hospitality are seamlessly integrated, from the services provided to the atmosphere created for guests. By focusing on delivering high-quality hospitality and fostering cultural exchange, the tourism industry can continue to grow, offering enriching experiences for both visitors and local communities. Ultimately, hospitality not only enhances the tourism experience but also contributes to the sustainability and development of the global tourism sector.

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# “DEVELOPMENT STATE OF THE DOMESTIC TOURISM SERVICES MARKET IN UZBEKISTAN AND ITS MANAGEMENT MECHANISMS”

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**Keywords:** Domestic tourism services, Museums, Hotels, Statistics, Sanatoriums and resort facilities.

Annotatsiya:

Ushbu maqolada ichki turizmni rivojlantiruvchi boshqaruvning, ichki turizm xizmatlari bozorining rivojlanish xolati, tashkiliy-iqtisodiy mexanizmlarini takomillashtirish va modernizatsiyaqilishga e’tibor qaratiladi. O‘zbekistonda ichki turizm xizmatlari bozorining rivojlanish holati va o‘zgarish tendensiyalarini xam qamrab oladi.

Annotation:

This article examines the organizational and economic mechanisms for managing the development of domestic tourism, the state of the domestic tourism services market, and issues related to its improvement and modernization. It also covers the state of development of the domestic tourism services market in Uzbekistan and the trends in its changes.

Аннотация:

В данной статье рассматриваются организационно-экономические механизмы управления развитием внутреннего туризма, состояние рынка услуг внутреннего туризма, а также вопросы его совершенствования и модернизации. Также охватывается состояние развития рынка услуг внутреннего туризма в Узбекистане и тенденции его изменений.

## Importance of Tourism

Global trends before the pandemic showed a significant increase in the growth rate of tourism's contribution to the gross domestic product of countries around the world. Various factors related to people's physical and mental recovery have been expanding the necessary conditions for economic progress through the enhancement of tourism activities and management processes at the national level. According to the World Tourism Organization (WTO), in 2019, global tourism revenue reached $1,478 billion, with an annual tourism turnover of $4,700 billion. Furthermore, the role of tourism in our country has also significantly increased, and it can be said that it has become a driver of our economy. The tourism sector encompasses various socio-economic areas, including the following:

### Tourist and Recreational Activities in Uzbekistan

As of 2019, the number of sanatoriums and recreation organizations (including tourist bases) in Uzbekistan reached 509, which is 1.57 times increase, with a total of 61,600 available places. Utilizing this potential, the number of clients served by recreation facilities increased by 1.8 times, reaching 807,100 clients. Notably, about 90% of the clients utilizing recreational services are domestic tourists, indicating that the majority of these services fall within the domestic tourism sector.

However, the pandemic that began at the end of 2019 had a significant impact on domestic tourism, leading to a decrease in the number of active recreational tourism facilities, the number of available places, and consequently, the number of clients served.

Considering the existing potential in various regions of the country, the number of tourist-recreational resources is insufficient to fully meet the needs of visiting tourists. Additionally, the distribution of active sanatoriums and resorts across the country's regions is uneven. The territorial organization of recreational resources and the diversity of their functions are crucial. This uneven distribution is clearly reflected in the available data.

The number of sanatorium and resort facilities in the country increased from 149 in 2011 to 203 in 2020, indicating a growth of 54 facilities. Fergana Region is recognized as the area with the most recreational facilities, distinguished by its climate, landscape, geographical location, and other factors. Statistical data shows that in 2011, there were 25 recreational facilities in Fergana Region, which increased to 36 by 2020.

One of the main areas of domestic tourism is visits to historical and cultural sites, including sacred pilgrimage sites, historical-cultural monuments, and museums. Recent years have seen a significant increase in visits to various thematic museums, leading to a greater understanding of the country's natural, geographical, historical, technological, and other aspects. Museums serve as a key resource component for this process, with changes occurring in the number of museums, exhibits, organized exhibitions, and the number of visitors seeking to engage with this information from 2011 to 2020.

## Dynamics of Museum Activities from 2011 to 2020

The indicators reflecting the activities of museums, which are a key resource component of domestic tourism, show a fluctuating trend over the past decade. Specifically, the quantitative indicators related to museum activities generally experienced a decline until 2013, followed by growth starting in 2014, with further fluctuations occurring over the next six years.

In 2011, the number of museums was 106, which increased to 121 over the years, while by the end of 2020, it decreased slightly to 105. The number of exhibits in museums also changed over the years, with the total number of exhibits increasing by 76,200 units compared to the 2011 figures by 2020.

During these years, the number of organized excursions to museums (excluding the situation in 2020) nearly doubled, reaching 173,571. The number of exhibitions organized showed a trend of growth until 2016, followed by a decline in subsequent years.

Overall, visits to museums increased from 6,198.2 thousand in 2011 to 8,147.6 thousand in 2018, and then to 7,777.8 thousand in 2019. The number of visits per 1,000 inhabitants in the country ranged from 155 to 247 over the years. This general indicator demonstrates a significantly higher interest in various thematic museums among the population compared to neighboring countries (Kyrgyzstan – 62, Tajikistan – 73, Kazakhstan – 138).

## Dynamics of Hotel Activities from 2011 to 2020

The development of domestic tourism services can be evaluated through the number of clients accommodated in lodging facilities (hotels, guest houses, motels, etc.), which are considered essential infrastructure in the tourism sector. By subtracting the number of foreign tourists from the total number of clients served, we can determine the number of domestic tourists.

From 2011 to 2020, there has been a growing trend in the provision of hotel services to both domestic and inbound tourists. Between 2011 and 2013, the number of available accommodation facilities showed little change, with fluctuations noted. However, starting in 2014, this figure began to steadily increase, reaching 1,156 by 2020—a 2.3-fold increase. In contrast, the number of available places in these facilities consistently increased over the years, nearly doubling from 25,526 in 2011 to 50,408 in 2020.

During the analyzed period, the number of clients served in hotels nearly doubled compared to 2011, reaching 2,193.4 thousand in 2019. However, the impact of the pandemic significantly affected the hotel services sector, leading to a drop of more than three times within a year.

Assessing the potential of domestic tourism regionally allows for identifying the prospects for developing this type of tourism in specific areas of the country. During the research process, experts from the regional departments of the Ministry of Tourism and Cultural Heritage evaluated the quantitative and qualitative characteristics of tourism infrastructure objects across the country.

This evaluation aimed to summarize the potential for developing domestic tourism in various regions.

In assessing the existing statistical data, the status of various tourism and infrastructure objects was considered, including accommodation facilities, tourist enterprises, sanatoriums and resorts, physical culture and sports facilities, recreational zones and tourist bases, theaters, museums, concert organizations, and cultural and recreational parks.

## Conclusion.

The domestic tourism services market in Uzbekistan continues to develop at a steady pace. However, to ensure this process is sustainable and effective, it is essential to implement the following measures: strengthening Collaboration Between the Public and Private Sectors, improving Infrastructure, enhancing service quality, implementing development strategies. By taking these measures, Uzbekistan can further expand its domestic tourism and ensure its economic, cultural, and social development.

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## O‘ZBEKISTONDA ICHKI TURIZM XIZMATLARI BOZORINING RIVOJLANISH HOLATI VA UNING BOSHQARUV MEXANIZMLARINI TAKOMILLASHTIRISH


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**Anotatsiya:** Ushbu maqolada ichki turizmni rivojlantiruvchi boshqaruvning, ichki turizm xizmatlari bozorining rivojlanish xolati, tashkiliy-iqtisodiy mexanizmlarini takomillashtirish va modernizatsiyaqilishga e'tibor qaratiladi. O'zbekistonda ichki turizm xizmatlari bozorining rivojlanish holati va o'zgarish tendensiyalarini xam qamrab oladi.

**Kalit so'zlar:** ichki turizm xizmatlari, muzeylar, mehmonxonalar, statistika, sanatoriya-kurort muassalalari.

**Turizmning axamiyati xaqida qisqacha**

Jahonda global o'zgarishlar tendensiyalari pandemiya sharoitigacha bo'lgan davrda dunyo mamlakatlarida turizm sohasining yalpi ichki mahsulot tarkibidagi o'sish sur'ati sezilarli darajada ortib borayotganligini ko'rsatdi. Insonlarning jismoniy va aqliy tiklanishi bilan bog'liq ko'plab omillar mamlakatlar darajasida turizm faoliyatini kengaytirish hamda uni boshqarish jarayonlarini takomillashtirish orqali iqtisodiy taraqqiyotni ta'minlash uchun zaruriy shart-sharoitni kengaytirmoqda. Butunjahon turistik tashkiloti (BTT) ma'lumotlari bo'yicha 2019 yilda jahon miqyosida turistik faoliyatdan olinayotgan daromadlar hajmi 1478 mlrd. AQSH dollarini, yillik turistik aylanma hajmi esa 4700 mlrd. AQSH dollaridan iborat bo'lgan. Va shuningdek mamlakatimizda xam turizmning ro'li sezilarli darajada oshgan va bu sosa xoziga kelib mamlakatimiz iqtisodiyotining driveriga aylanmoqda desak mubolag'a bo'lmaydi. Turizm soxasi qatot ijtimoiy-iqtisodiy soxalarni o'z ichiga oladi masalan quyidagilar:

**O'zbekiston Respublikasida turistik-rekreasiya faoliyatini amalga oshirgan sanatoriya-kurort muassasalari va ularning faoliyati ko'rsatkichlari**

2019 yilga kelib sanatoriya-kurort muassasalari va dam olish tashkilotlari (turistik bazalarni qo'shgan holda) soni 509 birlikka yetib (1,57 marta ortgan), ulardagi mavjud o'rinlar soni 61,6 ming o'rinni tashkil qilgan. Mavjud salohiyatdan foydalangan holda rekreasiya korxonalari tomonidan xizmat ko'rsatilgan mijozlar soni 1,8 martaga ortib, 807,1 ming mijozga rekreasion xizmatlar ko'rsatilgan. Agar rekreasion xizmatlardan foydalanuvchi mijozlarning 90 % ga yaqini ichki

rekreantlarni tashki etishi hisobga olinsa, rekreasion yo‘nalishdagi xizmatlarning asosiy qismi ichki turizm sohasi doirasiga tegishli bo‘ladi.

Biroq 2019 yil oxirida boshlangan pandemiya ichki turizmning rekreasion yo‘nalishiga ham o‘z ta’sirini ko‘rsatib, faoliyat ko‘rsatayotgan rekreasion turizm ob’yektlari soni, ulardagi mavjud o‘rinlar soni hamda bular bilan bog‘liq holda xizmat ko‘rsatilgan mijozlar sonining ham kamayishiga olib keldi.

Mamlakatning turli hududlaridagi mavjud salohiyati e’tiborga olinadigan bo‘lsa, turistik-rekreasiya resurs komponentlarining soni tashrif buyurayotgan turistlar ehtiyojlarini to‘laqonli qondirish uchun yetarli emas. Shu bilan birga faoliyat ko‘rsatayotgan sanatoriy va kurortlar mamlakat mintaqalari doirasida notekis taqsimlangan. Bunda, albatta, rekreasiya resurslarining hududiy tashkil etilganligi, ular amalga oshirayotgan funksiyalarning xilma-xilligi muhim ahamiyat kasb etadi. Ko‘rsatib o‘tilgan xususiyatlarni hududlar bo‘yicha taqsimot aks ettirilgan ma’lumotlarda yaqqol kuzatish mumkin.

Mamlakatimiz hududlari bo‘yicha sanator-kurort ob’yektlarining soni 2011 yilda 149 tani, 2020 yilda 203 tani, o‘sish ko‘rsatkichi nisbati 54 tani tashkil etgan. Mamlakatimiz bo‘yicha Farg‘ona viloyati eng ko‘p rekreasiya ob’yektlari joylashgan hudud sifatida e’tirof etiladi. Albatta, Farg‘onaning iqlimi, landshafti, hududiy joylashuvi va boshqa talablarning shakllanganligi bilan boshqa hududlardan ajralib turadi. Statistik ma’lumotlarda ham ko‘rinib turibdiki, 2011 yilda Farg‘ona viloyatida 25 ta rekreasiya ob’yektlari mavjud bo‘lsa, 2020 yilda esa 36 tani tashkil etgan.

Ichki turizm faoliyatining asosiy yo‘nalishlaridan biri bu tarixiy-madaniy ob’yektlarga tashriflarni o‘z ichga olib, uning tarkibiga ziyorat turizmining asosiy resurs komponenti hisoblangan muqaddas ziyoratgohlar, tarixiy-madaniy obidalar hamda muzeylarga tashrif jarayonida ko‘rsatiladigan turistik xizmatlar kiritiladi.

So‘nggi yillarda aholi orasida turli yo‘nalishlarda tashkil etilgan tematik muzeylarga tashriflar asosida mamlakatimizning tabiiy-geografik, tarixiy, texnologik va boshqa yo‘nalishlardagi ma’lumotlarini o‘rganish jarayoni ham

sezilarli darajada rivojlanib bormoqda. Ushbu jarayon uchun asosiy resurs komponent muzeylar hisoblanib, 2011-2020 yillarda muzeylar va ulardagi eksponatlar soni, tashkil etilgan ko‘rgazmalar hamda ushbu ma’lumotlar bilan tanishish maqsadida tashrif buyurgan mijozlar sonida ham o‘zgarishlar yuz bermoqda

**2011-2020 yillarda muzeylar faoliyatini aks ettiruvchi ko‘rsatkichlar dinamikasi.**

Ichki turizm faoliyatining asosiy resurs komponentlaridan biri bo‘lgan muzeylar faoliyatining so‘nggi 10 yildagi ko‘rsatkichlari ma’lum vaqt oraliqlarida tebranish tendensiyasini ko‘rsatmoqda, ya’ni muzeylar faoliyatini aks ettiruvchi miqdoriy ko‘rsatkichlarning aksariyatida 2013 yilgacha pasayish va 2014 yildan o‘sish yuz bergan bo‘lsa, bu o‘zgarishlar keying 6 yil davomida yana ikki marta tebranish xususiyatiga ega bo‘lgan.

2011 yilda muzeylar soni 106 tani tashkil etib, bu ko‘rsatkich yillar davomida 121 tagacha ortgan va 2020 yil yakunida 105 tani tashkil qilgan. Muzeylarda mavjud eksponatlar sonida ham yillar davomida o‘zgarish yuz bergan bo‘lsa-da, 2020 yilga kelib eksponatlar umumiy soni 2011 yildagi ko‘rsatkichdan 76,2 ming birlikka ortgan.

O‘tgan yillar davomida muzeylarga tashkil etilgan ekskursiyalar soni (2020 yildagi holatni hisobga olmaganda) deyarli 2 marta (173571 birlik), tashkil etilgan ko‘rgazmalar soni esa 2016 yilgacha o‘sish va undan keyingi davrda pasayish tendensiyasini ko‘rsatadi.

Umumiy holda muzeylarga tashriflar soni o‘tgan 10 yil davomida 6198,2 mingtadan 2018 yilda 8147,6 mingtaga, 2019 yilda 7777,8 mintagacha ortgan. Umumiy holda yillar bo‘yicha mamlakat aholisining har 1000 tasiga to‘g‘ri keluvchi tashriflar soni 155-247 birlikni tashkil qilgan. Ushbu umumlashtiruvchi ko‘rsatkich mamlakatimiz aholisining turli tematik muzeylarga qiziqishi atrofdagi mamlakatlarga qaraganda (Qirg‘izistonda – 62 birlik, Tojikistonda – 73 birlik, Qozog‘istonda – 138 birlik) ancha yuqori ekanligini ko‘rsatadi.

**2011-2020 yillarda mehmonxonalar faoliyatini aks ettiruvchi ko‘rsatkichlar dinamikasi.**

Ichki turizm xizmatlarining rivojlanish holatini turizm sohasining asosiy infratuzilmalaridan hisoblangan joylashtirish ob’yektlari (mehmonxonalar, mehmon uylari, motellar va boshqalar) ga joylashtirilgan va xizmat ko‘rsatilgan mijozlar orqali ham baholash mumkin. Bunda kirish turizmi orqali xorijdan kirgan turistlar miqdorini umumiy xizmat ko‘rsatilgan mijozlar sonidan ayirib, ichki turistlar soni aniqlanadi.

2011-2020 yillarda mamlakat miqyosida ichki va kirish turizmi orqali kelgan mijozlarga mehmonxona xizmatlari ko‘rsatish bo‘yicha ko‘rsatkichlar o‘sib borish tendensiyasiga ega bo‘lgan.

2011-2013 yillar oralig‘ida mavjud joylashtirish vositalari soni uncha katta o‘zgarishga ega bo‘lmagan tebranishga ega bo‘lib, 2014 yildan boshlab ushbu ko‘rsatkich barqaror o‘sib borgan, ya’ni 2020 yilda ko‘rsatkich 2,3 martaga ortib 1156 tani tashkil etgan. Biroq joylashtirish vositalaridagi mavjud o‘rinlar soni yillar davomida pasaymagan holda barqaror ortib borish tendensiyasiga ega bo‘lgan, ya’ni bu ko‘rsatkich o‘tgan 10 yil davomida deyarli 2 martaga ortib, 2011 yildagi 25526 o‘rindan 2020 yilda 50408 o‘ringa yetgan.

Tahlil qiliniyotgan davrda mehmonxona xizmatlari ko‘rsatilgan mijozlar soni deyarli 2 martaga (2019 yilda 2011 yilga nisbatan) ortib, 2019 yilda 2193,4 ming kishini tashkil etgan. Pandemiya ta’siri mehmonxona xizmatlari sohasiga ham o‘z ta’sirini ko‘rsatib, bir yil ichidagi o‘zgarish 3 martadan ortiqroq pasayishga olib kelgan.

Ichki turizm salohiyatini hududiy baholash mamlakatning alohida hududlarida turizmning ushbu turini rivojlantirish istiqbollarini belgilash imkonini beradi. Tadqiqot jarayonida ichki turizmning rivojlanishiga asosiy ta’sir etishi mumkin bo‘lgan turizm infratuzilmasi ob’yektlarining mamlakat hududlaridagi miqdor va sifat xususiyatlarini Turizm va madaniy meros vazirligining hududiy boshqarmalari yetakchi mutaxassislari – ekspertlar tomonidan berilgan xulosalar

asosida baholagan holda har bir infratuzilma turlari baholarini umumlashtirgan holda hududlarda ichki turizmni rivojlantirish imkoniyatlari baholandi.

Mavjud statistik ma’lumotlarni miqdor va sifat jihatidan baholashda joylashtirish vositalari, turistik korxonalar, sanatori-kurort muassasalari, jismoniy tarbiya va sport ob’yektlari, dam olish zonalari va turistik bazalar, teatrlar, muzeylar, konsert tashkilotlari, madaniyat va istirohat bog‘lari kabi turistik va infratuzilma ob’yektlarining holati hisobga olindi.

**XULOSA**

O‘zbekistonda ichki turizm xizmatlari bozori rivojlanish sur'atlarini davom ettirmoqda. Biroq, bu jarayonni barqaror va samarali qilish uchun davlat va xususiy sektor o‘rtasida zarur. Rivojlanish strategiyalarini amalga oshirish orqali ichki turizmni yanada kengaytirish mumkin.

**FOYDALANILGAN ADABIYOTLAR RO’YXATI:**

1. O‘zbekiston Respublikasi Prezidentining 1992 yil 27 iyuldagi «O‘zbekturizm milliy kompaniyasini tashkil qilish to‘g‘risida»gi PF-4947-sonli farmoni.

2. O‘zbekiston Respublikasi Prezidentining 2017 yil 5-dekabrdagi “Chorvoq” erkin turistik zonasini tashkil etish to‘g‘risidagi PF-5273-sonli farmoni.”Xalq so‘zi” gazetasi 2017 yil 6 dekabr, № 245

# THE ETYMOLOGICAL DEVELOPMENT OF TOURISM TERMS IN ENGLISH AND UZBEK LANGUAGES

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**Annotation:** This article presents an etymological analysis of tourism terminology in English and Uzbek languages. The research explores the origins of tourism terms and their assimilation processes, highlighting etymological changes and semantic development of words. The primary focus is on the dominant position of the English language in international tourism terminology, as well as an analysis of how terms borrowed from English have entered and evolved in the Uzbek language. Other terms widely used in Uzbek and internationally have been examined from an etymological perspective. This article contributes to linguistic research by studying the formation and development of terminology.

***Keywords*:** *Tourism, etymological analysis, terminology, English language, Uzbek language, international terms, semantic development, borrowings.*

Etymological analysis studies the origin of words and terms, their semantic development, and their formation as terms. This method determines when and how a particular word entered the language and what morphological and phonetic changes it underwent. Today, English terms hold a leading position in the terminology of international tourism. This indicates the importance of processes related to the emergence and development of the English language in tourism. Etymological analysis reveals a word's historical form, changes in borrowing, and meaning. For example, the term "price list," borrowed from English, is directly translated as "price sheet." However, in the tourism field, this term specifically refers to materials that provide information about tourist service prices. Such borrowed terms are also widely used in the Uzbek language.

Some tourism terms in the Uzbek language, such as **“mehmonxona” (hotel)**, **“yo‘lovchi” (traveler),** and **“uy mehmonxonasi” (house hotel)** are derived from common words. These terms have acquired specific meanings in the field of tourism

and have been formed as terminological units. This indicates the constant development of the terminological system and the narrowing of word meanings through their application in new areas.

Many tourism terms borrowed from English are also actively used in Uzbek. For example, the word **"voucher"** comes from the English language and means **"receipt"** or **"document."** This term refers to a document that establishes the right to tourist services. Additionally, terms such as ***"shopping," "drive-in restaurant," and "safari"*** have been borrowed from English and are widely used in Uzbek.

From an etymological perspective, most of these terms have been borrowed due to the English language's international status. In particular, terms such as ***"beach," "safari,"*** and ***"hotel"*** were adopted in connection with regional and climatic conditions. This indicates a relationship between the origin of terms and the regional characteristics of the borrowing process. Terms borrowed into the Uzbek language originated from English, French, German, and other languages. For example, words such as "guide," "menu," and "luggage" came from the French language. These words are actively used in the Uzbek language, mainly in tourism and services. The term "parking" comes from the German language and means placing vehicles in a designated area. Such terms in the field of tourism serve to express new concepts functioning in the Uzbek language while preserving the linguistic features of the languages from which they were borrowed.

## *CONCLUSION*

The study of terms in the field of tourism allows us to reveal how they emerged, how they were assimilated, and how their meanings developed. We have analyzed the leading position of the English language in international tourism terminology and the adaptation of these terms to the Uzbek language. At the same time, tourism terms borrowed from French and German are also widely used in the Uzbek language. This research demonstrates the importance of etymological analysis in tourism terminology and the necessity for comprehensive linguistic analysis.

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## Turizm sohasiga oid terminlarining tarjima muammolari

**Andijon davlat chet tillari instituti**
**Gid hamrohligi, madaniyatlararo muloqot**
**va tarjimashunoslik kafedrsi dotsenti**
**Madina Qosimova**

Turizm – bu turli madaniyatlar, tillar va an'analarni birlashtiruvchi global sanoat. Bu sohada ishlatiladigan terminlarning xilma-xilligi va doimiy ravishda yangi atamalar paydo bo'lishi tarjima jarayonini murakkablashtiradi.

Turizm terminlarining tarjimasida quyidagi muammolarga duch kelish mumkin:

Ko'p ma'nolilik: Ko'pgina turizm terminlari bir necha ma'noga ega bo'lishi mumkin. Masalan, "resort" so'zi dam olish maskani, kurort, gohida esa hashamatli mehmonxona ma'nosini anglatadi. Har bir madaniyatning turizmga bo'lgan munosabati va turizm xizmatlariga bo'lgan talabi o'ziga xosdir. Bu esa, ba'zi bir tushunchalarni to'g'ridan-to'g'ri tarjima qilishning imkonsizligini keltirib chiqaradi. Turizm sohasi doimiy ravishda rivojlanib borayotgani sababli, yangi xizmatlar, mahsulotlar va texnologiyalar paydo bo'ladi. Bu esa, yangi atamalarni izlash va tarjima qilish zaruratini tug'diradi. Ba'zi bir turizm tushunchalariga o'zbek tilida aniq ekvivalenti bo'lmasligi mumkin. Bu holatda, yangi atamalarni yaratish yoki mavjud atamalarni qayta talqin qilish kerak bo'ladi.

Turizm terminlarini tarjima qilishda e'tiborga olinishi lozim bo'lgan jihatlar:

1. Har qanday terminni tarjima qilishdan oldin, u qaysi kontekstda ishlatilganligini aniqlash kerak. Turizm sohasidagi terminlarni tarjima qilishda kontekstni aniqlash juda muhimdir. Chunki bir xil so‘z turli vaziyatlarda turlicha ma’noni anglatishi mumkin. Masalan,"Бронирование" termini:

Mehmonxona xizmati: Mehmonxonada xona buyurtma qilish.

Aviatsiya: Aviachipta buyurtma qilish.

2. Tarjima qilinadigan matnning madaniy xususiyatlarini hisobga olish zarur.

Madaniy turizmda uchraydigan terminlarning tarjimasida ko‘plab muammolarga duch kelinadi. Buning asosiy sababi har bir madaniyatning o‘ziga xos o‘ziga xos xususiyatlari, urf-odatlari, qadriyatlari va tarixiy merosini aks ettiruvchi o‘ziga xos atamalarga ega bo‘lishidir.

Madaniy o‘ziga xos turizm terminologiyasining tarjima muammolariga misollar:

Masalan, "choyxona" degan so‘zni ingliz tiliga tarjima qilishda "teahouse" so‘zini ishlatish mumkin, ammo bu so‘z o‘zbek choyxonasining madaniy va ijtimoiy ahamiyatini to‘liq aks ettirmaydi. Choyxona bu faqat choy ichiladigan joy emas, balki o‘zbeklarning ijtimoiy hayotida muhim o‘rin tutadigan madaniy markazdir. "Choyxona" termini o‘zbek madaniyatida faqat choy ichiladigan joy emas, balki ijtimoiy hayotning muhim markazi, ma’lumot almashinuvi, muzokaralar va dam olish uchun mo‘ljallangan maskan sifatida katta ahamiyatga ega. "Teahouse" termini esa bu madaniy va ijtimoiy omillarni to‘liq aks ettirmaydi.

Choyxona" terminini ingliz tiliga tarjima qilishda quyidagi usullardan foydalanish mumkin:

Ta’riflovchi tarjima: "Choyxona"ni "a traditional Uzbek teahouse, a social gathering place where people meet to drink tea, socialize, and discuss news" kabi ibora bilan ta’riflash mumkin.

Ko‘p so‘zli iboralar: "Tea house, a community center" yoki "Tea house, a place of social interaction" kabi iboralarni ishlatish mumkin.

Transliteratsiya: "Choyxona" so‘zini transliteratsiya qilib, o‘qiluvchanlik uchun qo‘shimcha izoh berish mumkin.

Neologizm yaratish: "Teahouse" so‘ziga qo‘shimcha so‘zlar qo‘shib, "Uzbek teahouse" yoki "community teahouse" kabi yangi termin yaratish mumkin.

"Choyxona" terminining tarjimasida uchraydigan muammolar, madaniy va ijtimoiy omillarning tarjima jarayonidagi ahamiyatini yaqqol ko‘rsatadi. Tarjima jarayonida kontekstni, maqsadni va madaniy farqlarni hisobga olish muhimdir. Yuqorida ko‘rsatilgan usullar "choyxona" terminini ingliz tiliga tarjima qilishda eng maqbul yechimlardan biri bo‘lishi mumkin."Choyxona" terminining tarjimasida uchraydigan muammolar, madaniy va ijtimoiy omillarning tarjima jarayonidagi ahamiyatini yaqqol ko‘rsatadi. Tarjima jarayonida kontekstni, maqsadni va madaniy farqlarni hisobga olish muhimdir. Yuqorida ko‘rsatilgan usullar "choyxona" terminini ingliz tiliga tarjima qilishda eng maqbul yechimlardan biri bo‘lishi mumkin.

3. Turizm sohasiga oid ixtisoslashtirilgan lug'atlardan foydalanish tavsiya etiladi.

Turizm sohasidagi mutaxassislar uchun lug‘atlarning ahamiyati beqiyos. Bu lug‘atlar faqatgina so‘zlarning ta’rifini berib qolmasdan, balki sohaning o‘ziga xos xususiyatlari, tushunchalari haqida batafsil ma’lumot beradi. Bugungi kunda turizm sohasidagi eng mashhur va keng qamrovli lug‘atlardan biri "Oxford Guide to Travel and Tourism" hisoblanadi.

"Oxford Guide to Travel and Tourism" nima uchun muhim?

"Oxford Guide to Travel and Tourism" lug‘ati turizm sohasida ishlaydigan barcha mutaxassislar uchun muhim manba hisoblanadi. Ushbu lug‘atning ahamiyati quyidagi omillar bilan izohlanadi:

Keng qamrov: Lug‘atda turizm sohasining barcha jihatlari qamrab olingan: mehmonxona xo‘jaligi, aviatsiya, kruizlar, sayyohlik agentliklari faoliyati va boshqalar.

To‘liq ma’lumot: Har bir terminning ta’rifi, sinonimlari, antonimlari va misollar keltirilgan.

Ilmiy asoslanganlik: Lug‘at maqolalari taniqli olimlar va soha mutaxassislari tomonidan yozilgan.

Doimiy yangilanib turish: Turizm sohasi dinamik rivojlanayotganligi sababli, lug‘at ham doimiy ravishda yangilanadi.

"Oxford Guide to Travel and Tourism" lug‘ati an’anaviy lug‘atlardan biroz farq qiladi. Unda terminlar alifbo bo‘yicha emas, balki tematik tartibda joylashtirilgan. Masalan, "Accommodation" (joylashuv), "Transportation" (transport), "Tourism management" (turizm menejmenti) kabi bo‘limlar mavjud.

Ushbu lug‘atdan foydalanish juda qulay. Lug‘atning boshida mavzular ro‘yxati berilgan bo‘lib, siz qiziqqan mavzuni topib, tegishli bo‘limga o‘tishingiz mumkin. Har bir terminning ta’rifi qisqa va aniq bo‘lib, hatto boshlang‘ich darajadagi o‘quvchilar ham osonlik bilan tushunishi mumkin.

Lug‘atdan misollar:

Ecotourism: Bu so‘z tabiatga zarar yetkazmasdan amalga oshiriladigan turizm turini anglatadi. Lug‘atda ekoturizmning afzalliklari va kamchiliklari, shuningdek, bu turdagi turizmning rivojlanish tendensiyalari haqida ma’lumot berilgan.

Xulosa

Turizm terminlarining tarjimasi – bu murakkab va mas'uliyatli jarayon. Ushbu jarayonda tarjimon nafaqat til bilimlariga, balki turizm sohasidagi bilimlarga ham ega bo'lishi kerak. To'g'ri va aniq tarjima turizm sohasidagi muloqotning samaradorligini oshiradi va xalqaro hamkorlikni mustahkamlaydi.

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# Turizmni rivojlantirishda chet tillarini o‘rganish ahamiyati

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**Annotatsiya:** Ushbu maqolada turizm sohasini rivojlantirishda chet tillarini o‘rganishning ahamiyati va zarurati, o‘rganish jarayonidagi qiyinchiliklar va muammolar va ularning yechimlari to‘g‘risida so‘z yuritilgan.

**Kalit so‘zlar:** turizm, tarjimon, sertifikat, dasturlar, Ibrat farzandlari, turist, tajriba, chet tillari.

**Annotation**: This article talks about the importance and necessity of learning foreign languages in development of the tourism industry, the difficulties and problems in the educational process and their solutions.

**Key words**: tourism, interpreter, certificate, programs, Ibrat academy, tourist, experience, foreign languages.

**Аннотация**: В данной статье говорится о важности и необходимости изучения иностранных языков в процессе обучения и их решениях**.**

**Ключевые слова:** туризм, переводчик , сертификат, программы, Ибрат академии, турист, опыт, иностранные языки.

Hozirgi globallashuv zamonda ikki yoki undan ortiq tilni o‘rganish zamon talabi bo‘lib kelmoqda. Mamlakat taraqqiyoti uchun chet tillarini o‘qitish va o‘rganish bevosita asosiy o‘rinni egallaydi. Nafaqat vatan taraqqiyoti uchun balki shaxs hayoti uchun ham muhim ro‘l o‘ynaydi. Turizmni rivojlanishi davlatning iqtisodiy o‘sishiga katta ta’sir ko‘rsatadi. O‘zbekistondek boy tarix va ma’daniyatga ega mamlakatlar uchun turizm milliy iqtisodiyotning muhim tarmog’idir. Biroq,

zamonaviy turizmning raqobatbardoshligini ta’minlash uchun xalqaro standartlarga mos ravishta xizmat ko’rsatish kerak. Bu yerda chet tillarini o‘rganishning ahamiyati yanada ortadi. Chet tillarini o‘rganish va unda muloqot qilish, nafaqat mehmonlarga xizmat ko‘rsatish sifatini oshiradi, balki madaniyatlararo yaqinlikni,muloqotni rivojlantiradi. Turistlar bilan muloqot qilishda ko‘proq imkoniyatlar yaratadi. Natijada, mamlakatimizning sayyohlik salohiyati yanada kengayadi,yangi imkoniyatlar ochiladi va xalqaro munosabatlar mustahkamlanadi. Shu sababli chet tillarini o‘rganish turizm sohasidagi muvaffaqiyatning muhim omillaridan biridir.

Chet tillarini o‘rganish turizm sohasini rivojlantirishda muhim omil bo‘lib, muloqot va madaniyatlararo aloqalar, raqobatbardoshlik,karyera imkoniyatlari va global integratsiyani ta’minlaydi. O‘zbekistonda turizmni rivojlantirish uchun til bilish ko‘nikmalarini oshirish zarurati dolzarb masala hisoblanadi.

Chet tillarini o‘rganish jarayonida bir qancha muammo va cheklovlarga duch kelishimiz mumkin. Masalan, ko‘plab odamlar chet tillarini o‘rganishga vaqt yoki resurs topa olmaydi, bu esa turizm sohasini rivojlantirishda, turistlarga xizmat ko‘rsatish sifatini pasaytirib tashlaydi. Ammo zamonaviy ta’lim texnologiyalaridan, masalan, onlayn kurslardan foydalanish yoki ta’lim tizimida chet tillarini o‘rganishni kengaytirish bu muammolarning yechimi bo‘la oladi. Hozirda Ibrat farzandlari nomli platforma, bir qancha tarmoqlarda chet tilini o’rgatish kurslari ochilgan bo‘lib,bu turdagi platforma va kurslardan oson va samarali tarzda chet tillarini o‘rganish mumkin. Biroq, chet tillarini o‘rganishda va turizmni rivojlantirishda yana bir qancha qiyinchiliklar va muammolar mavjud. Masalan, yoshlar va turizm sohasidagi xodimlar chet tillarini o‘rganishga yetarli darajada motivatsiya topa olmaydi, bu esa insonlardagi chet tilini o‘rganishga bo‘lgan qiziqishni so‘nishiga olib keladi. Yana turizm sohasidagi xodimlar uchun chet tillari bo‘yicha resurslar va materiallar yetarli emas bo‘lishi mumkin. Shuning uchun, gidlar va mehmonxona xodimlari chet tillarini yaxshi bilmaydi. Yoki til bilish yetarli bo‘lsa- da, madaniyatlararo muloqot qiyinchiliklari mavjud. Mamlakatimizda shu kabi muammolarni oldini olish va yechimlarini topish maqsadida bir qancha

harakatlar olib borilmoqda. Jumladan, mahalliy universtitetlar va til o‘quv markazlari bilan hamkorlik qilinyapti va malakali mutaxassislarni tayyorlashga alohida e’tibor qaratilmoqda. Turizm tashkilotlari va malaka oshirish kurslarini tashkil etilishi chet tillarini o‘rganishga yuqori samara beryapti. Agar boshqa muammolar ustida ham quyidagi yechimlar bo‘yicha ishlar olib borilsa, O‘zbekiston turizm eng rivojlangan davlatlar qatoriga kira oladi.Ular quyidagilar: madaniyatlarni o‘rganish dasturlarini rivojlantirish, O‘zbekistonning tarixi va an’analari ma’daniyati bo‘yicha treninglar tashkil qilish va xodimlarni bu borada tayyorlash, turizmni rivojlantirishga qaratilgan o‘quv dasturlarini ishlab chiqish, motivatsion raqobatli stipendiyalar va dasturlar, turizm sohasida ishlash istagida bo‘lgan yoshlarni rag‘batlantirish uchun til bilish ko‘nikmalarining ahamiyatini ta’kidlaydigan tashabbuslar yaratish muhim hisoblanadi.

Chet tillarini o‘rganish, madaniyatlararo muloqotni rivojlantiradi. Mahalliy aholi va turistlar o‘rtasida madaniy almashinuvni ta’minlash, o‘zaro tushinishni oshiradi va O‘zbekistonning boy madaniyatini tanitishga yordam beradi. Bu, turistlarga O‘zbekistonning an’analarini va urf-odatlarini yaxshiroq tushunishga yordam beradi. Chet tillarini o‘rganish, turizm sohasida ishlash istagida bo‘lgan yoshlar uchun keng imkoniyatlar yaratadi. Keng qamrovli til ko‘nikmalari, mehmonxonalar, sayohat agentliklari va turistik kompaniyalarda ish topishga yordam beradi. Bu esa professional darajada o‘sishga va karyera imkoniyatlarini kengaytirishga xizmat qiladi. O‘zbekistonning global turizm bozorida integratsiyasini oshiradi. Xalqaro miqiyosda tanilish va investorlarni jalb qilish uchun mamlakat xalqaro tillarini o’zlashtirishga e’tibor qaratishi lozim. Bu,sayyohlik sektorining barqaror rivojlanilishini ta’minlaydi. Chet tillarini bilish turistlarga ko’proq mos xizmat ko’rsatishga yordam beradi. Bu esa ularning O‘zbekistondagi tajribalarini yanada yaxshilaydi chunki, ular o’z tilida ma’lumot olish imkoniyatiga ega bo’ladi. Til bilish, professional va shaxsiy tarmoqlarni kengaytirishga yordam beradi. Bu sayyohlik sohasida yangi aloqalar o’rnatish va hamkorlikni rivojlantirish imkoniyatini yaratadi. Sayohat agentliklari va

mehmonxonalar uchun chet tillarini bilish, raqobat afzalliklarni taqdim etadi. Bu ularning xizmatlarini xalqaro bozor uchun jozibador qiladi va mijozlar bazasini kengaytiradi. Chet tilida turistlarga ma’lumot berish, turistlar uchun mahalliy madaniyatni chuqurroq tushunish imkonini beradi. Zamonaviy o’qitish metodlarini joriy etish, chet tillarini o’rganishni qiziqarli va samarali qiladi. Gamifikatsiya, interaktiv treninglar  va virtual reallik kabi innovatsiyalar orqali o’quv jarayonini yanada qiziqarli qilish mumkin.

Chet tilini bilish, O‘zbekistonning xalqaro maydondagi obro’sini oshiradi va uning madaniyati, tarixi va urf-odatlarini tanitishda yordam beradi. Bu, sayyohlarni mamlakatga jalb qilishda muhim ro’l o’ynaydi. Xalqaro turizm hamkorliklarini rivojlantirishga yordam beradi. Boshqa mamlakatlar bilan bilan kelishuvlar va hamkorliklar loyihalarini amalga oshirish uchun til bilish zarur. Turizm sohasida ish o’rinlarini yaratadi va iqtisodiy o’sishni rag’batlantiradi.Bu esa, turizmning barqaror rivojlanishiga yordam beradi va mamlakatning iqtisodiy ko’rsatkichlarini yaxshilaydi. Chet tillarini o’rganish turizmni rivojlantirishda ko’plab ijobiy jihatlarni taqdim etadi. Yuqorida keltirilgan fikrlar, til bilishning turizm sohasidagi ahamiyatini, xizmat ko’rsatish sifatini oshirish va mahalliy madaniyatni tanitishdagi rolini ko’rsatadi. Bularning barchasi O’zbekistonning global turizm bozorida raqobatbardoshligini ta’minlashga xizmat qiladi.

Chet tillarini o’rganish turizmni rivojlantirishda nafaqat zaruriy shart, balki muaffaqiyatli faoliyat yuritishning asosiy omillaridan biridir. O’zbekistonda turizm sohasining kengayishi va raqobatbardoshligini oshirish uchun chet tillarini bilishning  bir qator ijobiy ta’sirlari mavjud. Til bilish O’zbekistonning boshqa mamlakatlar bilan turizm sohasida hamkorlikni mustahkamlashga yordam beradi. Yangi loyiha va tashabbuslarni amalga oshirishga,tajriba almashinishga va o’zaro hamkorlikni rivojlantirishga yordam beradi. Shu sababli, O’zbekistonning turizm sohasini barqaror rivojlantirish uchun chet tillarini o’rganishga e’tibor berish zarur. Bu jarayon nafaqat turistlar uchun qulaylik yaratadi, balki mamlakat iqtisodiyoti, madaniyati va ijtimoiy rivojlanishi uchun ham ijobiy ta’sir o’tkazadi. Kelajakda

O‘zbekistonni xalqaro sayohatlarda yanada jozibador va raqobatbardosh mamlakat sifatida ko’rish uchun chet tillarini o’rganishga yo’naltirilgan strategiyalarni amalga oshirish muhimdir.

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## THE IMPORTANCE OF LEARNING FOREIGN LANGUAGES IN THE DEVELOPMENT OF TOURISM


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**Abstract:** Foreign language proficiency is critical in tourism, enabling effective communication, improving the tourist experience, and fostering cultural exchange. Overcoming language barriers enhances the appeal of tourist destinations and contributes to economic growth. This article addresses language-related challenges

in tourism and suggests strategies to enhance language skills among tourism professionals.

**Keywords:** tourism development, communication, language barriers, cultural exchange, tourist satisfaction, multilingualism.

As a sophomore studying at an institute, I've started to see the importance of learning foreign languages, especially when it comes to industries like tourism. In today's interconnected world, tourism is one of the fastest-growing sectors, and knowing foreign languages is becoming more essential. Whether it's for tourists or for professionals in the tourism industry, being able to communicate in different languages makes traveling smoother, more enjoyable, and beneficial for everyone. This essay will discuss how learning foreign languages helps in the growth of tourism by encouraging cultural exchange, improving customer service, and opening up career opportunities.

Foreign language proficiency plays a crucial role in the growth and success of the tourism industry. Effective communication with international tourists not only enhances their experience but also contributes to economic development in tourist destinations. However, language barriers remain a significant issue, particularly in countries where tourism professionals lack proficiency in widely spoken languages like English, Chinese, or Spanish. This article addresses the challenges posed by language barriers in tourism and explores potential solutions to improve communication and cultural exchange.

One of the primary problems in tourism is the miscommunication between service providers and international visitors. Tourists often struggle to navigate foreign environments when language support is lacking, leading to frustration and a negative impression of the destination. In some cases, miscommunication can even result in misunderstandings regarding legal, health, or safety matters, impacting tourists' overall experience. The inability to meet tourists' language needs can limit a destination's attractiveness and competitiveness in the global tourism market.

To overcome these challenges, several solutions can be implemented. First, tourism-related academic programs should place greater emphasis on foreign language education, ensuring that future professionals are equipped with the necessary language skills. Practical methods, such as immersive language experiences and internships in international settings, can significantly enhance language retention and fluency. These programs should focus not only on conversational skills but also on industry-specific language relevant to tourism.

Technology can also play a vital role in bridging the language gap. Translation apps, AI-powered devices, and multilingual digital services allow for real-time communication between tourists and service providers, making travel more accessible. However, while technology is helpful, it cannot replace the value of personal, human interactions in tourism. Continuous professional development programs, where tourism workers receive language training relevant to their target markets, should be encouraged. Governments and businesses can also prioritize hiring bilingual or multilingual staff to improve the tourist experience.

Scientifically, studies have shown that interactive and immersive language teaching methods are more effective in preparing tourism professionals for real-world scenarios. Additionally, research suggests that AI-driven translation tools could facilitate most cross-language interactions, making them valuable investments in tourism development. Governments and businesses should work together to integrate language technologies and prioritize multilingual hiring practices to enhance customer satisfaction and competitiveness.

In the rapidly evolving tourism industry, the ability to communicate in multiple languages has become a critical asset. As Baum and Devine (2020) emphasize, “The ability to communicate in multiple languages is not only a competitive advantage for tourism professionals but is increasingly becoming a prerequisite in an industry that relies on personalized and high-quality customer service across diverse cultures.” This quote underscores the fundamental role that

language plays in enhancing customer service, which is essential for a successful tourism experience.

The tourism industry thrives on personal connections. When tourists visit a new destination, they seek not just to see new places but also to engage with local cultures and communities. Effective communication is key to fostering these interactions. For instance, a tourist who speaks a few phrases in the local language—be it ordering food, asking for directions, or engaging in small talk—can create a more authentic experience. This not only enriches the tourist's journey but also benefits local businesses, as satisfied tourists are more likely to leave positive reviews and return for future visits.

Moreover, understanding a foreign language helps tourism professionals build rapport with their clients. In a service-driven industry, personalized experiences are crucial. When hotel staff, tour guides, or travel agents can speak the languages of their clients, they can tailor their services to meet specific needs and preferences. This level of attention and care leads to higher customer satisfaction, which is vital in a competitive market where word-of-mouth and online reviews significantly impact a destination's reputation.

Additionally, multilingualism opens up broader career opportunities within the tourism sector. As countries around the world continue to promote tourism, the demand for skilled professionals who can communicate with a diverse clientele is on the rise. For students and young professionals entering the industry, mastering multiple languages can enhance their employability. Companies are increasingly looking for candidates who can navigate cultural differences and communicate effectively with international customers, making language proficiency a valuable skill in job applications.

Furthermore, the ability to speak foreign languages allows tourism professionals to access a wealth of information and resources in different languages, enabling them to stay updated on global trends and best practices. This knowledge not only enhances their professional development but also improves the quality of

service they provide, as they can draw from a broader range of experiences and insights.

In conclusion, learning foreign languages is not merely an academic exercise; it is a vital component of success in the tourism industry. As Baum and Devine (2020) highlight, multilingualism enhances customer service and fosters meaningful connections between tourists and locals. For students like myself, prioritizing language learning can lead to rewarding experiences and career opportunities in an ever-growing and dynamic field.

By improving communication, tourism professionals can create more welcoming and culturally enriching experiences for visitors, fostering the growth of international tourism. Through educational reforms, technology adoption, and professional development, language barriers can be minimized, allowing the tourism industry to thrive in an increasingly globalized world. It allows for deeper cultural exchanges, improves the customer experience, and opens up many career paths in the tourism industry. As someone still in my second year of studies, I can see how valuable it is to start learning new languages now. Whether for personal growth or professional success, being multilingual will be a huge advantage in the tourism industry, which is only expected to grow in the coming years.

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## THESIS ON THE BENEFITS OF TRAVEL

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Annotation:

This thesis analyzes how travel enhances individual well-being, fosters cultural exchange, promotes economic development, and contributes to global awareness. It highlights the transformative power of travel and offers a comprehensive understanding of its multifaceted advantages.

In Uzbek:

Sayohatning foydalari, shaxsiy rivojlanish, madaniy almashuv, iqtisodiy rivojlanish va global ongni oshirish kabi ko'plab foydalarni o'z ichiga oladi. Ushbu tezis sayohatning ta'sirini va uning odamlar hayotidagi ahamiyatini tahlil qiladi.

In Russian:

Путешествия приносят множество выгод, включая личностное развитие, культурный обмен, экономический рост и повышение глобального сознания. Эта работа анализирует влияние путешествий и их значение в жизни людей.

In English:

Travel offers numerous benefits, including personal development, cultural exchange, economic growth, and increased global awareness. This thesis analyzes the impact of travel and its significance in people's lives.

Key Words:

In Uzbek:

Sayohat, rivojlanish, madaniyat, iqtisodiy, global.

In Russian:

Путешествия, развитие, культура, экономика, глобальный.

In English:

Travel, development, culture, economy, global.

Travel has long been a quintessential aspect of human existence, shaping our understanding of the world and facilitating personal and cultural growth. In contemporary society, the act of traveling transcends mere leisure; it molds perspectives, broadens horizons, and fosters connections between individuals and communities worldwide. Despite the challenges presented by various global events, such as the COVID-19 pandemic, travel continues to be a vital force for personal enrichment and socio-economic development. This thesis will explore the myriad benefits of travel across multiple dimensions, including physical health, mental well-being, social interactions, and contributions to economies at both local and global levels.

1. Physical Benefits of Travel

Traveling can lead to significant physical health improvements. Engaging in various activities—such as hiking, swimming, or exploring urban areas—encourages a more active lifestyle. Studies have shown that individuals who travel regularly tend to maintain better cardiovascular health, improve their body's immune response, and reduce the risk of chronic diseases. Exposure to different climates and environments can also enhance an individual's adaptability to varying physical challenges. Furthermore, taking time away from routine and work-related stress can lead to improved health outcomes, including reduced blood pressure and lower cortisol levels.

2. Mental Benefits of Travel

The mental health benefits of travel are profound. Traveling can act as a powerful antidote to stress, anxiety, and depression. It provides an opportunity for individuals to disengage from their daily stressors, leading to improved mood and overall psychological health. Exposure to new cultures and experiences can stimulate the brain, enhancing creativity and problem-solving skills. Traveling also nurtures mindfulness, as individuals often immerse themselves in new surroundings and experiences, leading to greater appreciation of the present moment. Additionally, overcoming travel-related challenges builds resilience and boosts self-confidence.

3. Social Benefits of Travel

Travel promotes social interaction and fosters a sense of global community. Meeting people from diverse backgrounds enhances intercultural skills and empathy, encouraging understanding and tolerance. Travelers often forge lifelong friendships, creating a network of connections that span the globe. Group travel, whether through organized tours or family vacations, reinforces bonds among companions, fostering a shared sense of adventure and collective memories. Moreover, volunteer travel opportunities allow individuals to contribute to communities in need, strengthening social ties and promoting the importance of civic responsibility.

4. Economic Benefits of Travel

The economic impact of travel is significant, both on a local and global scale. The travel and tourism industry accounts for trillions of dollars in revenue and millions

of jobs worldwide. In many developing countries, tourism serves as a primary source of income, empowering local economies and promoting sustainable practices. Travelers contribute to economic growth by spending money on accommodations, food, attractions, and local services, stimulating job creation and fostering entrepreneurship. Furthermore, the tourism sector encourages the preservation of cultural heritage and natural resources, emphasizing the importance of sustainable travel practices that benefit future generations.

5. Cultural Exchange and Global Awareness

Travel facilitates cultural exchange, allowing individuals to experience and appreciate diverse traditions, languages, and lifestyles. Engaging with different cultures enhances global awareness and fosters respect for human diversity. This exposure is vital in a world often marked by division and misunderstanding. By sharing stories and experiences, travelers become ambassadors of their own cultures while learning about others, resulting in a more interconnected and harmonious global society. Additionally, travel can inspire individuals to engage in global issues, such as climate change and social justice, leading to advocacy and active participation in creating positive change.

## Conclusion

In conclusion, the benefits of travel extend far beyond mere leisure and enjoyment. From physical health enhancements to mental well-being, social bonding, economic contributions, and cultural understanding, travel plays a pivotal role in personal and societal development. As we navigate an increasingly complex and interconnected world, the importance of travel cannot be overstated. It is essential not only for individual enrichment but also for fostering a more compassionate and understanding global community. As we look towards the future, embracing travel as a means of connection, learning, and growth will be vital in shaping a more harmonious and equitable world.

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# ТАРЖИМА НАЗАРИЯСИ ВА АМАЛЁТИ: ТАМОЙИЛЛАР ВА МЕТОДЛАР МУАММОЛАРИ

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Замонавий тилшуносликда умумлисоний атама орқали “транслаталогия” деб номланаётган таржимашунослик фанининг ҳозирги ҳолати шуни кўрсатадики, бу тиллараро мутаносиблик ҳақидаги фан тобора ривожланиб, равнақ топиб бормоқда, натижада таржиманинг янги турлари пайдо бўлмоқда, шунга мувофиқ ҳолда таржима ва таржимашунослик кишилар ҳаётининг турли тармоқларини қамраб бормоқда, лекин шуниси аниқки, бугунги кунда нафақат Ўзбекистон республикамизда, балки бутун жаҳонда асосий эътибор анъанага кўра, бадиий, шеърий, ёки сиёсий( жаҳон йўлбошчиларининг тарихий нутқлари) таржималарига эмас(лекин, албатта, улар ҳам керак), балки ҳаётий аҳамиятга эга бўлган иқтисодиёт ҳамда халқ хўжалигининг физика , математика, химия каби табиий фанлари, шунингдек иқтисодиёт, медицина, маданият, ҳарбий, ҳукуқий жабҳалар каби таржиманинг кечиктириб бўлмас, долзарб сохавий йўналишларига қаратилмоқда.

Ҳозирга келиб, таржима ва таржимашуносликдаги бундай ҳолат жаҳон миқёсида фан ва техниканинг жадал ривожланиб бораётганлиги, дунё иқтисодиётида интеграллашув жараёнларининг тобора кучайиб бораётганлиги, шунингдек давлатлар ва мамлакатлар ўртасидаги халқаро дўстона, ҳамкорлик муносабатларнинг ўрнатилаётганлиги каби муҳим жараён ва омиллардан келиб чиқувчи замонавий вазифаларни ҳисобга олган ҳолда

таржима ва таржимашуносликнинг назарий асосларини ривожлантирилишини ва тўлдирилишини тақозо этмоқда.

Ҳар қандай мустақил фан ўзига хос қатьий тахлил тамойиллари ва методларига эгаки, у ёки бу фанга дахлдор барча муаммоларнинг илмий тахлил қилинишида уларга ҳеч оғишмай амал қилиш мақсадга мувофиқдир.

Транслатология бир мустақил фан сифатида ўзининг қатъий "тамойил"лари – "принцип"лари( *лотин сўзи "principium"дан олинган бўлиб, асос, асослар, иш кўришнинг асосий қоидаси" деган маънони билдиради*) ва муайян эффектив тахлил методларига эга бўлиши керак. Вахоланки бундай лингвотранслатологик тахлил тамойиллари ва методлари муайян сохада олиб бориладиган таржимавий тадқиқотларнинг асослилигини, тўғрилигини ва яроқлилигини таъминлаш учун хизмат қилади, бундай тамойиллар ва методларсиз ҳеч бир фанни мустақил фан деб бўлмайди.

Лисоний таржимашунослик (ёки лингвотранслатология) бўйича махсус назарий-илмий ва ўқув-методик адабиётлар тахлили шуни кўрсатдики, мазкур фаннинг тахлил тамойиллари ва методларини ишлаб чиқиш масаласига етарли даражада эътибор берилмаган, лекин бу масалага тажрибали мутахассис олимлар томонидан айрим муҳим ва салмоқли фикр-мулоҳазалар билдирилган(Э.Доле 1546; А.Тайтлер 1790; E.Nida., 1959, Ғ.Саломов 1966; Л. Бархударов 1975. А.Федоров 1983 ва ҳ.к.).

Таржимашунослик фани риқвожланиши тарихида биринчи бўлиб таржима(шунослик)нинг бешта тамойилини ишлаб чиққан таржимон-мутахассис – бу француз шоири Этьен Доледир (1546). Улар қуйидагилар:

1) таржимон ўгирилаётган матннинг мазмунини ва ўзи таржима килаётган муаллифнинг мақсади – муддаосини обдон билиши лозим;
2) таржимон асл нусҳа тилини ва у ўгирилаётган тилни жуда яхши билиши лозим;
3) у сўзма- сўз таржимадан қочиши керак, чунки бундай таржима асл нусханинг мазмунини қалбакилагштиради ва унинг шаклий гўзаллигини барбод қилади;\
4) у таржимада хаммабоп нутқ шаклларидан фойдаланиши лозим;
5) сўзларни тўғри танлаб, ўз ўрнида қўллаган ҳолда у асл нусхада ифодаланган умумий таассуротни унга мос тарзда бериши лозим.

1790 йилда инглиз мутахассиси А. Тайтлер томонидан таржимага қуйидаги муҳим талаблар куйилган эди:

1) таржима асл нусҳанинг барча ғояларини бера олиши керак;
2) таржимада ифода услуби ва усули худди асл нусхадагидек бўлиши керак;
3) таржима худди асл нусха асарларидек енгил ўқилиши керак[20].

[20] Tytler E.F., Essay on the Principles of Translation, London, 1970.

Инглиз тадқиқотчиси Т.Сэвори турли муаллифлар томонидан таржимага қўйилган асосий талабларни умумлаштиришга уриниши натижасида бир бирига зид бўлган қуйидаги тамойилларни тавсия этди: 1) таржима асл нусха сўзларини бериши керак; 2) таржима асл нусха фикрларини ифода этиши керак; 3) таржима асл нусхадек ўқилиши керак; 4) таржима таржимадек ўқилиши керак; 5) таржима асл нусха услубини акс эттириши керак; 6) таржима таржимон услубини акс эттириши керак; 7) таржима асл нусхага замондош асардек ўқилиши керак; 8) таржима таржимонга замондош асардек ўқилиши керак; 9) таржима қўшишлар ва тушуриб қолдиришларга йўл бериши керак; 10) таржима қўшишлар ва тушуриб қолдиришларга йўл бермаслиги керак; 11) шеърлар таржимаси насрий усулда амалга оширилиши керак; 12) шеърлар таржимаси шеърий усулда амалга оширилиши керак[21].

Юқорида кўрсатиб ўтилган назарий қарашларнинг ифодаланишидан кўриниб турганидек, уларнинг аксарияти бизга тамойиллардан кўра кўпроқ талабларга ўхшаб кўриняпти.

Шуниси ҳам ҳайратланарлики, таржимавий тахлил тамойилларини ишлаб чиқиш муаммолари у ёки бу даражада юқорида эслатиб ўтилган тадқиқотчи-мутахассисларнинг таржимага муайян бир фаолият, шу жумладан лисоний бир фан сифатида ёндошишларида ва талабларида у ёки бу тарзда акс этгандек кўринмасин, ҳаттоки ҳозирги замон таржимашунослигида кўзга кўринган назариётчи олимлар томонидан амалга оширилган жиддий илмий изланишларда ҳам лингвотранслаталогик тадқиқотларнинг тамойиллари назарий асосларига бағишланган рисолалар ёки бўлимлар умуман йўқ.[22]

Бошқа таржимашунос олимлардан фарқли ўлароқ, ўзларининг илмий ишлари махсус бўлимларида В.Н.Комиссаров ва Р.К.Миньяр-Белоручевлар таржимавий тахлилнинг айрим методлари ҳақида қимматли фикр-мулоҳазаларни билдирган бўлсаларда, таржима тамойилларига ҳеч қандай муносабат билдирмаганлар, чунки улар бошқа таржимашунос–олимлар ва таржимонлар томонидан олдин кўрсатилган талаблар ва «тамойил»ларга ўз тушунтиришлари ва талқинларини бериш билан чегараланганлар[23].

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[21] Savory Th.. The Art of Translation, London, 1957, 49.

[22] Бархударов Л.С. Язык и перевод, М .,1975, 22; Федоров А.В.. Основы общей теории перевода, М.,1983, 27-29; Миньяр-Белоручев Р.К. Общая теория перевода и устный перевод, М.,1980, 155-193; Комиссаров В.Н. Теория перевода, М., 1990, 14, 34-50; Современное переводоведение, М., 2000,107-110 ва ҳ.к..).

[23] В.Н.Комиссаров. Теория перевода, М., 1990, 14, 34-50; Современное переводоведение, 2000, 107-110; Р.К.Миньяр-Белоручев. Общая теория перевода и устный перевод, М.,1980, 155-193 ва ҳ.к.

Транслатологик тахлил тамойилларини яратиш билан у ёки бу даражада боғлиқ бўлган махсус адабиётлар тахлилига, бу йўналишдаги эришилган ютуқларга ва таржиманинг турлари юзасидан кузатишларимиз ва ўзимизнинг кўп йиллик таржимонлик фаолиятимиз натижаларига асосланиб, шундай хулосага келдикки, замонавий транслатология фанининг ўз тахлил тамойиллари ва методларини ривожлантириши масаласи бугунги куннинг энг долзарб муаммоларидан бири бўлиб турибди. Шу боис транслатологик тахлилнинг қуйидаги тамойилларини тавсия этиш мақсадга мувофиқ:

1) таржимабоплик тамойили( яъни бир тилдан иккинчи тилга таржима қилина олишлик тамойили); 2) таржимада тасвирлаб(дескриптив) ёритиш тамойили; 3) таржимада таржима бирлиги (транслятема[24])нинг белгилик хусусиятини ҳисобга олиш тамойили; 4)транслятемаларнинг икки ёқламалиги (яъни уларнинг ифода ва мазмун томонлари)ни ҳисобга олиш тамойили;5) таржиманинг мулоқотбоплиги (коммуникабальность)ни таъминлаш тамойили; 6) таржимада субъективлик(субъективность) тамойили; 7) таржимада объективлик(объективность) тамойили; 8) ҳар қандай таржимада бир вақтнинг ўзида қатъий икки тил(SL и TL) билан иш кўришлик тамойили; 9) асл нусха тексти бирликларининг бирламчилиги/яъни аввало улар тахлилидан келиб чиқиш) тамойили; 10) таржима матни бирликларининг иккиламчилиги (охирламчилиги) тамойили; 11) таржиманинг тафаккур натижаси сифатида кўпқирралилиги ва кўпжихатлилиги тамойили; 12) асл нусха ва таржима матнларининг функционал ўхшашлиги тамойили;13) асл нусха ва таржима матнларининг мазмуний ўхшашлиги тамойили;14) асл нусха ва таржима матнларининг структуравий ўхшашлиги тамойили;15 ) таржимада лисоний ва нолисоний омилларнинг ҳисобга олиниши тамойили;
16) таржимада адекватлик ва эквивалентлик тамойили;17) ҳар қандай таржимада синхронлик ёки изчиллик тамойили; 18) таржимада мазмуннинг компрессия( торайтирилиши) ва антикомпрессия(кенгайтирилиши)га учраши тамойили; 19) асл нусха ва таржима матни мазмунининг ўхшашлиги/ўхшамасалиги тамойили; 20) таржимада тафовутларнинг коммуникантлар ва таржимонлар ўртасидаги фарқлар, шунингдек тиллар(SL ва TL) ўртасидаги тафовутлар билан боғликлиги тамойили; 21)таржимада қискартир(ил)иш тамойили; 22) таржиманинг мослаштирилиши тамойили; 23) манба тил ва таржима тили идиоматик жиҳатлари(ўзига хосликлар /реалия/лар)ни ҳисобга олиш тамойили; 24) таржима материалининг диалект(шева) хусусятларини ҳисобга олиш тамойили; 25) таржима

[24] Хошимов Г.М. Таржима назариясига кириш, Андижон, 1999, 42; Қиёсланг; “транслятема”ни “переводема”га (Комиссаров В.Н. Теория перевода. М.,1989, 79) ва “транялат” га (Каде О. Субъективные и объективные факторы в процессе перевода»,. 1964, 47 )

материалининг вариантлик хусусятларини ҳисобга олиш тамойили; 26) маълумот берувчи муаллифнинг ва ундан маълумотларни қабул қилиб олувчи рецепторнинг идиолект хусусиятларини ҳисобга олиш тамойили; 27) таржима қилинаётган материалнинг касбий ( тиббиёт, ҳарбий, иқтисодий, лингвистик, диний, ҳуқуқий ва ҳ.к.) сохаларга йўналтирилганлигини ҳисобга олиш тамойили; 28) таржима қилинадиган материалнинг мадариятлараро алоқалари( этико-эстетик хусусиятлар)ини ҳисобга олиш тамойили; 29) таржиманинг назарий ва амалий жиҳатдан яроқлилиги тамойили.

Лингвотранслатологик тадқиқотларнинг методларига келсак, таржиманинг лингвистик фан сифатида тахлил методлари назариясини биринчилар қаторида ишлаб чиққан назариётчи олим Р.К.Миньяр-Белоручевнинг бу борадаги фикр-мулохазалари алоҳида эътиборга молик бўлиб, у қуйидаги методларни эътироф этади:

1)матнни сегментациия қилиш методи; 2) маълумотни ёзиб олиш методи; 3) манба матнни трансформация қилиш методи[25] .

Бизнинг фикримизга кўра, бу ерда гап лисоний фан сифатида олинган транслаталогиянинг методлари ҳақида эмас, балки кўпроқ тиллараро воситачилик фаолияти сифатида қаралаётган таржимани амалга оширишнинг йўллари, чора-тадбирлари ҳақида кетаётгандек кўринади.

Тиллараро мутаносиблик ҳақидаги фаннинг яна бир таниқли назариётчиси В.Н.Комиссаров лингвистик тахлилининг қуйидаги бир катор методларининг фойдали эканлигини таъкидлайди: 1) қиёсий метод; 2) трансформацион метод ; 3) оппозиция(зидлаш ) методи; 4) компонентларга ажратиб тахлил қилиш методи; 5) статистик метод; 6) қолиплаштириш (моделлаштириш)методи[26].

Бизнингча, аввалам бор лингвотранслатологик тахлил методлари, кейин эса таржиманинг иш юритиш тартиб(процедура)лари, йўллари ва усулларини аниқлаб, ажратиб олиш мақсадга мувофиқ.

Шундай қилиб, лингвотранслатологик тахлил методларига қуйидагиларни киритишимиз умкин:

1) қиёсий метод; 2) трансформацион метод ; 3) оппозиция(зидлаш ) методи; 4) компонентларга ажратиб тахлил қилиш методи; 5) гап бўлакларига ажратиб тахлил қилиш методи; 6)дистрибутив тахлил методи; 7) майдон тахлили методи(тил эгалари (информантлар)дан сўраб маълумот олиш); 8) контекстуал (қуршов) тахлил методи; 9)дескриптив тахлил метода; 10)

[25] Миньяр-Белоручев Р.К. Общая теория перевода и устный перевод, М.,1980, 155-193).
[26] Комиссаров В.Н.. Теория перевода , М., 1990, 34-50).

структурал тахлил методи; 11) семантик тахлил методи; 12 функционал тахлил методи; 13) , статистик метод; 14) қолиплаштириш (моделлаштириш)методи; 15) индкуктив тахлил методи; 16)дедуктив тахлил методи.

Таржиманинг иш юритиш тартиб(процедура)лари, йўллари ёки усулларига келсак, юқорида Р.К.Миньяр-Белоручев томонидан ажратилган “метод”ларни келтириш ўринли деб ҳисоблаймиз: 1)матнни сегментациия қилиш методи, 2) маълумотни ёзиб олиш методи; 3) манба матнни трансформация қилиш методи[27].

Айнан шу таржимашунос-олим Р.К.Миньяр-Белоручев томонидан аниқланган таржиманинг йўллари ҳам жуда бетакрор ва қимматлидар:1) таржиманинг белгили усули( муайян белгига вербал муносабат ): 2) таржиманинг мазмуний усули( белги орқали ифодаланган ҳодиса, нарсанинг олдиндан уқиб, аниқлаб олиниши)[28]. Мазкур олим томонидан тавсия этилган таржиманинг куйидаги усуллари ҳам алоҳида эътиборга моликдир: 1) тасвирий таржима; 2) тушунчаларни ойдинлаштириш; 3) тушунчаларни умумлаштириш; 4) антонимик таржима; 5) тушунчаларни мантиқий ривожлантириш[29].

Лекин, бизнингча, таржиманинг юкорида келтирилган усулларига яна қуйидагилар қўшилса мақсадга мувофиқ бўларди: 1) синонимик таржима усули; 2) таржима-транскрипция усули; 3) таржима-транслитерацияусули; 4) матн мазмунини торайтириш(компрессия) усули; 5) матн мазмунини кенгайтириш(антикомпрессия)усули ; 6) калька(узиб қоплаш) таржимавий усули; 7) компенсация( ўрнини қоплаш) таржимавий усули; 8) комментария(шархлаш) таржимавий усули; 9) сўзма-сўз таржима усули; 10) ҳарфма-ҳарф (хижжалаб) қилинган таржима усули; 11) эркин таржимаусули; 12) тўлақонли (адекват) таржима усули; 13)эквивалент( маъноси мос тушадиган) таржима усули; 14) аслига монанд таржима усули; 15) аналогик таржима усули; ( икки тилда транслятема /таржима бирлиги/нинг тури ва маъноси монанд бўлган таржима) усули; 16) тескари таржима(масалан, ўзбек тилидан инглиз тилига қилинган таржиманинг ўзини эхтиёжга кўра қайтадан инглиз тилига ўгириш) усули; 17) бир томонлама таржима усули; 18) икки томонлама таржима усули; 18) қоралама таржима усули ; 19) аниқ таржима усули.

Бу борада биз Р.К.Миньяр-Белоручевнинг қуйидаги фикрига қўшилмай иложимиз йўқ: ”таржима методи, унинг усулидан фарқли ўлароқ, таржимоннинг ҳаракатларини белгилаб берувчи объектив қонуният сифатида

[27].Миньяр-Белоручев Р.К. Общая теория перевода и устный перевод, М.,1980, 155-193
[28].Ўша жойда
[29]. Ўша жойда

мавжуд эмас, балки тажрибага асосланган инсон томонидан ишлаб чиқилган тизим сифатида мавжуддир[30]. “Таржимани амалга оширишнинг усуллари ва йўлларига келсак, таржима қилиш йўллари, унинг усулларидан фарқли ўлароқ, таржимада қийинчиликлар туфайли келиб чиққан қўшимча ҳаракатлар ёки аниқ операциялардан иборат бўлса, таржима усуллари бир тилдан иккинчи тилга ўтиши учун ҳаракатларни амалга оширишдаги психлогик операциялар мажмуасидир”[31].

Юқорида тавсия этилган лингвотранслатологик тахлил тамойиллари ва методлари, шунингдек унинг усуллари(процедуралари) таржимавий тадқиқотлар ва тахлилларни амалга оширишда, шу билан бирга мазкур тамойиллар ва методларнинг асослилигини, тўғрилигини ва яроқлилигини кафолатловчи сохавий таржимонлик фаолиятларини олиб боришда асос қилиб олинувчи ишончли бир назарий омиллар вазифасини ўтайди деган умиддамиз. Буларнинг барчаси таржима назарияси ва амалиётифанини такомиллаштиришга, ривожлантиришга, шунингдек халқ хужалигининг турли соҳаларига тегишли таржималар савиясини юксалтиришга ёрдам беради.

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# ЗАМОНАВИЙ ТРАНСЛЯТОЛОГИЯДА ТАРЖИМА ТУРЛАРИ ВА НАЗАРИЯСИГА ЯНГИЧА ЁНДАШУВ

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Бугунги кунда жаҳон миқёсида мунтазам кечаётган интеграллашув ва глобаллашув жараёнларида таржима ва таржимашуносликнинг роли ва аҳамияти тобора ошиб бормоқда, чунки инсон ҳаётининг қайси жабҳасини олманг, у ерда илмий-техникавий, маданий–маърифий, сиёсий-иқтисодий ва бошқа бир қатор соҳалар бўйича охирги янгиликлар, илғор фикр ва ғоялар, уларда эришилган кашфиётлар бевосита таржима орқали умуминсоният мулкига айланиб бормоқда. Бир сўз билан айтганда. бугунги ҳаётимизни таржимасиз, унинг инсониятга беминнат ва беқиёс хизматисиз умуман тасаввур ҳам қилиб бўлмайди.

Гап таржима турлари ҳақида кетар экан, унда асосий эътибор таржиманинг формал(шаклий) ва мазмуний турлари назарияси ва амалиётига қаратилган бўлиши табиий.

Таржимашуносликда асл нусха тили ва таржима тилидаги материалнинг қандай шаклда амалга оширилаётганига қараб, таржиманинг турли турларини ажратиш мумкин. Бу биринчи таснифлаштиришга асос бўлувчи омилдир. Таржимашуносликда таржиманинг турларини уларнинг мазмуни ва моҳиятидан келиб чиқиб ажратиш ҳам амалга ошириб келинмокда, унда таржимага алоқадор ҳар иккала тилдаги матнларнинг фақатгина шакли эмас, балки уларнинг мазмуни ёки моҳиятига таяниб ҳам таснифлаштирилади. Биз қуйида таржимашунос олимларнинг таржима турлари хақидаги фикр-мулохазаларига синчковлик билан ёндошиб, уларнинг таснифларини беришга уринишларини кўриб чиқамиз.

Маълумки, махсус адабиётларда асосий эътибор таржиманинг формал(шаклий) турлари назариясига қаратилган бўлиб, унда таниқли рус тилшунос, таржимашунос олими Л.С.Бархударов томонидан ишлаб

чиқилган ва кўпчилик тадқиқотчи олимлар томонидан тан олинган таржиманинг тўрт асосий формал тури , яъни оғзаки-оғзаки, ёзма-ёзма, оғзаки-ёзма, -ёзма-оғзаки турлари таснифлаштиртирилган. Олим ўзининг жаҳон таржимашунослигининг равнақида муҳим ахамиятга эга бўлган "Язык и перевод" номли асарида юқоридаги турларнинг ҳар бирига алоҳидадан батафсил шарҳ бериб, уларнинг аҳамияти ва салмоғини атрофлича таҳлил қилиб берган[32].

Л.С.Бархударовнинг таржима турлари таснифи асосида кўплаб илмий тадқиқотлар амалга оширилиб, назарий ва амалий рисолалар яратиб келинмокда, бугунги кунда уларнинг салмоғи, назарий ва амалий натижалари беқиёсдир. Шунга қарамай таржима ва таржимашунослик бўйича тинмай олиб борилаётган илмий назарий ва амалий изланишлар натижаларининг тахлили шуни кўрсатадики, тўхтовсиз глобаллашув ва интеграллашув жараёнлари рўй бераётган ҳозирги даврда таржима назарияси ва амалиёти фани бўйича жиддий изланишлар моҳиятидан, шунингдек истеъмолда нафақат назарий, балки амалий эҳтиёжлардан келиб чиққан ҳолда таржиманинг юқорида санаб ўтилган турларига қуйидаги янги турларни қўшишга етарли асос бор[33]:

1) оғзаки – компьютер
2) компьютер-оғзаки
3) ёзма -компьютер
4) компьютер - ёзма
5) оғзаки-сурдо;
6) сурдо-оғзаки;
7) ёзма-сурдо;
8) сурдо-ёзма;
9) сурдо-сурдо;
10) сурдо-компьютер
11) компьютер- сурдо

[32] Бархударов Л.С.Язык и перевод, М., 1975. С. 46-49

[33] Hoshimov G.M. Sign factor of the source language and problem of compression in simultaneous translation. International Journal of Word Art. 2018, vol. 3, issue 3, pp. 4-10 611

12) оғзаки-брайл(ёзма);

13) брайл(ёзма)-оғзаки;

14) сурдо-брайл(ёзма);

15) брайл(ёзма)-сурдо;

16) брайл(ёзма)- брайл(ёзма).

Шундай қилиб, Л.С.Бархударов таснифлаштирган таржиманинг тўрт асосий тури(оғзаки-оғзаки, ёзма-ёзма, оғзаки-ёзма, -ёзма-оғзаки)ни қўшиб ҳисобга олганда бугун таржиманинг 20 та тури борлигини эътироф этиш мумкин.

Кузатишларимиз шуни кўрсатдики, таржимашунослик ва таржимада асосан Л.С.Бархударов томонидан таснифлаштирилган тўртта таржима тури миқёсида кўплаб самарали тадқиқотлар ва таржималар амалга ошириб келинмоқда, чунки истеъмолда уларга бўлган эҳтиёжнинг чеки йўқ. Бу борада яна шуни таъкидлаш лозимки, таржиманинг оғзаки-оғзаки турида унинг икки муҳим кичик тури, яъни изчил ва синхрон турлари мавжуд бўлиб, уларнинг иккинчиси ўзининг жиддий ва мураккаб бир тур эканлиги билан ажралиб туради, чунки синхрон таржимон доимо аслият тилининг белгилар омили, яъни белгилар тизими омилидан келиб чиқиб, таржимани амалга оширмай иложи йўқ. Бундай омил тажрибасиз синхрон таржимонни беихтиёр“сўзма–сўз” ёки “белгима-белги” таржима қилишга мажбур этади, чунки аслият тилида айрим омонимик белгилар(тил бирликлари), паронимик белгилар ва шу жумладан “таржимонннинг алдоқчи дўстлари”деб аталувчи тил белгилари ҳам тез- тез учраб туради, вахоланки улар нейтраллашган контекстда ҳамма вақт ҳам бирдек семантикани ифодаламайдилар. Бундай вазиятларда адекват синхрон таржимани кафолатловчи асосий омил бу таржимоннинг профессионал лаёқат ва тажрибага эга эканлиги ҳамда турли транформацияларни, шу жумладан трансформация-тушуриб қолдиришлар (компрессиялар) ва трансформация-қўшишлар (“антикомпрессия”лар - атама бизники)ни онгли ва ўринли қўллаши орқали таржимондаги бир тил кодидан иккинчи бир тил кодига моҳирона кўча олиш малака ва кўникмаларининг шаклланганлигидир[34].

Шуни эътироф этиш лозимки, таржимашуносликда рус таржимашунос

[34] Hoshimov G.M. Sign factor of the source language and problem of compression in simultaneous translation. International Journal of Word Art. 2018, vol. 3, issue 3, pp. 4-10

олими Л.С.Бархударовнинг таржима турлари ҳақидаги фикри жуда аниқ ва равшан, бетакрор ёндошишдир, лекин бугунги кунда таржима турлари ва уларни амалга ошириш имкониятлари янада такомиллашиб бормоқда, шу боис бундай янги анъана ва омилларни ҳисобга олмасликнинг иложи йўқ.

Тил ва таржима масаласи ҳақида сўз юритилганда аввало жаҳонда нечта тил бор деган масалани ҳал қилиш ҳам муҳимдир. Ҳозирги ҳисоб-китобларга қараганда жаҳонда 3,500 дан ортиқ миллий тиллар мавжуд( бу ҳисобга шевалар кирмайди).

Ҳўш, шунча тиллардан таржимани қандай амалга ошириш мумкин? Бунинг устига улар ўз қурилишига, яъни фонологик, морфологик, морфонологик, лексик, синтактик, фразеологик ва текстологик қурилишига кўра турли туман бўлиб, турли луғат бойлигига ва стилистик, фразеологик хусусиятларига эга.

Баъзи бир тиллар ҳали ўзининг ёзилган грамматикасига, яъни норматив курсига эга эмас (масалан, Америка ҳиндуларининг митти экзотик тиллари шулар жумласидандир). Бу муаммолар ҳам таржимада қийинчиликлар келтириб чиқариши табиий. Лекин, қандай бўлмасин, бугунги кунда мана шу 3,500 дан ортиқ тилларни типологлар олтита қолипга солиб, уларнинг содда гапидаги асосий бўлакларнинг жойлашув тартибига кўра синтактик таснифини берганлар, бу эса таржима жараёни учун муҳим асос бўлиб хизмат қилади.

1. Замонавий тилшуносликда тиллар ва уларнинг типологик турлари қуйидагича таснифлаштирилган:

1) SOV - туркий тиллар, япон, корейс,форс , лотин ва б.қ.

2) SVO - ҳинд-оврупа тиллари:инглиз, француз, немис, италян, испан ва б.қ.)

3) OVS - Африка халқлари тиллари: гуаражио, хикскариана ва б.қ.

4) VOS -малагаси, фижиан, астронезия тиллари ва б.қ.)

5) VSO - уэллс, тонган, араб ва б.қ.

6) OSV - ксаванте, бразилия тиллари(апурина, кайаби, надеб) ва б.қ.

Бундай олиб қаралса, ушбу тилларда объект (О)нинг кесими (V)нинг чап томонида ёки ўнг томонида жойлашувига қараб тилларнинг бир-биридан узоқ-яқинлигини аниқлаш мумкин.

Демак, SVO,VOS,VSO тиллар бир-бирига ва SOV,OVS ва OSV тиллар ўзаро бир-бирига яқинлигини типологлар кашф этганлар[35].

Бизнингча, таржима ҳам бир-бирига типологик жиҳатдан яқин бўлган тиллар ўртасида осон амалга оширилади, бир-биридан типологик жиҳатдан узоқ тиллардан таржима килиш бироз муаммолидир. Лекин, қандай бўлмасин, таржима исталган бир тилдан исталган бир бошқа тилга амалга оширилиши мумкинлигини рус таржимашунос олими Л.С.Бархударов ўз китобида айтиб ўтганди[36]. Гап айни ҳолатда таржиманинг осон ёки қийин кечиши ҳақида кетяпти, чунки асл нусха тили ва таржима тилидаги бир-бирига яқинлик, сўзлар, конструкциялар, матнлар яқинлиги таржимани тўлақонли ва нисбатан осон кечишига ёрдам беради.

Масалан, рус тилидан инглиз тилига ёки немис тилига таржима қилиш ва унинг акси осон кечади, чунки ушбу тиллар SVO қолипидаги тиллар бўлиб, ҳинд-европа тилларининг вакилларидир. Шунинг учун ҳам рус таржимони учун инглиз тилига таржима қилиш ёки унинг аксини қилиш унчалик қийин эмас. Лекин ўзбек таржимони учун бу анча муаммоларни келтириб чиқаради, сабаби ўзбек тили турк тиллардан бири бўлиб, SOV қолипига эга, 613 шунинг учун SVO қолипига эга бўлган инглиз тилига таржима қилиш ёки аксинча ундан ўзбек тилига таржима қилиш енгил кечмайди. Лекин бу қийинчиликларни бартараф қилиш таржимоннинг маҳорати ва савиясига боғликдир, тилларнинг қардош ёки қардош эмаслиги таржимани амалга оширишда тўсиқ бўла олмайди. Лекин бу ҳолатда таржиманинг амалга оширилишида бир қатор қийинчиликларнинг бартараф этилиши табиий.

Шуни таъкидлаш жоизки, тарихан ёзма-ёзма таржиманинг оммавий ва кенг кўламда қўлланилиб келганлигига, лекин ҳар бир таржима турининг ўзига хослиги ва уларнинг бир-бирини тўлдиришига ҳеч шак шубҳа йўқ.

Таржима назариясида таржима турлари турлича таснифлаштириб келинган, жумладан таржимашунос олим В.Н.Комиссаровнинг таржима таснифи қуйидагича:

1) бадиий таржима;
2) информатив таржима.

Ушбу тасниф асосига, кўриниб турибдики, таржима материаллари

[35] Рождественский Ю.В. Типология слова, М., 1969, с.149

[36] Бархударов Л.С. "Язык и перевод" М., 1975. - 150 с.

мазмуни ва моҳияти олинган. Қандай бўлмасин, бу борада В.Н.Комиссаров таснифининг изчил ва тўлиқ эмаслигини эътироф этиш керак, унда информатив таржима бадиий таржимадан нимаси билан фарқланиши аниқ кўрсатилмаган[37], чунки бадиий таржимани информатив таржима эмас дея олмаймиз.

Бизнингча, ушбу таснифни қуйидагича тўлдириш ёки тузатиш керак:

1) бадиий таржима;

2) нобадиий таржима;

Шу билан бирга матннинг ўгирилиш шаклига асосланиб, оғзаки-оғзаки таржиманинг турлари эса қуйидагича бўлиши табиий:

1) изчил (consequent/consistant translation);
2) синхронтаржима (simultaneous/sunchronous).

Бизнингча, изчил таржимада таржимоннинг имкониятлари қуйидагича:

1) вақт етарли;
2) пауза (оралиқ вақт) берилади;
3) ўйлаб, пухта таржима бериш имконияти бор;
4) ҳатто керак бўлса, аниқлаштириш имконияти бор;

Синхрон таржимада эса таржимоннинг имкониятлари чекланганлиги қуйидагилар билан изоҳланади:

1) нотиқ нутқи кетаётганда у билан бир вақтда таржимани амалга ошириш; 2) вақт зиқ (паузалар йўқ);

3) айрим ҳолларда пухта, атрофлича ўйлаб, таржима қилишга имконият йўқ;

4) айрим холларда қайта сўраш, аниқлаштириш имконияти йўқ;

5) ҳам эшитиб улгириш, ҳам таржима қилиш, ҳам вазиятга ҳушёр муносабатда бўлиш керак. Мана шундай бир қатор масъулиятлар таржимонни қийнайди.

Ҳаётда изчил ва синхрон таржиманинг моҳияти ҳамда аҳамияти беқиёсдир. Ҳозирги кунларда уларга бўлган эхтиёж жуда катта, айниқса синхрон таржима соҳасида тарихан таржимонлар доимо тақчил бўлиб келган, бугун ҳам ҳолат худди шундай. Демак, ҳозирги пайтда синхрон тажимани

[37] Комиссаров В.Н. Теория перевода. М., 1990. стр. 127

ривожлантиришимиз ва синхрон таржимонлар тайёрлашни яхши йўлга қўйишимиз зарур.

Таниқли таржимон ва таржимашунос олим Р.К.Миньяр-Белоручев ўз изланишларида таржима моҳияти ва унинг турларига ўзгача ёндашиб, уларнинг қуйидаги таснифини беради :

1) ёзма таржима;
2) синхрон таржима - оғзаки;
3) изчил таржима;
4) варақдан таржима.

Бу таснифда изчил таржима, Миньяр-Белоручев фикрича, тўрт хил бўлиши мумкин[38]:

1) бир томонлама;
2) икки томонлама;
3) абзацдан-фразага таржима;
4) ёзув орқали таржима (перевод с записками).

Шу муаллифнинг фикрича қандай(қайси жанрга мансуб) материал таржима қилинаётганлигига қараб таржиманинг қуйидаги турларини ажратиш мумкин:

1) бадиий таржима;

2) ижтимоий-сиёсий таржима;

3) илмий-техникавий таржима.

Ушбу таснифни давом эттириш мумкин:

1) диний-илоҳий таржима;

2) спорт таржимаси;

3) ҳарбий таржима;

4) бизнес-тадбиркорлик таржимаси;

5) иқтисодий таржима ва ҳ.к.

Таржимада асл нусхадан ўгирилаётган материал маъносининг қай даражада акс этганлигига қараб, Р.К.Миньяр-Белоручев қуйидаги таржима турлари ҳақида ҳам фикр юритади:

[38]Миньяр-Белоручев Р.К. Общая теория перевода и устный перевод, М.,1980, -с..155-193.

1) адекват (тўлақонли) таржима;

2) антонимик таржима;

3) ҳижжа таржимаси (буквальный перевод);

4) икки томонлама таржима ( двухсторонный перевод) N1 тил дан N2 га таржима,изчил таржима тури, масалан, суҳбатнинг бир вақтда 2 таржимон ва 2 суҳбатдош орқали бўладиган таржимаси);

5) қайта таржима (обратный перевод переводимого текста на язык оригинала, перевод текста перевода на язык оргинала);

6) алоҳида қилинган таржима (махсус таржима, специальный перевод).

В.Н.Комиссаров ўзининг кейинги изланишларида қуйидаги таржима турлари ҳақида ҳам сўз юритади:

1) - мослаштирилган (соддалаштирилган) таржима (адаптированный перевод);
2) адекват таржима;
3) антонимик таржима;
4) ҳижжалаб (буквальный) таржима;
5) информатив таржима;
6) бадиий таржима;
7) яқинлаштирилган таржима;
8) эркин (свободный) таржима;
9) қисқартирилган (сокрашенный) таржима;
10) аниқ (точный) таржима;
11) трансформацион таржима (трансформациялар орқали оширилган таржима);
12) таржиманинг қораламаси(черновой перевод, хом варианти);
13) эквивалент (мос келувчи) таржима; ишчи таржима(рабочий перевод - 1-бор таржима).

Биз юқорида таржиманинг шакли жанри ва стилистик жиҳатларига кўра турли таснифларини эътироф этдик, уларнинг кимлар томонидан асос солингани, ёки тавсия этилганини кўриб чиқдик.

Таржиманинг асл нусхадан таржима тилига ўгирилишида мазмуннинг қай даражада сақланишига кўра қуйидаги таржима турларини ҳам ажратиш мумкин. Масалан, Р.К.Миньяр-Белоручев ўз изланишларида қуйидаги таржима турларини ажратади :

1) адекват (тўлақонли) таржима;

2) антонимик таржима;

3) ҳарфма-ҳарф таржима (ҳижжалаб таржима қилиш, буквальный перевод);

4) эркин таржима;

5) сўзма-сўз (дословный) таржима.

Бизнингча, таржима турларини қуйидагича таснифлашга асос бор:

1) адекват (тўлақонли) таржима;
2) антонимик таржима;
3) 3) ҳарфма-ҳарф таржима (ҳижжалаб таржима қилиш, буквальный перевод);
4) эркин таржима;
5) сўзма-сўз (дословный) таржима;
6) синонимик таржима;
7) кичрайтириш таржимаси (He knows a lot. He knows a thing or two.);
8) каттайтириш(кучайтириш) таржимаси( We studied, worked and lived there. – Биз у ерда ўқидик, ишладик ва истиқомат қилдик;
9) изоҳ(шарҳлов) таржима(We can know a horse from a donkey - Биз оқ-қорани фарқлай оламиз).

Таржиманинг юқорида тавсия этилган барча турлари ўзига хос бетакрор турлар бўлиб, бири иккинчисининг ўрнини тўлиқ боса олмайди, чунки ҳар бир таржима турининг ўзига хос шундай хусусиятлари борки, улар бошқа турларда учрамайди, вахоланки шундай хусусиятлар таржиманинг у ёки бу турининг асосини ташкил этади. Таржиманинг шаклидан келиб чиқиб амалга оширилган таснифи шуниси билан муҳимки, уларнинг анъанавий тўрт турига ҳаётий эхтиёж жуда катта бўлиб, 80-90% ҳолатларда таржиманинг айнан шу тўрт кенг тарқалган (оғзаки-оғзаки, ёзма-ёзма, оғзаки-ёзма,ва ёзма -оғзаки) тури жуда кўп қўлланилади, лекин ожизлар учун брайл ва соқовлар учун сурдо таржималарининг бошқа таржима турлари билан бирга амалга оширилиши табиатан ожиз шахсларнинг кундалик ҳаётий янгиликлар, шох, дурдона асарлар, фильмлар, турли саҳна асарлари, сиёсий-ижтимоий, маданий-маиший, илмий техникавий, диний – маърифий сохаларга оид материалларнинг таржималарини амалга ошириб, уларнинг ҳукмига ҳавола қилиш биз тўрт мучаси соғ бўлган, соҳага дахлдор ижод кишиларининг ҳам вазифаси, ҳам бурчидир.

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## YUSUF XOS XOJIBNING «KUTADG‘U BILIG» ASARIDA TIL MASALALARI VA TIL ODOBI

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Til- millatning ajralmas belgisi, o‘zligini anglash va anglatishnnig muhim vositasi. Til— millat qalbi, ko‘rki. Buyuk ijodkor Rasul Xamzatov: “Agar mening tilim ertaga yo‘q bo‘lsa, men bugun o‘lishga roziman”, deyishi bejiz emas. Til - ijtimoiy - tarixiy reallik. U davr bilan,
jamiyat bilan “hamnafas” yashaydi. Til ijtimoiy hayot rivojidan quvvat oladi, qanotlanadi. Ijtimoiy hayot sohalari, fan va texnika progressi tilning shakllanishi, taraqqiy etishi va boyib borishining qudratli omillaridir. Til jamiyat hayotining in’ikosi bo‘lish bilan birga, ayni paytda jamiyat hayotining xususan ma’naviy olamining rivojlanib, boyib borishida tengsiz manbadir. Tilning aloqa, muomala va muloqot vositasi sifatida boyib borishi, rangin, jozibador va shirali bo‘lishi ko‘p jihatdan konkret davr donishu fuzalolarining, ma’naviyat va ma’rifat homiylarining sa’y-harakatlari bilan bog‘liq.

XI asr turkiy tillar borligini Yusuf Xos Xojibning “Qutadg‘u bilig” asarisiz tasavvur qilib bo‘lmaydi. Turkiy tillarning noyob yodgorligi bo‘lgan mazkur didaktik doston o‘sha davr tili lug‘at fondi, fonetikasi, grammatikasi, stilistikasi, frazeologiyasi kabilar haqida bebaho ma’lumotlar beradi.

Yusuf Xos Xojib o‘z asari bilan turkiy tilning adabiy o‘zligini namoyon qildi, xuquqiy maqomini asosladi, uning til darajasiga ko‘tarilishiga, ijtimoiy hayotdagi mavqeini o‘sishiga mislsiz amaliy hissa qo‘shdi. Turkiy xalqlar ma’naviyati, adabiyotining rivojlanishiga kuchli turtki berdi.

Asar tili nisbatan sodda, tushunarli, shirali; maqol, matal, iboralarga boy; asarning savol—javoblar, munozaralar shaklida yozilishi ham uning mehrigiyoligini oshirgan.

Yusuf Xos Xojib o‘z asarida tilning aloqa, muloqot vositasi sifatida jamiyat hayotida bajarayotgan vazifalariga alohida ahamiyat beradi. Sharq an’analari yulidan borib, dunyoni yaxshilik va yomonlik olamiga bo‘ladi. Tilning hislatlari haqida so‘z yuritar ekan, uning ezgulikka va yomonlikka hizmat qilishini, foyda va zararlarini ko‘rsatishga harakat qiladi.

Odamning qanday fazilat sohibi ekanligi (yaxshi yo yomon, bilimli yoki bilimsiz, to‘g‘ri so‘z yoki yolg‘onchi va h.k.)ni uning tili orqali bilish mumkin. Buning uchun u so‘zlashi, “bilimni tili orqali chiqarishi” lozim. Adib tilni aqlga, bilimga tilmoch, kishini ro‘shnolikka chiqaruvchi hodisa deb biladi, “shirin so‘zlilik - zakovatli kishi sifati”, “to‘g‘rilarning tili, dili bilan so‘zi bir bo‘ladi”, “tili chin”, “so‘zini kesib aytadi”, “inson so‘zi tufayli o‘zini ulug‘ qiladi”, “malik bo‘ladi”, “bahtga erishadi”.

Kishining dushmani “tili yolg‘oni”, “so‘zining ustidan chikmaslik”, “til yomonlik”, “mahmadonalik’: “sen o‘zing esonlik tilasang, tilingdan yaroqsiz so‘z chiqarma”

Odam o‘z fikrini ifodalashda juda ehtiyotkor bo‘lishi, so‘z qadrini, gapirish me’yorini, muomala madaniyatini bilishi kerak. Zero, “til qafasda yotgan arslonga o‘hshaydi, u bo‘shatilsa egasini boshini yeydi”, “bilib so‘zlansa so‘z donolik” sanaladi.

So‘zing, so‘zlamasang, senga qul bo‘ladi,
Agar sen so‘zlasang, seni qul qiladi.
Idrok bilan so‘zla, bilim bilan andozala
Sen bilimli so‘zini eshit, bo‘yin tovlama,
So‘ramas(lari)dan oldin, so‘z(laringni) so‘zlama
Ko‘p so‘zlama, biroz ozroq so‘zla,
Tuman so‘z tugunin bu bir so‘zda yoz (yech).

Adib turli mansab va toifadagi odamlarning tili, so‘z boyligi, undan foydalanish imkoniyatlari, uning joziba kuchidan foydalana olish san’ati kabilar haqida so‘z yuritib, so‘z sohiblari muomala, muloqotlariga muayyan talablar qo‘yadi. Muallif o‘z asarida xalq jonli tili imkoniyatlaridan keng foydalanadi. Dostonda qo‘llanilgan maqol va matallar, quyma iboralar o‘zining purma’noligi, fikrning lo‘nda va tushunarli ifodalashi bilan kishini lol qoldiradi, Bu yerda bizni o‘ylantirgan narsa shuki, bu maqol va matallarning qaysi biri xalq ijodi namunalariyu qaysi biri adib ijodi mahsuli bo‘lib, keyinchalik xalq mulkiga aylanib ketgan:

So‘zingga ehtiyot bo‘l, boshing ketmasin,

Tilingga ehtiyot bo‘l, tishing sinmasin,
Til aql va bilim tarjimonidir.
Aytilmagan so‘z—sof oltin, tildan chiqarsa—misdir
Kaltak yarasi bitadi, til yarasi bitmaydi.
Aqlning ko‘rki—til, tilning ko‘rki— so‘z,
Kishi ko‘rki—yuz, yuzning ko‘rki—ko‘z

Yusuf Xos Xojib til va tafakkur, ularning o‘zaro munosabati masalasini islom falsafasi ruxida hal qiladi. Uningcha, tafakkur, fikrlash qobiliyati, til hudoning in’omidir, “odamlar yagona hudoning mavjudligidan tili bilan shahodat beradilar”

Alloma tilning vorisiylik jixatiga e’tibor berib, o‘lganlardan tiriklarga so‘z meros qolishini, meros so‘z, ya’ni ota bobolar so‘zi tutilsa, unga amal qilinsa yuzlab naf keltirishini uqtiradi.

Tug‘ilgan o‘ladi, ko‘r, nom —nishonsiz qoladi,
So‘zingni ezgu so‘zla, o‘zing abad o‘lmaysan

deb, adib o‘zining ezgu fikrlari, ezgu so‘zlari va ezgu mehnati bilan o‘sha davr turkiy tili maqomi, mavqeini yuksaltirishga hizmat qildi va abadiylikka dohil bo‘ldi. Muallif hozirda ham til odobiga o‘rgatmoqda. O‘zligini anglagan, millatini qadrlagan har bir turkigo‘y bu tabarruk zotga ta’zimda bo‘lishi haqiqatdir.

## TURIZMDA TILNING AHAMIYATI

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Filologiya va tillarni o`qitish nemis tili yo`nalishi
201-guruh talabasi Bozorboyeva Hulkaroy
Ma`murjon qizi

**Annotatsiya:** Ushbu ilmiy maqolada tilning turizmdagi o‘rni va ahamiyati, tilning xalqaro munosabatlar va turizmni rivojlantirishdagi o‘rni, turizm sohasida tilni rivojlantirish bo‘yicha qator strategiyalar hamda madaniy almashinuv dasturlari ko‘rib chiqiladi.

**Kalit so`zlar:** til turizmi, ta`lim va o`qitish dasturlari, onlayn resurslar, platformalar, O`zbekiston Respublikasida turizm, statistik ko`rsatkichlar, marketing, xalqaro

aloqalar, madaniy til almashinuvi, tilning ahamiyati, turizm sohasidagi yangi imkoniyatlar.

**Аннотация:** В данной научной статье рассматриваются роль и значение языка в туризме, роль языка в развитии международных отношений и туризма, ряд стратегий развития языка в сфере туризма, а также программы культурного обмена.

**Ключевые слова:** языковой туризм, образовательные и обучающие программы, онлайн-ресурсы, платформы, туризм в Республике Узбекистан, статистические показатели, маркетинг, международные отношения, культурный языковой обмен, значение языка, новые возможности в сфере туризма.

**Abstract:** This scientific article examines the role and importance of language in tourism, the role of language in international relations and tourism development, a number of strategies for language. development in the field of tourism, and cultural exchange programs.

**Key words:** language tourism, educational and training programs, online resources, platforms, tourism in the Republic of Uzbekistan, statistical indicators, marketing, international relations, cultural language exchange, the importance of language, new opportunities in the field of tourism.

Turizm sohasida til muhim rol o'ynaydi, chunki u sayyohlar va mahalliy aholi o'rtasida muloqotni ta'minlaydi. Bu muloqot sayyohlar uchun tajribani yanada boyitadi va mahalliy madaniyatni yaxshiroq tushunishga yordam beradi.

Mahalliy madaniyatni tushunish uchun tilni bilish sayyohlar uchun muhimdir. Mahalliy tilni bilish, sayyohlar uchun mahalliy odatlar, an'analar va madaniyat haqida ko'proq ma'lumot olish imkonini beradi. Bu esa sayyohlarning tajribasini yanada qiziqarli va mazmunli qiladi.[39]

[39] Dastav statistikasi qo`mitasidan

Iqtisodiy foyda ham tilning ahamiyatini oshiradi. Mahalliy tilni biladigan gidlar va xizmat ko'rsatuvchilar sayyohlar bilan samarali muloqot qilish orqali xizmat sifatini oshirishi mumkin. Bu esa sayyohlarning qoniqishini oshiradi va ularning qaytish ehtimolini ko'paytiradi.

Xalqaro aloqalar va turizmni rivojlantirishda tilning roli ham muhimdir. Turizm sohasida ko'p tilli xizmatlar taqdim etish, turli mamlakatlardan kelgan sayyohlar uchun qulaylik yaratadi va ularning tajribasini yaxshilaydi.

Shuningdek, til o'rganish va o'rgatish dasturlari turizmni rivojlantirishda muhim ahamiyatga ega. Bu dasturlar mahalliy aholi va sayyohlar o'rtasida madaniy almashinuvni kuchaytiradi va turizm sohasida yangi imkoniyatlar yaratadi.

Umuman olganda, til turizmni rivojlantirishda muloqot, madaniyatni tushunish, iqtisodiy foyda va xalqaro aloqalar kabi bir qator jihatlarni o'z ichiga oladi.

Turizm sohasida tilni rivojlantirish strategiyalari. Turizm sohasida tilni rivojlantirish uchun bir qator strategiyalarni amalga oshirish mumkin. Bu strategiyalar sayyohlar va mahalliy aholi o'rtasidagi muloqotni yaxshilash, xizmat ko'rsatish sifatini oshirish va madaniy almashinuvni kuchaytirishga qaratilgan.[40]

Ta'lim va o'qitish dasturlari. Tilni rivojlantirishda ta'lim muassasalari muhim rol o'ynaydi. Turizm sohasida faoliyat yuritayotgan mutaxassislar uchun til o'qitish dasturlarini ishlab chiqish va amalga oshirish zarur. Bu dasturlar sayyohlar bilan samarali muloqot qilish uchun zarur bo'lgan til ko'nikmalarini oshirishga yordam beradi.

Mahalliy aholi uchun til kurslari. Mahalliy aholi uchun turizm sohasida ishlashga tayyorlash maqsadida til kurslarini tashkil etish muhimdir. Bu kurslar mahalliy aholini sayyohlar bilan muloqot qilishga tayyorlaydi va ularning xizmat ko'rsatish sifatini oshiradi.

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Davlat statistika komitasidan olingan manba asosida

Onlayn resurslar va platformalar. Onlayn gid xizmatlarini rivojlantirish orqali sayyohlar uchun qulayliklar yaratish mumkin. Bu xizmatlar orqali sayyohlar mahalliy tilni o'rganish imkoniyatiga ega bo'lishadi va shu bilan birga, mahalliy madaniyatni yaxshiroq tushunishlari mumkin.

Madaniy almashinuv dasturlari. Madaniy almashinuv dasturlari orqali sayyohlar va mahalliy aholi o'rtasida til va madaniyatni o'rganish imkoniyatlari yaratiladi. Bu dasturlar sayyohlarning mahalliy madaniyatni tushunishiga yordam beradi va ularning tajribasini boyitadi.

Marketing va reklama. Turizm sohasida marketing strategiyalarini ishlab chiqish va amalga oshirishda tilning ahamiyatini e'tiborga olish zarur. Mahalliy tilni o'z ichiga olgan marketing materiallari sayyohlarni jalb qilishda samarali bo'lishi mumkin.

Umuman olganda, turizm sohasida tilni rivojlantirish strategiyalari sayyohlar va mahalliy aholi o'rtasidagi muloqotni kuchaytirish, xizmat ko'rsatish sifatini oshirish va madaniy almashinuvni rivojlantirishga qaratilgan. Bu strategiyalar orqali turizm sohasining barqaror rivojlanishini ta'minlash mumkin.

Turizm sohasidagi statistik ma'lumotlar. Turizm sohasida statistik ma'lumotlar muhim ahamiyatga ega, chunki ular sohaning rivojlanishini, tendensiyalarini va muammolarini aniqlashda yordam beradi. O'zbekiston Respublikasida turizm statistikasi doirasini kengaytirish va sifatini oshirish maqsadida bir qator tadbirlar amalga oshirilmoqda.

Statistik ko'rsatkichlar. Turizm sohasidagi statistik ko'rsatkichlar, masalan, sayyohlar soni, ularning kelish vaqti, sarf-xarajatlari va xizmat ko'rsatish sifatini o'lchash uchun ishlatiladi. Bu ko'rsatkichlar turizm sohasidagi iqtisodiy faoliyatni baholashda muhimdir.

O'zbekistonning turizm statistikasi. O'zbekiston Respublikasi Davlat Statistika Qo'mitasi va Turizm va sport vazirligi tomonidan turizm sohasidagi statistik ma'lumotlar muntazam ravishda e'lon qilinadi. Bu ma'lumotlar sayyohlar oqimini, ularning millatini va turizm xizmatlaridan foydalanish darajasini o'z ichiga oladi.

Raqamli marketing va statistik tahlil. Raqamli marketing orqali turizm sohasidagi statistik ma'lumotlar tahlil qilinadi, bu esa joriy tendensiyalarni aniqlash va strategiyalarni ishlab chiqishda yordam beradi. Statistik ma'lumotlar asosida turizmni rivojlantirishga qaratilgan yangi yondashuvlar ishlab chiqilishi mumkin.

Mahalliy va xalqaro statistikalar. Turizm sohasida mahalliy va xalqaro statistikalar o'rtasida taqqoslashlar o'tkazish, turizmning global tendensiyalarini tushunishga yordam beradi. Bu, o'z navbatida, mamlakatning turizm sohasidagi raqobatbardoshligini oshirishga xizmat qiladi.

Umuman olganda, turizm sohasidagi statistik ma'lumotlar sohaning rivojlanishi va samaradorligini oshirishda muhim vosita hisoblanadi. Ular orqali turizm strategiyalarini ishlab chiqish va amalga oshirishda aniq ma'lumotlarga asoslanish mumkin.

Turizm sohasidagi eng mashhur sayohat joylari. Turizm sohasida ko'plab mashhur sayohat joylari mavjud bo'lib, ular sayyohlar uchun qiziqarli va tarixiy ahamiyatga ega. Quyida ba'zi mashhur joylar keltirilgan:

Samarqand, O'zbekiston

Samarqand, o'zining boy madaniy merosi bilan mashhur. Shaharda Registon maydoni, Shah-i-Zinda majmuasi va Bibi-Xonim masjidi kabi diqqatga sazovor joylar mavjud. Bu joylar sayyohlar uchun tarixiy va arxitektura jihatidan qiziqarli.

Buxoro, O'zbekiston

Buxoro qadimiy sharqona madaniyatni o'zida mujassam etgan shahar. Shaharda Ark qal'asi, Buxoro minorasi va Kalyan masjidi kabi ko'plab tarixiy obidalar mavjud. Buxoro sayyohlar uchun o'zining tarixiy muhitini taklif etadi.

Xiva, O'zbekiston

Xiva, o'zining qadimiy arxitekturasi va tarixiy joylari bilan mashhur. Ichan-Qal'a, Xiva qal'asi va Juma masjidi kabi joylar sayyohlar uchun qiziqarli. Xiva, tarixiy Sharqning go'zalligini ko'rish uchun ajoyib joydir.

Namangan, O'zbekiston Namangan "Gullar shahri" sifatida tanilgan va o'zining go'zal tabiatiga ega. Shaharda ko'plab bog'lar va madaniy joylar mavjud, bu esa

sayyohlar uchun qiziqarli tajribalar taqdim etadi. Makka va Madina, Saudiya Arabistoni Makka va Madina, islom dinining muqaddas joylari sifatida tanilgan. Har yili millionlab musulmonlar bu joylarga ziyorat qilish uchun kelishadi.

Parij, Fransiya

Parij, Eyfel minorasi, Luvr muzeyi va Notre-Dame katedrali kabi mashhur diqqatga sazovor joylari bilan tanilgan. Bu shahar sayyohlar uchun romantik va madaniy tajribalar taqdim etadi. Parij orzular shahri deb atalishi ham bejizga emas, albatta.

Bu joylar sayyohlar uchun nafaqat tarixiy va madaniy ahamiyatga ega, balki ularning go'zalligi va o'ziga xosligi bilan ham ajralib turadi. Har bir joy o'zining noyob tajribasini taklif etadi va sayohatchilarni o'ziga jalb qiladi.

Umuman olganda, til turizmda nafaqat muloqot vositasi, balki madaniyat va iqtisodiy rivojlanish uchun muhim omil hisoblanadi. Asrlar davomida boyib, sayqallanib kelayotgan madaniy me`rosni butun dunyoga olib chiqish uchun bevosita ko‘prik vazifasini ham bajaradi, deb xech ikkilanmay aytish mumkin.

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# UMUMTA’LIM MAKTABI O’QUVCHILARINING SO’Z BOYLIGINI OSHIRISHDA TURIZMNING AHAMIYATI

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**Annotatsiya*:*** Ushbu maqola turizmni so‘z boyligini oshirish jarayonida amaliy yondashuv sifatida qo‘llash imkoniyatlarini o‘rganadi. Turizm konteksti orqali til o‘rganish o‘quvchilarga haqiqiy hayotdagi vaziyatlarda tilni samarali qo‘llash imkonini beradi, bu esa ularning so‘zlarni osonroq eslab qolishlariga yordam beradi. Maqolada turizmga oid mavzular, masalan, safar rejalashtirish, mehmonxonada qolish va restoranlarda ovqat buyurtma berish, orqali o‘qitish strategiyalari va faoliyatlari keltiriladi. Shuningdek, maqola turizm asosida o‘qitishning foydalari, o‘rganish jarayonida qiyinchiliklar va ularni bartaraf etish usullari, shuningdek, bunday yondashuvning turli yosh guruhlari va til darajalari uchun qanday moslashishi mumkinligi haqida fikrlar beradi. Maqola, umumiy hisobda, turizmning so‘z boyligini oshirishdagi ahamiyatini va zamonaviy til o‘qitishida qanday qilib samarali vosita sifatida foydalanish mumkinligini ko‘rsatadi.

**Kalit so'zlari**: Turizm, so‘z boyligini oshirish, amaliy yondashuv, til o‘rganish, ta'lim strategiyalari

Turizm sohasi bo’yicha so'z boyligini o'rgatishda qo'llash ham pedagogik texnologiyalar doirasida samarali usul hisoblanadi. Bu yondashuv orqali o'quvchilar real hayotda kerak bo'ladigan so'zlarni osonroq o'zlashtiradilar, madaniyatlararo muloqot ko'nikmalarini rivojlantiradilar va o'rganilgan tilni faol tarzda qo'llashga o'rganadilar. Innovatsion texnologiyalar va interfaol metodlar bu jarayonda muhim rol o'ynaydi.

Bugungi tezkor rivojlanayotgan zamonda ilm-fan, texnika ham shiddat bilan o’sib bormoqda. Har bir sohada taraqqiyot ilgari qadam tashlamoqda. So'z boyligni o'rgatishda turizmdan amaliy foydalanish o'ziga xos mavzu bo'lib, sayohat qilish, mehmonxonalarda suhbatlar olib borish, restoranlarda ovqat buyurtma qilish, va madaniy joylarni ziyorat qilish kabi mavzularni o'z ichiga oladi. Bu jarayon o'quvchilarga so'zlarni bevosita amaliyotda qo'llash imkoniyatini beradi. Turizm kabi mavzular orqali so'z boyligini o'rgatish o'quvchilarning faqatgina til qobiliyatini emas, balki umumiy bilimlarini ham oshirishga yordam beradi. Shu tariqa, ular yangi so'zlarni madaniy, iqtisodiy va sayyohlik kontekstida o'rganadilar.

O'quvchilar o'z bilimlarini turizm mavzusida rol o'ynash, dialoglar va muammolarni hal qilish amaliy ko’nikmalari orqali orqali mustahkamlashlari mumkin.

Bu mavzu ko'pincha o'quvchilarda qiziqish uyg'otadi va bu motivatsiyani oshiradi, bu esa so'z boyligini tezroq va samaraliroq o'zlashtirishga olib keladi. Turizm mavzusi ko'pincha boshqa madaniyatlar bilan bog'liq bo'lib, bu til o'rganuvchilarga madaniyatlararo muloqotda ishtirok etish qobiliyatini rivojlantiradi.

So'z boyligini o'rgatishda turizmni qo'llash o'quvchilarga nafaqat tilni o'rganish, balki turli madaniyatlar o'rtasida muvaffaqiyatli muloqot qilish uchun zarur bo'lgan ko'nikmalarni ham rivojlantiradi. Bu usul, o'quvchilarning madaniy va lingvistik sezgirligini oshirish bilan birga, ularning kommunikativ qobiliyatlarini kengaytiradi. Misol qilib ushbu usulga manashu metodlarni qo'llash mumkin:

1. Madaniyatlararo muloqot: Turizm orqali so'z boyligini o'rganish o'quvchilarga turli mamlakatlarda uchraydigan til uslublari va muloqot odob-axloq qoidalarini o'rganish imkonini beradi. Bu madaniy sezgirlik va kommunikativ kompetensiyani rivojlantiradi.
2. Real hayotiy vaziyatlar: Turizm sohasida so'z boyligini o'rgatish real hayotda kerak bo'ladigan lug'at va muloqot ko'nikmalarini rivojlantiradi. Masalan, aeroport, mehmonxona yoki restoranlarda foydalaniladigan so'zlar va iboralar real kontekstda o'rganiladi.

Til va madaniyatning bir-biriga bog'liq va bu bog'liqlikni til o'rgatishda qanday qo'llash mumkinligini chuqur tahlil qilsak. Buning asosiy g'oyasi shundan iboratki, til faqat kommunikatsiya vositasi emas, balki madaniyatning ifodasi va tushunchalarini shakllantirish vositasi hamdir. Til o'rgatishda madaniy kontekstlarni e'tiborga olish, so'z boyligini samarali o'rganishga yordam beradi.Turizm orqali so'z boyligini o'rganish o'quvchilarga sayohat va muloqot jarayonlarida tilning madaniy o'ziga xosligini tushunishga yordam beradi. Masalan, turli mamlakatlarda ishlatiladigan so'zlar va iboralar ularning madaniy ma'nolari bilan birga o'rganiladi yoki Madaniyatlararo tajribada sinab ko'rsak Turizm so'z boyligini o'rganishda madaniyatlararo tajribalarni o'z ichiga oladi, chunki sayohat qilganda odamlar turli xil madaniy muloqotlar bilan duch keladilar. Bu jarayonda o'quvchilar yangi so'zlarni nafaqat grammatik jihatdan, balki ularning madaniy ma'nosini tushunib o'rganadilar.

Qo'shimcha qilib aytganda, turli metodlar, jumladan, kommunikativ, interfaol va integratsiyalangan usullarga alohida urg'u beriladi. Bu usullar orqali o'quvchilarga ingliz tilini faqat grammatik jihatdan emas, balki muloqot qilish ko'nikmalarini ham rivojlantirish uchun o'rgatiladi.So'z boyligini oshirish uchun lug'at, o'qish va yozish mashqlaridan foydalanishni tavsiya qiladi. Matnlar bilan ishlash, so'zlarni amaliy mashg'ulotlar orqali o'zlashtirish, va kontekstual o'qitish orqali o'quvchilarning leksik bilimlari mustahkamlanadi.Baholashning samaradorligini oshirish uchun diagnostika va reyting tizimlari haqida ma'lumot berilgan. So'z boyligini baholashda o'quvchilar yangi so'zlarni to'g'ri ishlatishi va ularning kontekstual tushunchasini aniqlashga alohida e'tibor qaratiladi.Turizm mavzusida zamonaviy texnologiyalardan foydalanish ham eng yaxshi usul.

Misol uchun, multimedia vositalari (video, virtual sayohatlar, interaktiv xaritalar) yordamida o'quvchilarga yangi so'zlarni vizual va amaliy tarzda o'rgatish samarali usul hisoblanadi. Bu esa o'quvchilarning lug'at boyligini interaktiv va qiziqarli shaklda oshirishga yordam beradi.

Xulosa o’rnida shuni aytishimiz mumkinki, davlatimiz ilm olish uchun ko'plab shart-sharoitlarni yaratib berdi. Biz kasb egalari ilm-fanni ilg'or rivojlanishi uchun zamonaviy bo'lgan usul va yondashuvlar bilan darslarni olib borishimiz kerak. So'z boyligini o'rgatishda turizmdan amaliy yondshuvlar va usullarni hayot bilan bog'lash zarur. Shuningdek, davlatimiz turizim bilan bog'liq ko'plar muammolarni bartaraf etdi. Turizmga bo'lgan qiziqishlar va talablar yildan-yilga o'sib borar ekan, o'quvchilarning ham qiziqishlari-bu ,biz bir tilni ikkinchi til bilan oson muloqot qilishmizga va til orqali madaniyatlararo yaqinlik eng katta imkoniyat.

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# RESEARCH ON THE LINGUOCULTURAL AND PRAGMATIC ASPECTS OF TRAVEL TERMINOLOGY IN SPEECH


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**Annotation:**

The article discusses pragmatics-related terminology, their meaning, characteristics in speech, linguistic speech units, and their historical development.



**Keywords:** pragmatics, language, speech style, linguistics, communicative intention, speech act



**Abstract:**

It is worth noting that people from various nations and ethnicities live in this world, and their languages, religions, lifestyles, and customs differ significantly from one another. Representatives of the field of linguistics have been studying and applying the unique languages and speech styles of each nation and ethnicity. Just as each field has its own subfields, linguistics also has various branches. In this article, we will briefly explore the field of pragmatics in linguistics.

**Linguocultural Concept:**

The linguocultural concept is a fundamental unit of culture that conveys information of functional significance about reality and has ethnocultural characteristics. It expresses semantic universals. The linguocultural concept exists in thought, combining cognitive-rational and emotional-psychological content. The linguocultural concept serves as a model of worldview for all speakers of a language. It is considered a tool of culture that influences the formation of national character.

In linguoculturology, cultural concepts are studied in detail. Key cultural concepts in collective linguistic consciousness, such as conscience, fate, destiny, will, sin, law, freedom, intellectuals, homeland, and others, are of great importance. Linguocultural research uses linguistic, cultural, sociological (content analysis, frame analysis methodology), and ethnographic (description, classification, etc.) methods. In most linguocultural studies, these methods complement one another, enabling the investigation of the complex relationship between language and culture, which is the object of linguoculturology. It is observed that certain objects, like animals, are used as stable symbols in various cultures. For example, in many languages, the fox is a symbol of cunning and deceit: "as sly as a fox" in English, "хитрый как лиса" in Russian, "you chorom" in Korean. Similarly, in Uzbek, specific comparisons like "as meek as a lamb," "as thin as a ghost," or "eats like a cow" are unique to the language.

**Pragmatics**

Pragmatics, derived from the Greek word meaning "action" or "work," is a field of

semiotics and linguistics that studies the functionality of linguistic units in speech. Pragmatics was in use before the time of Socrates and was later adopted by philosophers such as J. Locke and E. Kant, drawing from Aristotle. This led to the development of the pragmatism movement, which gained prominence in the 19th and 20th centuries, particularly during the 1920s and 1930s. The widespread dissemination of pragmatic ideas in America and Europe owes much to figures like C. Peirce, R. Carnap, and C. Morris. Charles Peirce, one of the founders of philosophical pragmatism, which dominated in America at the end of the 19th and early 20th centuries, proposed that the meaning of a semiotic sign should be understood in relation to the effects, results, and success of the action performed with it. Peirce was among the first to emphasize the need to consider the communicative subject within the framework of sign theory.

The term pragmatics was introduced into academic discourse in the 1930s by C. I. Morris. He divided semiotics into semantics, syntactics, and pragmatics. The emergence and establishment of pragmatics as a new research object in linguistics, as mentioned earlier, are connected to the ideas of C. S. Peirce and the philosophical theories of speech acts developed by J. L. Austin, J. R. Searle, and Z. Vendler in the 1960s and 1970s. These theories, along with P. Grice's pragmatic analysis of meaning and the reference theories of L. Linsky, J. R. Searle, and P. F. Strawson, contributed to the development of pragmatics.

In line with translation norms, the use of lexical, grammatical, and stylistic methods at the appropriate places enhances the quality of translation. Even in words expressing colors, cultural traditions of different nations are evident. For example, the color red symbolizes danger in the USA, aristocracy in France, life and creativity in India, anger in Japan, and happiness in China. This shows that color concepts not only reflect social culture but also emotionality.

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## SIGNIFICANCE OF TRANSLATION IN TOURISM

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**ABSTRACT**:

This article is about of the place of translation today and the origin of tourism, its essence today, and the culture of translation.

**KEY WORDS**: Culture, communication, international linguistics, political society, translate, translation culture, tourism, modern tourism technology.

International relations is a very comprehensive concept that encompasses economic, political, cultural ties of different peoples. The role and importance of translators and translators in the conduct and development of cultural contacts are invaluable. So, first of all, what do we translate? We need to find the answer to that question. Translation is a type of literary creation that consists in the recreation of text from one language into another. Translation, especially today, is the most important form of interethnic dialogue. Depending on the nature of originality and reconstructed text, it is divided into literary translation, scholarly translation, and other types. Translation originated in ancient times due to the need for interaction and communication between people belonging to different tribes. In ancient times, this word was preserved as "linguistic". And at the same time, mature representatives of this area have matured. Therefore, through the translation of works of art, we will have the opportunity to get acquainted with the culture of other peoples, and at the same time, other peoples will also be aware of our culture.

Zero G'. As Salomov said, "It is difficult to imagine without translation the establishment of friendly relations between peoples, the study and assimilation of each other's cultural riches", therefore the role of translation in strengthening the i The Origin of Tourism Originally organized tourism from England to France in the early 19th century. The founder of tourism, Englishman Thomas Cook, organized the first Railway Tour.

Tourism in modern times has taken place in many countries of the world. It is usually organized through Tourism Organizations on tourism routes. There are many different forms of tourism (domestic, international Amateur tourism, organized tourism, travel to near places, long distance travel, education tourism, climbing, water tourism, auto tourism, hiking tourism, sports tourism etc.)

Many areas can and further develop our current country that will determine its future. At the same time, tourism is of particular importance among them. Since the first years of independence of the country, the efforts made to study and teach tourism and foreign languages, to ensure the education in accordance with modern standards, to become physical and mature youth, to increase interest in learning the language and to educate selfless young people in their homeland are the expression of our noble goal.

Translation and linguistics make a great contribution to the further development of the tourism sector According to the Decree of the First President of the Republic of Uzbekistan dated December 10, 2012, attention was paid at the level of state policy to the reform of the system of learning foreign languages, which resulted from the Decree No. PP-185 "On measures to further improve the system of learning foreign languages". We need to seriously start attracting and arousing the interest of tourists in our national culture and cultural architectural monuments, as well as increasing tourism investment in our country. The use of foreign experience in tourism development is more effective.

Uzbekistan is a state with an ancient history and rich culture. It has a rich architectural heritage, countless historical monuments, oriental markets and modern

shopping centers, unique reserves and natural parks, sanatoriums and recreation areas, where everyone can see something and relax. Our country has preserved the oldest monuments of architectural heritage, which are visited by millions of tourists from all over the world. Famous architectural ensembles are located in Tashkent, Samarkand, Khiva, Bukhara, Termez, Shakhrisabz, Kokand and other cities. Among the world-famous architectural gems are Poy-Kalon, Islamkhodja, Lyabi-Hauz, Registan, Sultan-Saodat, Jomiy, Suzuk-Ata architectural ensembles, Pakhlavon Mahmud complex and many others.

In particular, our region Andijan is a wonderful and beautiful territory of Uzbekistan, the homeland of the last ruler of the Timurid dynasty Zahiriddin Muhammad Babur and many great personalities, and in the eastern part of Uzbekistan resort tourism activity is expanding, mainly during these 5 years a lot of industrial work has been carried out and now tourism activities have been established. One of our busiest tourist cities at the moment is Honobad city. There is a tourist destination with dacha and sanatoriums, mainly with clean air and comfortable rest. At the initiative of the President of Uzbekistan in May 2020, after an official visit, the Khanabad Wellness Resort project was launched here .First of all the production of mineral water based on natural sources will be launched, special places for packaging of mineral drinks will be organized, exhibition halls, handicraft workshops and souvenir shops will be opened.

Based on UNESCO's initiative to promote the cultural heritage of the Central Asian states as interdependent, UNESCO adopted the "Declaration of Khiva".

At the 11th session of the Organization of Islamic Cooperation this year, Khiva was declared the "Tourism Capital of the Islamic World" in 2024. At the meeting of the Ministers of Tourism of the Organization of Turkic States, the city of Kokand was given the title of "First Tourism Capital". At the 24th session of UNWTO, held in Madrid, Spain, it was decided for the first time to hold the 25th General Assembly of UN member organizations in ancient Samarkand in 2023.

UNWTO recognized Uzbekistan as the 4th place among 20 fastest developing countries.

## CONCLUSION

In conclusion, translation serves not only as a language, but also as a source revealing the similarities and diversity in the cultures of different peoples. And linguistically related tourism activities can allow our country to achieve much greater political, spiritual and material achievements.

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# CHET TILI O'RGANISHNING AHAMIYATI VA TURIZMDA TUTGAN O'RNI

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## ANNOTATSIYA:

Ushbu maqola tilning aslida nima ekanligi,chet tili o'rganishning hayotimizdagi ahamiyati, chet tilining rivojlanishi, boshqa sohalardagi o'rni,metodlar,zamonaviy talablarning oshishi sabablari, turizim tizimidagi chet tilining qachalik muhimligi yoritib berilgan.

**Kalit so’zlar:** til, innovatsion texnologiya, so’z boyligi, turizm, moddiy va ijtimoiy, vosita, metod, zamonaviy yondashuv, xalqlar do’stligi.

Til –kishilar o’rtasida o’zaro fikr almashishning muhim vositasi va ijtimoiy ong bilan bilan birgalikda insonni hayvondan farqlovchi eng muhim birlikdir. Til – jamiyat boyligi bo’lib,u jamiyat a’zolarining o’zaro aloqasini amalga oshiradi,insonning moddiy va ma’naviy turmushida ro’y beradigan barcha voqeahodisalar haqidagi bilimlarni jamlaydi va ulardan xabardor qiladi. Shunday qilib,til nafaqat fikrni ifodalash vositasi,balki ijtimoiy ongda fikrlarni shakllantirish va mustahkamlash vositasi ham hisoblanadi. Til davr bilan,zamon bilan hamohang ravishda o’zgarib boradi va ba’zan,turli ijtimoiy-siyosiy o’zgarishlar oqibatida, muomaladan chiqib ketishi ham mumkin.

Hozirgi kunda chet tili o’rganishning ahamiyati har bir davlatta xususan O’zbekistonda avvalgiga qaraganda ancha yuqori raqamlarda ko’rsatkich ko’rsatmoqda. Masalan: ingliz tili,koreys tili,nemis tili va fransuz tiliga bo’lgan talab va muhabbat ham ancha o’zgargan. Har bir chet tilini o’rganishdan avval,inson o’z ona tilisini bilmasa boshqa tilni o’rganishda ko’plab murakkab muammolarga duch kelishi mumkin. Shuning uchun ham, zamonaviy bugungi davrda bola boshlang’ich ta’limdan boshlab, ingliz tili ni ham o’z ona tilisi bilan bir xil darajada o’rganib kelishmolqda . Bu ham sezilarli darajadagi yaxshi ko’rsatkich deb o’ylayman va albatta bu insonning chet tili hayotidagi muhim ahamiyatini ham kasb etadi. Chunki, til o’rganish shaxs uchun ko’p imkoniyatlar eshigini ochib bermoqda. Ma’naviy yoki moliyaviy yokida ijtimoiy tarafdan qat’iy nazar chet tilida odamlar bilan ‘haqiqiy’ aloqa qilishimizga,ularni tushunishimizga yordam beradi. Negaki, dunyo tobora globallashib borayotgan va ikki tilni bilish,shunchaki insonlar uchun oddiy qiziqish emas albatta bu zamon talabiga aylanib qoldi. Ikki tilli deb nimani nazarda tutilgan? Hozirda xalqlar do’stligi, birlashgan millatlar tashkiloti yanada rivojlanib shaxslar o’rtasidagi mahalliy tillar farqligi tamoman farq etmay qolib bormoqda,maqsad ham shu davlatning, mahalliy aholining bilim olishi,chet tilini mukammal o’rganishi. [3] Shu kunlarda innovatsion texnalogiyalar tobora rivojlanib bormoqda va har bir yangi

ishlab chiqarilayotgan ‘gadjet’lar ilojini boricha chet elda va chet tilida ishlab chiqilmoqda,shu bilan birga har bitta kasb uchun bu ‘gadjet’lar albatta inson omili uchun zarur bo’lgan vosita. Shuning uchun, qachonki biz harqanday soha va kasbning mukammal egasi bo’lishimiz uchun ham chet tili bilish darajasini ko’rsatib beruvchi sertifikat talab qilinmoqda. Bu ham o’z o’rnida davlatga,jamiyatga kata foyda olib keladi va kelajak avlod ham bilimli bo’lishiga o’rinli sabab bo’la oladi deb ayta olamiz. Birinchi Prezidentimiz I.A. Karimov tomonidan chet tillarni yanada takomillashtirib o’qitish yuzasidan 2012 –yil 10- dekabrda PQ-1875 ya’ni ‘Chet tillarni o’rganish tizimini yanada takomillashtirish chora-tadbirlari to’g’risida’gi qarori qabul qilindi. Ammo eng muhimi tillarni o’rganish uchun odamning o’zida kuchli xohish va istak bo’lishi lozim. Til o’rganishda o’zingizga bo’lgan ishonchni orttira olganingizdan keyin tilni o’rganishga kirishgan bo’lasiz. Chet tillaridan biri bo’lgan ingliz tili xalqaro tan olingan muloqot tili hisoblanib,53 ta mamlakatda 400 milliondan ortiq kishi ingliz tilde so’zlashadi. Bundan tashqari ingliz tili biznes tili ham hisoblanadi,chunki ko’p chet davlatlarda deyarli ko’p sondagi bizneslar ingliz tilida olib boriladi. Ingliz tilining yana bir mashhur mashhur va zamonaviy taraflaridan biri chet mamlakatlarida eng yaxshi filmlar,kitoblar va musiqalar ingliz tilida bo’ladi. [4] Agar ingliz tilini o’rgansangiz o’sha mashhur tinglab kelayotgan inglizcha musiqalaringizni mazmun-mohiyatini tushunib yanada maroqli tinglashingizga katta yordam bo’ladi. Qolaversa, O’zbekiston vatanimiz hamingliz tilini o’rganish borasida jahonda yetakchi o’rinlarda turishga harakat qilmoqda. Jumladan,Yurtimiz ingliz tilini bilish reytingida 100 mamlakat ichida 95-o’rinni egallab turibdi. Faqatgina Singapur mazkur reytingning kuchli o’ntaligiga kirgan yagona davlat bo’lib, beshinchi o’rinda egallagan. Hozirgi zamonda kamida bitta chet tilini bilish judayam zarur va katta ahamiyatga ega bo’lib,uni o’rganish usullari boshqachadir. Ulardan biri bu – kino, multfilmlarni tomosha qilish hisoblanadi. Albatta bunda so’z boyligining yod olinishi ham ahamiyati katta. Chunki til o’rganish ham yosh davrlarga bog’liq. Bolalar esa kattalarga qaraganda ancha tez va oson o’zlashtirishadi. Lekin har bir yoshga to’g’ri keluvchi samarali

metodlardan foydalanilsa kattalar va yoshlar bir maromda yaxshi o’zlashtirib borishadi. Buning uchun biz maktablardagi va ba’zigi o’quv markazlardagi o’sha eski metoddan ya’ni yoz,qara,o’qi kabi urflardan chetlashib hyangiliklar yaratishimiz kerak. Chet tilini o’rganishda eng oson jihatllarini tanlab olishimiz kerak. Masalan: guruhlik o’yinlar,tinglab bajaruvchi mashqlar,so’z o’yinlari’multfilm va kinolardagi qiziqarli ibora va dialoglarni takrorlab yod olish. Xususan,bu o’quvchiga o’sha to’rtta ko’nikmani rivojlanib borishiga yordam beradi ya’ni o’qish,yozish,gapirish va tinglab tushunishdir.

Darhaqiqat, chet tili o’rganishning eng foydali va muhim tarafi bu davlat turizimini oshirish va hukumatga yordam berish. O’zbekistonda juda ko’plab turistik manzillar bor. Jumladan barcha bilguvchi o’sha mashhur Samarqand va Buxoro. To’g’ri bu yerlar judayam tarixiy manzilgohlar lekin tabiatimizning go’zal mo’jizalarini ko’rsatib berguvchi tabiiy tabiat, suvlar oldidagi manzillar ko’p. Biz yoshlar xalqlar do’stligini mukammallashtirish uchun, milliyligimizdan faxrlanib, toza va musaffo manzilgohlarni boshqa millatlarga tarqatishimiz kerak va albatta chet tili yordamida chunki bizning o’zbek tilimizni o’rganish boshqa davlar uchun qiyinroq. Shuning uchun barcha davlatlarning ikkinchi tiliga aylanib qolayotga ingliz tilidan foydalanib,yangliklar yaratib,jamiyatga foydamiz tegishi kerak.Chunki zamonaviy ilm-fanda sayyohlik so’zlashuvining lingvistik xususiyatlarini o’rganishga katta e’tibor berilmoqda. Turizm o’ziga xos xususiyat bo’lib, unda kishilar o’z muqim yashash joyi,unga yondosh hamda uzoq masofadagi manzillarga borishi, yangi manzara,tabiat,insonlar,qadriyatlar,taomlar ni tashkil etadi. Turistik nutq va lingvistikaning ham o’ziga xos jihati bu ma’lum bir ijtimoiy guruh yoki til hamjamiyatiga emas, balki ommaviy auditoriyaga qaratilgan.

Chet tillarini bilish sayohatchilar va mehmonxona xodimlari o’rtasidagi muloqotni osonlashtiradi,bu esa xizmat ko’rsatishni yaxshilaydi. Tilni bilish orqali mahalliy madaniyatni chuqurroq anglash imkoniyati paydo bo’ladi, bu albatta sayohatchilar uchun qiziqarli tajribalarni taqdim etadi. Chet tilini bilish turizm sohasida malakali kadr sifatida ish topishga yordam beradi,xususan, xorijiy

mehmonlar bilan ishlashda. Turizm kompaniyalari va yo'nalishlari xorijiy tillarni biladigan xodimlarni jalb etish orqali raqobatdoshligini oshiradi. Umuman olganda chet tilini o'rganish turizm sohasida muvaffaqiyatli faoliyat yuritish uchun muhim omil hisoblanadi.

Texnologiya,sotsial media rivojlanayotgan bir davrda biz yoshlar chet tilini o'rganishdan, uni bolalarga innovatsion pedtexnologiyalar va zamonaviy metodikalarni ulashishdan ko'ra muhimroq vazifamiz bo'lishi kerak emas deb ayta olamiz. Abatta uni o'rganish bilan birga gid hamroh bo'lib praktikada turizmni rivojlantirishda chet davlatlariga yoya olishimiz ham tilning muhimligini va davlatning barqarorligini oshirishga katta yordam va malaka hisoblanadi.

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## CROSS CULTURAL COMMUNICATION AND LANGUAGE IN INTERNATIONAL TOURISM

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**ABSTRACT**:

This article analyzes the language factor, the term communication, communication, intercultural communication, tourism activities, the importance of knowing the language in travel, cultural traditions in countries, local customs, cultural contradictions, and sustainable tourism issues.

**Keywords**: language, communication, intercultural communication, tourism, language skills, local traditions, customs, cultural contrasts, sustainable tourism.

It is known that the Creator gifted every human being with the ability to speak, i.e. language. This, of course, makes the human race different from other creatures. Humanity was created to express its thoughts and feelings through language. Also, through this language and communication, people realize their identity, nation, and ideas about the world, and people are formed.

Man naturally lives among people and communicates with them due to his needs. The term communication comes from the Latin communication, communis "common". Words are such an important factor that connect people. So, communication is the basis of human existence. Concepts such as culture and tourism began to develop widely in the world through language and communication. Intercultural communication is communication between representatives of different cultures. The effect of intercultural communication is very great, it expands the worldview of the representatives of each nationality with whom they communicate and also creates a certain imagination and impression about the culture, lifestyle, and thinking of the representative of another nationality with whom the same information is exchanged. Especially, it plays an important role in tourism. Cross-cultural communication ensures proper understanding between travelers and locals, which enhances the travel experience. Language is the key to understanding culture. Communicating in local languages allows travelers to gain a deeper understanding of the culture and respect local traditions. As a result, positive relations are

established between travelers and residents, which contributes to the sustainable development of tourism. At the same time, intercultural exchange brings travelers new experiences and broadens intercultural understanding. Through tourism, opportunities to learn languages and cultures increase, which helps to strengthen global cohesion.

Especially in today's developing world, knowing the language plays an extremely important role. For example, when traveling to France, we need to communicate with the people of that country to fulfill our needs, realize our goals, and create comfort for ourselves to live. This is where our language skills come in handy. In such situations, our knowledge of simple, common phrases in that language is extremely useful for us and makes our work easier. This allows us to see the sights of that country, get to our desired destination without getting lost, and improve our trip by having such facilities. That is why many people pay attention to language learning. In addition to this, we can get information about the local traditions and customs of that country. This significantly expands our perception and information about other countries. Attending such national ceremonies contributes to our spiritual recreation and cultural experience. Instead, problems may arise in tourism. For example, it can be observed that travelers do not show respect for local traditions. Of course, people should not allow such cultural contradictions. Respecting and preserving local cultures ensures the stability of the tourism industry. Sustainable tourism is an activity aimed at preserving and developing cultures. This concept helps protect cultural heritage by introducing travelers to local cultures. Preserving local traditions and customs is an important part of sustainable tourism development. It also has a positive impact on the local economy, as travelers demand local products and services.

Intercultural communication and language are important factors in creating mutual understanding, respect, and positive experiences in international tourism. By studying local cultures, travelers not only expand their knowledge but also strengthen intercultural ties. As a result, international tourism develops steadily and

provides a positive exchange between cultures. This process will be useful not only for travelers but also for residents.

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## PRAGMATICS IN TRANSLATION


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**Annotation:**

This articl gives information about what is pragmatics , the examples of pragmatics, the importance of pragmatics in translation and the differences between pragmatics and semantics by including strong and supportive ideas.



**Key words:** pragmatics, place, importance, example, grammatical ,cultural , customs, semantics, translation, aspect , communication ways.

Linguistics includes many and different branchs , so it is easy to understand that pragmatics is one of the main and special branch for this field. Pragmatics mainly describe the cultural knowledge according to the text that means pragmatics are cultural words and translators or writers use it with different words in text according to their belief and culture while semantics only describe the meaning of the words immediately.

In translation field we can not overstate the importance of pragmatics due to several factors like linguistics consider pragmatics are mainly the cultur related words.While traditional linguistics think pragmatics are social worda and they are mainly depend on the situation like communicating and they affect how language used mostly.In addition pragmatics are not involve the meaning of the words they try to express the initial purpose or meaning of the words so translators will not convert words one into another they must think more deeply and they should try to express the heart of the words namely,pragmatics.

One of the key aspects of pragmatics they mostly refer the implicature according to the situation or maybe the tone of or the way of speaker speechs.For example , " It is cold here" it can express like the first meaning about hot temperature or however it can refer the another implicature according to the situation or context , but the meaning of this worda must be translate the perfect and appropriate way.

Another important aspects of pragmatics in translation is consideration of politeness and indirectness that means using words like have deep meaning , they just don't refer the first meaning of the words. Different cultures have different norms and customs , greetings maybe and some of them are usal thing for others maybe but some of them considered as a rudeness.For example In foreign countries mainly in Europen people's are just ask what they want directly but in Uzbek we don't ask our request or things directly it is like rudeness for our people . In this kind of situations translators must be aware of the situation and they should use appropriate phrases.

Examples of pragmatics : while translating we don't translate it directly because they have inner meanings.

"I heart you " — this is pragmatics and that means I love you so much , but it will be like " I love you" in semantic way.

"My job is my green tea" — for Britains

Full of beans —that means a person who is lively , full of energy

A hot potato —hot conversation

A bad egg — someone who is so bad

Big shot — powerful person

Hot tomato — gorgeous women

Come clean — be honest

Some of the proverb would be equally with english words or In English we describe them by pragmatics for example:

Birds of feather flace together —O'xshatmasdan uchratmas

Time is money — vaqting ketdi naqding ketdi

Old friends and old wines are best—do'stning eskisi yaxshi

When the pigs fly— tuyaning dumi yerga tekganda

All of this proverbs are mainly come from the custom or the way of nations are use so pragmatics consider all of them. In addition pragmatics also involves linguistic consideration like involves cultural norms , practices that influence how language used and interpreted. Cultural differences have a vital impact on translation so translators must be aware of them.By considering social, cultural and contextual factors pragmatics are play important role for communicating.

In conclusion , pragmatics is an essential aspect of translation because that provide valuable insights into how language is used and mostly what is the inner meaning of this through communication.By considering the cultural, social doctors translators can make appropriate and accurate and culturally relevant through communicating and interpretating.

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## TARJIMA JARAYONIDA ANTONIMIK ALMASHTIRISHLAR

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**Annotatsiya:**

Ushbu maqola tarjima jarayonida antonimik almashtirish texnikasining o‘rganilishiga bag‘ishlangan. Antonimik almashtirish – bu tarjima vaqtida so‘z yoki iboraning teskari ma’nosini qo‘llash orqali asl mazmunni to‘g‘ri yetkazish texnikasi. Ushbu usul tarjimonlar uchun matndagi murakkab ma’nolarni oson tushunish va ularni stilistik jihatdan to‘g‘ri tarjima qilish imkonini beradi. Biroq, antonimik almashtirishni qo‘llashda kontekst va ma’no talqini muhim rol o‘ynaydi, chunki noto‘g‘ri ishlatilgan antonimlar ma’noni buzishi yoki noto‘g‘ri talqin qilinishi mumkin. Maqolada antonimik almashtirishning amaliy misollari, qiyinchiliklari va tarjimonlar uchun yaratuvchi imkoniyatlari tahlil qilingan.

**Kalit so‘zlar:** tarjima, antonimik almashtirish, konnotatsiya, stilistika, pragmatika, tarjima usullari, kontekst, ma’no, antonimlar.

**Abstract:**

This article is devoted to the study of the technique of antonymic substitution in the process of translation. Antonym substitution is a technique of correcting the original meaning by using the opposite meaning of a word or phrase during translation. This method allows translators to easily understand complex meanings in the text and translate them stylistically correctly. However, context and

interpretation of meaning play an important role in the use of antonymic substitution, as misused antonyms can distort meaning or be misinterpreted. The article analyzes practical examples of antonymic substitution, difficulties and creative opportunities for translators.

**Keywords:** translation, antonymic substitution, connotation, stylistics, pragmatics, translation methods, context, meaning, antonyms.

**Аннотация:**

Данная статья посвящена изучению приема антонимической замены в процессе перевода. Замена антонима – это прием исправления исходного значения путем использования противоположного значения слова или фразы при переводе. Этот метод позволяет переводчикам легко понимать сложные смыслы в тексте и переводить их стилистически правильно. Однако контекст и интерпретация значения играют важную роль в использовании антонимической замены, поскольку неправильно используемые антонимы могут исказить значение или быть неправильно истолкованы. В статье анализируются практические примеры антонимической замены, трудности и творческие возможности переводчиков.

**Ключевые слова:** перевод, антонимическая замена, коннотация, стилистика, прагматика, способы перевода, контекст, значение, антонимы.

Tarjima – bu ikki til o‘rtasidagi aloqa bo‘lib, bunda bir tilga tegishli ma’lumotlar boshqa tilda aniq va to‘g‘ri ifoda qilinadi. Bunda tarjimon faqat so‘zlarni o‘girish bilan cheklanib qolmay, balki tilning ma’no jihatlarini ham to‘g‘ri anglab, ularni maqsadli tilga to‘g‘ri talqin qilishi kerak. Shu jarayonda antonimik almashtirishlar muhim ahamiyatga ega bo‘ladi. Antonimik almashtirish – bu tarjima jarayonida matnning aslida berilgan so‘z yoki iboraning teskari (antonim) ma’nosini qo‘llash orqali mazmunni aniq yetkazish texnikasidir.

1. Antonimik Almashtirishlarning Tabiati

Antonimik almashtirishlar tarjimada aynan ma’noning teskari shakli bilan o‘zgartirish orqali ifodalanadi. Bu, odatda, matndagi ma’noni yaxshiroq anglatish

uchun yoki tildagi stilistik farqlarni hisobga olib amalga oshiriladi. Misol uchun, “He is not a bad person” jumlasini tarjima qilishda “U yaxshi odam” deb ifodalash mumkin. Asl matndagi “not bad” bu yerda “yaxshi” antonimi orqali almashtirilgan bo‘ladi. Ushbu texnika mazmunni ko‘proq aniq va ravon yetkazish imkonini beradi.

2. Antonimik Almashtirishlar Tarjimonlar uchun Qulayliklar Yaratadi

Tarjima jarayonida antonimik almashtirishlar tarjimonlarga bir nechta imkoniyatlar yaratadi:

• Ma’noni Tushunish Osonlashadi: Ba’zi hollarda, asl matndagi ijobiy yoki salbiy konnotatsiyalarni maqsadli tilda ifodalash murakkab bo‘lishi mumkin. Antonimik almashtirish bu ma’noni soddalashtiradi va tushunishni osonlashtiradi.

• Tilning Stilistik Talablari: Har bir til o‘ziga xos uslubiy, leksik xususiyatlarga ega. Ba’zi holatlarda, tarjimon asl matndagi iboraning aynan tarjimasini ishlatganda, natijada to‘g‘ri lekin sun’iy va noqulay eshitiladigan jumlalar hosil bo‘ladi. Antonimik almashtirish bu uslubiy farqlarni moslashtirishga yordam beradi.

3. Antonimik Almashtirishni Ishlatishdagi Qiyinchiliklar

Har qanday tarjima texnikasi singari, antonimik almashtirishlar ham ba’zi qiyinchiliklarga duch kelishi mumkin:

• Ma’noni Yolg‘on Talqin Qilish: Agar tarjimon matndagi mazmunni noto‘g‘ri tushunsa yoki noto‘g‘ri antonim ishlatsa, bu asl ma’noni buzib qo‘yishi mumkin.

• Kontekstdan Ajralish: Antonimik almashtirishlar ko‘pincha kontekstga bog‘liqdir. Tarjimon kontekstni to‘g‘ri tushunib, so‘z yoki iboraning to‘g‘ri antonimini topishi kerak. Aks holda, natijada noto‘g‘ri tarjima hosil bo‘ladi.

4. Amaliy Misollar

Quyidagi misollar antonimik almashtirishning qanday ishlashini ko‘rsatadi:

• Asl matn: “He seldom makes mistakes.”

Tarjima: “U kamdan-kam xato qiladi.”

(Bu yerda “seldom” so‘zi “kamdan-kam” antonimi orqali ifodalanadi.)

• Asl matn: “She is not unaware of the problem.”

Tarjima: “U muammodan yaxshi xabardor.”

(Bu yerda “not unaware” “yaxshi xabardor” deb antonimik almashtirish orqali tarjima qilingan.)

Antonimik Almashtirishlarni Chuqurroq Tahlil Qilish

Antonimik almashtirishlar tarjimaning semantik jihatlarini yanada chuqurroq tushunish imkonini beradi. Bu texnikani qo‘llashda nafaqat so‘zlarning teskari ma’nolari, balki ularning konnotatsiyasi va stilistik holati ham muhimdir. Quyida bu texnika qo‘llanganda yuzaga keladigan qo‘shimcha jihatlarni ko‘rib chiqamiz.

1. Konnotatsiyalarni E’tiborga Olish

Antonimik almashtirishlarda faqat so‘zning oddiy antonimini tanlash yetarli emas. Ba’zi so‘zlar ijobiy yoki salbiy konnotatsiyaga ega bo‘lib, ularning almashtirilgan ma’nosi aslida boshqa his-tuyg‘ularni uyg‘otishi mumkin. Masalan:

• Asl matn: “He is not happy.”

• Noto‘g‘ri tarjima: “U baxtsiz.”

• To‘g‘ri tarjima: “U baxtiyor emas.”

Bu yerda “happy” so‘zining oddiy antonimi “baxtsiz” bo‘lsa-da, asl matnning ma’nosi aniq tarzda “baxtiyor emas” shaklida ifodalanishi kerak, chunki bu nisbatan kuchsizroq va asl niyatni aks ettiradi.

2. Stilistik Talablarga Moslash

Har bir til o‘ziga xos stilistik me’yorlarga ega. Antonimik almashtirishlar uslubiy jihatdan mos bo‘lishi kerak. Masalan, ingliz tilida rasmiy jumlalar ko‘pincha ikki tomonlama inkor shaklida bo‘ladi. Buni tarjima qilishda shunchaki antonimik almashtirish yetarli emas, balki tilda mavjud stilistik tuzilmalar ham inobatga olinishi lozim.

Misol uchun:

• Asl matn: “He is not completely unfamiliar with the issue.”

• Noto‘g‘ri tarjima: “U masalaga begona emas.”

• To‘g‘ri tarjima: “U masaladan yaxshi xabardor.”

Bu yerda “not unfamiliar” so‘zini aynan “begona emas” deb tarjima qilish grammatik jihatdan to‘g‘ri, lekin stilistik jihatdan noqulay ifoda bo‘lishi mumkin. To‘g‘ri tarjima asl matnning ma’nosini aniq aks ettiradigan, kontekstga mos keladigan tarzda bo‘lishi lozim.

3. Pragmatik Tafovutlar

Ba’zan ikki til orasidagi pragmatik tafovutlar tarjimonni antonimik almashtirishlarga majbur qiladi. Pragmatik tafovutlar – bu tilda iboralarning qo‘llanilish uslubi yoki ularning amaliy ma’nosi. Masalan, bir tilning o‘ziga xos ma’nosi boshqa tilda to‘g‘ridan-to‘g‘ri tarjima qilinmasligi mumkin.

Misol uchun:

• Asl matn: “He is not the worst candidate for the job.”

• Noto‘g‘ri tarjima: “U bu ish uchun eng yomon nomzod emas.”

• To‘g‘ri tarjima: “U ish uchun munosib nomzod.”

Bu misolda asl ibora salbiy shaklda bo‘lsa ham, tarjimada antonimik almashtirish orqali ijobiy shakl berilgan. Chunki pragmatik jihatdan ijobiy shakl bu holatda aniqroq va maqsadga muvofiq bo‘ladi.

4. Kontekst va Madaniy Tafovutlar

Har bir til va madaniyat o‘ziga xos kontekst va tafovutlarga ega bo‘lib, bu tarjimada murakkabliklar keltirib chiqarishi mumkin. Tarjimon madaniy kontekstni to‘g‘ri tushunishi va unga mos antonimik almashtirishlarni tanlashi kerak.

Masalan, ayrim holatlarda bir tilning stilistik jihatlari yoki odatlari boshqa tilga ko‘chirilganda noqulay ko‘rinishi mumkin. Shu sababli, tarjimon nafaqat lug‘aviy jihatlarni, balki madaniy va kontekstual tafovutlarni ham inobatga olishi kerak.

Xulosa

Tarjima jarayonida antonimik almashtirishlar muhim va zaruriy texnikalardan biri hisoblanadi. U tarjimonlarga matnni oson, tushunarli va stilistik jihatdan mos tarjima qilishda yordam beradi. Biroq bu texnikani qo‘llashda tarjimonning kontekstni to‘g‘ri anglab, ma’noni noto‘g‘ri talqin qilmasligi juda muhimdir.

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## TARJIMANING TURIZMDAGI AHAMIYATI

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**ANOTATSIYA:** Mazkur maqolada bugungi globallashuv jarayonida,madaniy aloqalarning olib borilishi va tarjimaning tutgan o‘rni, turizmning kelib chiqishi, uning bugungi kundagi mohiyati, hamda ichki va tashqi turizm, tarjima madaniyati haqida so‘z yuritiladi.

**KALIT SO‘ZLAR:** Madaniyat, aloqa, xalqaro tilshunoslik, siyosiy jamiyat, tarjima, tarjima madaniyati, turizm, zamonaviy turizm texnologiyasi.

Xalqaro aloqalar juda keng qamrovli tushuncha bo‘lib, turli xalqlarning iqtisodiy, siyosiy, madaniy aloqalarini o‘z ichiga oladi. Madaniy aloqalarning olib borilishi va rivojlanishida tarjimaning va tarjimonlarning o‘rni va ahamiyati beqiyos. Shunday ekan, avvalo, biz tarjima nima, degan savolga javob topishimiz kerak. Tarjima bir tildagi matnni boshqa tilda qayta yaratishdan iborat adabiy ijod turidir. Tarjima, ayniqsa, bugungi kunda millatlararo muloqotning eng muhim

ko‘rinishi. Asliyat va qayta tiklangan matn xususiyatiga qarab badiiy tarjima, ilmiy tarjima va boshqa turlarga ajratiladi. Tarjima qadimgi davrlarda turli qabilaga mansub kishilar orasidagi o‘zaro aloqa , muloqot ehtiyoji tufayli yuzaga kelgan. Qadimda bu so‘z,”tilmochlik’’ deb saqlanib qolgan. Va ayni vaqtda shu sohada yetuk vakillar ham yetishib chiqqan. Shunday ekan, badiiy asarlar tarjimasi orqali boshqa xalq madaniyati bilan yaqindan tanishish imkoniyatiga ega bo‘lamiz vas shu o‘rinda boshqa xalqlar ham bizning madaniyatimizdan xabardor bo‘ladilar.

Zero G‘aybullo Assalom aytganidek, ‘Xalqlarning bir birlari bilan do‘stona munosabat o‘rnatishlari, bir birlarining madaniy boyliklarini o‘rganishlari va o‘zlashtirishlarini tarjimasiz tasavvur qilish qiyin’’ shuning uchun madaniyatlarning o‘zaro aloqasini mustahkamlovchi, bir birlari bilan do‘stona munosabatlarda bo‘lishda tarjimaning ro‘li beqiyosdir.

Turizmning kelib chiqishi dastlab XIX asr boshlarida Angliyadan Fransiyaga uyushgan sayyohlik tashkil etilgan. Turizm asoschisi ingliz Tomas Kuk 1-temir yo‘l sayyohligini tashkil qilgan.

Turizm hozirgi davrda turizm dunyoning juda ko‘p mamlakatlarida tus olgan. Odatda, Turizm tashkilotlari orqali turizm marshrutlari bo‘yicha uyushtiriladi. Turizmning juda ko‘p shakllari mavjud (ichki, xalqaro havaskorlik turizmi, uyushgan turizm, yaqin joyga sayohat, uzoqqa sayohat, bilim saviyasini kengaytirish maqsadidagi turizm, tog‘ga chiqish, suv turizmi, avto turizm, piyoda yuriladigan turizm, sport turizmi va boshqalar) kiradi. Hozirgi mamlakatimizning kelajagini belgilaydigan va yanada rivojlantira oladigan sohalar juda ko‘p. Bunda asosan turizm ular orasida alohida ahamiyatga ega. Mamlakatimiz mustaqilligining dastlabki yillaridanoq turizm sohasini va chet tillarini o‘rganish va o‘qitish, zamonaviy andozalarga mos ravishda bilim olishini, jismoniy va yetuk yoshlar bo’lib yetishishini ta’minlash, til o‘rganishga bo‘lgan qiziqishlarini oshirish va vatanga fidoiy yoshlar qilib tarbiyalash borasida amalga oshirilayotgan sa‘y harakatlar ezgu maqsadimiz ifodasidir.

Tarjimashunoslik tilshunoslik sohalarini yanada rivojlantirib, turizm sohasi yanada rivojlanishiga ham katta hissa qo‘shadi O‘zbekiston Respublikasi birinchi prezidentining 2012-yil 10-dekabrdagi qarori asosida xorijiy tillarini o‘rganish tizimini yanada takomollashtirish isloh qilish masalasiga davlat siyosati darajasida e’tibor qaratilib, “Chet tillarini o‘rganish tizimini yanada takomillahstirish chora-tadbirlari tog‘risida” PQ-185-sonli qarori dan kelib chiqib katta o‘zgarish bo‘ldi.Bizning milliy madaniyatimiz hamda madaniy me’ moriy obidalarimizga turistlarni jalb qilish va qiziqishlarini uyg‘otish va mamlakatimizda turistik sarmoyani oshirishga jiddiy kirishishimiz kerak.Turizmni rivojlantirishda xorijiy tajribadan foydalanish ko‘proq samara bermoqda.

O‘zbekiston qadimiy tarix va boy madaniyatga ega davlatdir. Boy me’moriy meros, son-sanoqsiz tarixiy obidalar, sharqona bozorlar va zamonaviy savdo markazlari, noyob qo‘riqxonalar va tabiiy bog‘lar, sanatoriylar va dam olish maskanlari, mamlakatimizda har kim o‘zi uchun nimadir ko‘rishi va qayerda dam olishi mumkin. Mamlakatimizda xar yili butun dunyodan millionlab sayyohlar tashrif buyuradigan eng qadimiy me’moriy meros obidalari saqlanib qolgan. Mashxur me’moriy ansambllar Toshkent, Samarqand, Xiva, Buxoro, Termiz, Shahrisabz, Qo‘qon va boshqa shaharlarda joylashgan. Jahonga mashxur me’morchilik durdonalaridan Poy-Kalon, Islomxo‘ja, Lyabi-Hauz, Registon, Sulton-Saodat, Jomiy, Suzuk-Ota me'moriy ansambllari, Pahlavon Mahmud majmuasi va boshqa ko‘plab me’morchilik ansambllari bor.

Jumladan, bizning viloyatimiz Andijon O’zbekistonning ajoyib va go‘zal hududi Temuriylar sulolasining so‘nggi hukmdori Zahiriddin Muhammad Bobur, Cho‘lpon va ko‘plab buyuk shaxslarning Vatani va O‘zbekistonning sharqiy qismida kurort turizm faoliyati kengayib bormoqda. Asosan shu 5 yillar mobaynida juda ko‘p industrial ishlar olib borildi va hozirda turizm faoliyati yo‘lga qo‘yildi. Hozirda eng ko’p turistik shaharlarimizdan biri bu Xonobod shahridir. U yerda asosan havosi tozaligi va dam olish uchun qulay dacha, sanatoriyalari bilan turistik manzil yo‘lga qo’yildi.O‘zbekiston prezidenti Sh. M. Mirziyoyev tashabbusi bilan 2020-yil may

oyida rasmiy tashrifdan so‘ng bu yerda ‘‘Xonobod Wellness Resort’’loyihasi ishga tushdi. Bu loyihada asosan sog‘lomtirish zonasini tashkil etish rejalashtirilgan. Birinchi navbatda tabiiy manbaalar asosida mineral suv ishlab chiqarish yo‘lga qo‘yiladi, mineral ichimliklar qadoqlash uchun maxsus joylar tashkillashtiriladi, ko‘rgazma zallari,va hunarmandchilik ustaxonalari va suvenir do‘konlar ochish ko‘zda tutilgan.

Markaziy Osiyo davlatlarining madaniy merosini bir-biriga o‘zaro bog‘liq sifatida targ‘ib qilish bo‘yicha tashabbusiga asosan UNESCO’ning «Xiva deklaratsiyasi» qabul qilindi.

Islom hamkorlik tashkilotining joriy yildagi XI sessiyasida Xiva 2024 yil «Islom dunyosining turizm poytaxti» deb e’lon qilindi. Turkiy davlatlar tashkilotining Turizm vazirlarining yig‘ilishida Qo‘qon shahriga «Ilk turizm poytaxti» nomi berildi. Ispaniyaning Madrid shahrida o‘tkazilgan UNWTO’ning 24-sessiyasida ilk marotaba BMT tarkibiga kiruvchi tashkilotlarning 25-Bosh assambleyasini 2023 yilda qadimiy Samarqandda o‘tkazish to‘g‘risida qaror qabul qilindi. UNWTO O‘zbekiston eng tez turizm sohasi rivojlanayotgan 20 mamlakat ichida 4-o‘rinda e’tirof etdi.

Xulosa qilib aytilganda, tarjima nafaqat til, balki turli xalqlar madaniyatita tiragi o‘xshashlik va xilma xillik larini ochib beruvchi manba bo‘lib xizmat qiladi. Hamda, til bilan bog‘liq bo‘lgan turizm faoliyati ham bizning mamlakatimizga siyosiy va ma'naviy, moddiy jihatdan ancha katta yutuqlarga erishishimizga yo‘l bo‘la oladi.

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3 Https//les.uz/;4 HTTPS://Uzbekistan travel;
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# TARJIMONLIK VA TARJIMA MADANIYATI MUAMMOLARI

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**ANOTATSIYA:**Mazkur maqolada tarjimonlik yo‘nalishi, uning muhim jihatlari hamda tarjimada uchratish mumkin bo‘lgan bir necha muammolar haqida so‘z yuritiladi. Bundan tashqari tarjimonlikning asosiy jihatlari hamda tarjimon e’tibor berishi zarur bo‘lgan bir nechta jihatlar ham yoritilib beriladi.

**KALIT SO‘ZLAR:** Tarjima, til,madaniyat, yozma tarjima, badiiy tarjima, zamonaviy tarjima texnologiyasi

Har bir xalqning o‘ziga yarasha madaniyati va tili mavjud. Bir tildan boshqa tilga tarjima qilinayotgan vaqtda unda uchraydigan madaniy va lug‘aviy muammolarga yechim topish, to‘g‘ri tarjima qila olish tarjimonning mahoratiga borib taqaladi. Zamonlar osha tarjimaga bo’lgan talablar yangilana boradi. Ammo uning ijodiy xarakteri, qayta yaratish san’ati ekanligi o‘zgarmaydi. Tarjimaning ko‘lami va taraqqiyoti har bir xalqning ma’rifiy darajasiga bog‘liq va o‘z navbatida, u millatning ijtimoiy tafakkuriga samarali ta’sir etadi. “Tarjima” termini bir tildan ikkinchi tilga o‘girish jarayonini, shuningdek, tayyor tarjima asarini anglatadi. Tarjima haqida so’z ochishdan oldin tarjimaning insoniyat faoliyatidagi eng qadimgi yo‘nalish ekanligini aytib o‘tish joiz. Qadim zamonlardan inson rivojlanishni boshlar ekan, turli xil xalq, millat vakillari bilan muloqot almashuvini boshlashi

natijasida tarjima yo‘nalishi kelib chiqdi. Yillar davomida rivojlanib kelayotgan ushbu yo‘nalishda yetarlicha muammo, xato va kamchiliklar ham mavjud. Bunday vaziyatlar albatta tarjimonga ham qiyinchilik tug‘diradi. Aniqlik bilan olib borilgan tarjimonlik ishi tarjima uchun g‘oyat muhim hisoblanadi. Asar bir tildan ikkinchi tilga tarjima qilinar ekan, tarjimon bu ikki tilning ham ma’no nozikliklariga, madaniyatiga va badiiy-ifodaviy xususiyatlariga e’tibor berishi zarur. Sinonimik juftliklardagi qaysi so‘z asl matndagi jumlaning mohiyatini ochib bera olishida, konteksdagi maqsaddan chalg‘imaslikda tarjimondan katta tajriba, bilim va mahorat talab etadi. Tarjima san’ati shunchaki so‘zma-so‘z tarjima qilib qo‘yishdan iborat emas. Balkim o‘sha tarjima qilingan ibora yoki gap kitobxonga yetarlicha tushunarliroq bo‘lishiga e’tiborli bo‘lish, tarjima qilanayotgan tilga ekvivalent bo‘la oladiga tushuncha yoki iboralardan foydalanish demakdir. Bundan tashqari, asl nusxa mazmunini boshqa tilda berishning mavjud bir nechta imkoniyatlari orasida eng muqobil va muvofiq variantini tanlash ham tarjimaning asosiy talablarida biri hisoblanadi.

Til bilish- tarjimaning muhim jihatlaridan biri bo‘lsada, asosiy jihati deya olmaymiz. Matnning mazmuni, muallifning maqsadini tushunish va boshqa tilda ifodalab berish uchun ko‘pincha tildan tashqari ko‘plab bilimlar bo‘lishini talab etadi. Tarjima faoliyati bir-biridan sezilarli farq qiladigan ikki xil tarjimaga bo‘linadi. Yozma tarjima- har ikki matnning yozma tilining me’yorlari va xususiyatlarini hisobga olgan holda, asl matnning ma’nosini yozma yoki elektron ommaviy axborot vositalarida yozma matnga o‘tkazish. Bu yo‘nalishni biz eng ko‘p badiiy adabiyotda uchratishimiz mumkin. Aynan tarjimonlik shaklini eng ko’p tarqalgan qismi ham aynan shu hisoblanadi. Tarjima har ikki tilda og‘zaki nutqning xususiyatlarini hisobga olgan holda, manba tili madaniyati vakili bayonotining ma’nosini maqsadli tilga o‘tkazishga qaratilgan. Sharh bir vaqtning o‘zida va ketma-ket bo‘linadi.Shuni ta’kidlash kerakki, imo-ishora tilning tarjimasi odatda talqin turi sifatida tasniflanmaydi.

Tarjimashunoslik tarixi davomida matnni bir tildan ikkinchi tilga tarjima qilishda foydalaniladigan turli xil strategiyalar va ommaviy muammolar haqida ma’lumotlar juda ham ko’p. Bulardan eng mashhuri tarjima matnidagi ibora yoki xalq maqollarni tarjima qilishda kelib chiqadi. Misollar bilan ko’rib chiqamiz. Masalan ingliz tilida “When pigs fly” degan ibora mavjud. Agar biz uni to‘g‘ridan-to‘g‘ri tarjima qiladigan bo’lsak, “Qachonki cho‘chqa uchganda” deb tarjima qilinadi. Buning umumiy ma’nosini umuman bo‘lmaydigan voqea-hodisa deb tushunamiz. Tarjima jarayonida shunday tarjima qilinishi qo‘pol xatoga kiritiladi. Avval tarjimon o‘zbek tilidagi qaysi iboraga ekvivalent bo‘lishiga e’tibor qaratishi zarur. Masalan, “Tuyani dumi yerga tekkanda” iborasini olsak maqsadga muvofiq bo‘ladi. Har ikki tildagi ibora ham ushalmaydigan, sodir bo‘lmaydigan ma’nosini anglatadi. Bu esa kitobxon tushunishiga oson bo‘ladi. Bunday ibora, atama va maqollar o’sha xalq va millatning yashash tarzi, madaniyatidan kelib chiqib yaratiladi. Bularni tushunish va chiroyli tarjimani yaratish tarjimonning mahorati va bilimlariga borib taqaladi. Baker M. (1992) o‘zining tarjimaga oid kitoblarida turg‘un so’z birikmalarini va iboralarini tarjima qilishda to‘rt strategiyani taqdim etadi:

1. Ma’no va shakl jihatdan iborani o‘xshashini ishlatish. Masalan, ingliz tilidagi “on the tip off my tongue” o‘zbekchada “tilimning uchida” degan iboraga ma’no va shakl jihatdan o‘xshashligi;
2. Ma’no jihatdan o‘xshash, ammo bir-biriga shaklan o‘xshamaydigan iborani ishlatish. Masalan, ingliz tilidagi “add fuel to the fire” iborasi o‘zbek tilida “olovga yog‘ sepmoq” iborasiga ma’no jihatdan o‘xshash;
3. Parafraza tarjimasi ekvivalent topilmagan yoki ekvivalent iborani qo‘llash uslubiy jihatdan noo‘rin bo‘lgan holatda turg‘un so‘z birikmalarini va iboralarni tarjima qilishning eng keng tarqalgan usuli hisoblanadi. Masalan, o‘zbekchada “ipidan ignasigacha aytmoq” iborasini “to tell every detail of something” shaklida tarjima qilish mumkin yoki o‘zbekchada “ilonning yog‘ini yalagan” iborasini “cunning” tarzida tarjima qila olish mumkin.

4. Tarjimada iboralarni tushirib qoldirish, bitta so‘zlar singari, ba’zi maqsadli matnda iborani umuman tashlab o‘tish mumkin. O‘zbek tilida juda ham ko‘p tarjima qilishga qiyin bo‘lgan ibora va maqollar mavjud.

Xulosa qilib aytadigan bo’lsam, tarjima jarayoni davomida tarjima matnining har bir qismiga alohida e’tibor berish darkor. Kichik xato ham butun bir matnining ma’nosini o‘zgartirib yuborishi mumkin. Matnda keltirilgan turg‘un so‘z birikmasining o’zbek tilida ekvivalenti topilmasa yoki ulardan foydalanish matn xususiyatlariga mos tushmagan taqdirda turg‘un so’z birikmalarining ma’nosini erkin so‘z birikmalari yordamida ifodalash mumkin.

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# THE SKILL OF USING WORDS IN POETRY TRANSLATION

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**Annotation** - The purpose of the article is to analyze poetic translation and its complexities. Types of translation are simultaneous, scientific-technical, political journalistic and information-analytical translations, as well as different aspects of literary translation. The central purpose of this article is the strong skills and methods of using words of the creator in poetic translation. The matter of tone is thus emphasized as an important aspect of preserving the meaning of the poem.

Key words: artistic work, literature, theory of translation, skill, rhyme, inspiration, taste, spirit.

## INTRODUCTION

To many, a translation may seem like just a collection of words. In fact, the complexities encountered in the translation process belie this idea. In addition, the translator not only translates while preserving the subtle meanings of the word, but also faces a number of problems such as lexical, grammatical and stylistic coloring. To put it bluntly, it is wrong to be satisfied with the acquisition of language skills in translating one text into another language. For this reason, it is useful to be scientifically prepared for the possible situations listed above.

In the translation of works of art, the creator not only struggles with problems related to the grammar of words, but also is tested with the talent of emotional creativity. Because in the translation of such works abstract elements such as inspiration, emotional connection are important. Most of the translators engaged in other types of translation do not dare to venture into this field, that is, the translation of literary works. In the translation of scientific texts, delivering the main content of a certain message to the reader is the goal of the translation, while in literary translation, especially in poetic translation, which is its heart, its main goal is to preserve the inner experiences and spirit of the author of the work in its original state.

That is why we call the representatives of this field rightly poets-translators. In a prose work, there is a plot, composition, conflict, the development of events, and of course, solutions to problems. In the words of Ustoz Askad Mukhtar, a translator creates like an artist, not a drafter, and various methods of translation, including metonymic, transformational, implicit (hidden) meanings, and explicit (detailed) ways of conveying the author's thoughts to the reader more clearly. As we mentioned above, to translate to the extent that it reaches the reader's heart requires poetic inspiration and skill.

It is no exaggeration to call the translation the product of the translator's creativity. It is enough to emphasize the following definition of our teacher poet Erkin Vahidov that inspiration is important in translation: "Any work created without inspiration is like a kiss received without love."

Below we will consider several examples of works, taking into account the problems of poetic translation.

If you dream of a beautiful throne made of gold, if you wish, there is no complete happiness in the world.

If you dream a throne which is made of gold,
If you want to embrace all the happiness in the world,
Come my friend keep your oath forget the other,
Refuse to the kingdom and serve your mother.

As can be seen from this translation, rather than a literal translation, the poetic content has been preserved in catchy and melodious words, which is a clear evidence of re-creation. Another important aspect is that the poetic form has changed, i.e. a-a-a-b has changed to a-a-b-b

Not limited to the translation of poetry, various translators also showed their skills in the translation of Rubai. In particular, Q. Ma’murov is a skilled translator who translates several Rubai’s of Alisher Navoi into English. We can witness this through the following example.

I love you so much, dear life,

I just do not love you much, dear life,

I cannot love you anymore, I love you so much, dear life.

Q. Administrator’s translation:

I love you more than my soul, oh, my dear,

I love you more than all numbers, oh, my dear,

Loving anything cannot be more than that,

I love you much more than that, oh, my dear.

While reading this Ruba’i translation, we notice that the eastern tone has been preserved in it. The fact that the melody and rhyme are preserved and the spirit is vividly displayed in it attracts the reader. At first glance, Ruba’i translation seems easy, but the lexicon of words and the ability to store meaning are among the factors that determine the translator's skill.

## CONCLUSION

In the process of translation, the translator has to face many problems and has to endure a lot of patience and effort. In this, the creative and emotional talent of the translator comes in very handy. Love of literature is one of the important factors to raise translation to the level of art. In poetic translation, as mentioned, one cannot rely only on language skills, it is right to say without a doubt that elements such as inspiration and innate talent are important.

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# The Use of Modern Technologies in Learning Foreign Languages and Its Role in Tourism Development

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The integration of modern technologies into language learning has revolutionized the process, particularly within the context of tourism. With globalization fueling the demand for cross-cultural communication, tourism professionals are expected to have a command of multiple languages. Technologies like mobile applications, artificial intelligence (AI), virtual reality (VR), and online language platforms have significantly contributed to efficient and accessible language acquisition, thereby enhancing the quality of tourism services.

One of the most notable technological innovations is mobile applications, such as Duolingo and Babbel. These apps offer on-demand, interactive language lessons that can be tailored to the user's level and learning speed, making language learning more flexible and accessible. Tour guides, hospitality workers, and travel agents use these tools to rapidly learn key phrases or improve their conversational fluency, enabling them to communicate effectively with international tourists.

Moreover, AI-powered translation tools like Google Translate and advanced speech recognition software have also transformed the tourism sector. While perfect fluency is the ideal, translation apps serve as practical aids, breaking down language barriers in real-time interactions between tourists and service providers. This enhances tourist satisfaction, fosters cultural exchange, and opens new tourism markets that were previously difficult to reach due to language barriers.

Virtual reality (VR) also plays a crucial role by simulating immersive language environments. Through VR, tourism professionals can practice conversational scenarios in lifelike settings, gaining cultural insights and improving their communication skills in a more engaging manner. This innovative method of

language training helps professionals build confidence in dealing with tourists from diverse linguistic backgrounds.

The impact of modern technologies on language learning continues to evolve, with significant implications for the tourism industry. In addition to the previously mentioned tools, social media and online communities also play a pivotal role in connecting language learners with native speakers and cultural experts worldwide. Platforms like HelloTalk and Tandem offer opportunities for real-time language exchanges, allowing tourism professionals to practice languages with native speakers in an informal, conversational setting. This approach not only improves language skills but also fosters cultural understanding, which is essential for the tourism sector.

Another growing trend is the use of chatbots and AI-powered customer service platforms in tourism. These systems, designed to support multilingual interactions, allow tourists to obtain information and assistance in their native languages at any time. For instance, hotel booking websites and travel agencies often deploy AI-based chatbots to communicate in multiple languages, improving customer experience and accessibility.

In conclusion, the application of modern technologies in learning foreign languages directly contributes to the development of tourism by facilitating better communication, enhancing service delivery, and expanding global tourism markets.

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# Translating Media and Journalistic Texts

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Abstract: In our globalized society, the translation of media and journalistic texts plays a pivotal role in facilitating cross-cultural communication and shaping public discourse. This article explores the multifaceted challenges inherent in translating such texts, including cultural nuances, stylistic differences, fact-checking accuracy, legal and ethical considerations, and technological constraints. It emphasizes the necessity for translators to possess not only linguistic proficiency but also a deep understanding of the cultural contexts and journalistic conventions that inform their work. To overcome these challenges, the article presents effective strategies, such as conducting thorough cultural research, embracing collaborative approaches, employing dynamic equivalence strategies, leveraging technology judiciously, and committing to continuous professional development. Through these strategies, translators can ensure that their work accurately reflects the intended messages of the original texts while remaining accessible and relevant to target audiences. This discussion highlights the critical role of translators in enhancing international dialogue and fostering a more informed global community.

Key Words: Translation, media texts, journalistic texts, cross-cultural communication, cultural nuances, stylistic differences, fact-checking, accuracy, legal considerations, ethical considerations, dynamic, equivalence, collaborative approaches, cultural research, technology in translation, professional development, digital media, globalization, audience comprehension, journalistic integrity, translation strategies.

In an increasingly globalized world, the translation of media and journalistic texts has become an essential component of cross-cultural communication. Journalistic narratives shape public perceptions, inform debates, and influence international relations. As such, translating these texts demands not only linguistic proficiency but also an acute understanding of cultural contexts, journalistic conventions, and ethical considerations. This article discusses the challenges faced in translating media and journalistic texts and explores effective strategies to address them.

Challenges in Translation

1. Cultural Nuances:

Media and journalistic texts are steeped in cultural references, idiomatic expressions, and local norms. A direct translation may not convey the intended message or may even mislead the audience. For instance, a political satirical piece from one culture may rely on specific historical events known to local readers but may be foreign to an international audience.

2. Stylistic Differences:

Different media outlets have distinct styles, tones, and target audiences. Translators must adapt the original text to fit the stylistic norms of the target language while maintaining the author's voice. This task can be particularly challenging when translating informal or conversational styles commonly found in digital news platforms.

3. Fact-checking and Accuracy:

Journalistic integrity hinges on accuracy and fact-checking. Translators need to ensure that the source text’s claims are reflected truthfully in the target language. This may require additional research or verification of facts, which can be time-consuming.

4. Legal and Ethical Considerations:

Media reports can involve sensitive information, legal frameworks governing defamation or privacy, and ethical considerations surrounding sources. Translators

must navigate these legal landscapes, ensuring that translations comply with the laws and ethical standards of both the source and target cultures.

5. Technological Constraints:

With the rise of digital media, translations are often produced under tight deadlines, and for formats that may not accommodate lengthy translations. This urgency can impact the quality of the translated piece if not managed properly.

Strategies for Effective Translation

1. Cultural Research:

Translators should engage in thorough research to understand the cultural context behind the text. This includes familiarizing themselves with relevant history, idioms, and cultural references, allowing them to provide appropriate equivalents or explanations in the target language.

2. Collaborative Approaches:

Collaboration with subject matter experts, journalists, or stakeholders in the target culture can greatly enhance the accuracy and relevance of translations. Working closely with the original authors can also clarify intent and facilitate more nuanced translations.

3. Adopting a Dynamic Equivalence Strategy:

Instead of seeking a word-for-word translation, taking a dynamic approach allows the translator to convey the original text's overall meaning, intent, and emotional resonance. This method prioritizes readability and audience comprehension in the target language.

4. Leveraging Technology:

Utilizing translation software and online tools can aid efficiency while still recognizing their limitations. Machine translation can be a starting point, but human translators must refine the output to ensure accuracy and appropriateness for the target audience.

5. Continuous Professional Development:

Staying informed about trends in both the source and target language media landscapes is crucial. Translators should engage in ongoing training and networking opportunities to hone their skills and remain current with evolving journalistic practices.

Conclusion

Translating media and journalistic texts is a complex but rewarding endeavor. It requires not only linguistic skills but also cultural sensitivity, ethical awareness, and a commitment to accuracy. As the demand for multilingual content continues to grow, the role of translators becomes ever more critical in facilitating global communication. Embracing innovative strategies and fostering collaboration will help ensure that translations not only inform but also connect diverse audiences in meaningful ways.

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# Translation and identity: Translation can influence cultural identtity, especially in multilingual communities.

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Abstract:This article explores the intricate relationship between translation and cultural identity in multilingual communities, highlighting the role of translation as a significant factor in shaping, negotiating, and expressing identity. It discusses how translation functions as a cultural mediator that facilitates access to diverse perspectives, enabling individuals to enrich their own identities by engaging with different cultures. The article delves into concepts of hybridity and multiculturalism, illustrating how individuals navigate multiple linguistic identities and adapt their self-representation through the act of translation. It also addresses the power dynamics inherent in translation practices, which can marginalize minority languages and contribute to a diminished sense of cultural identity. Furthermore, the challenges of loss of nuance in translation and the risks of cultural appropriation are examined, emphasizing the necessity for sensitivity and awareness in translation practices. Ultimately, the article argues that understanding the interplay between translation and identity is essential for fostering inclusivity and appreciating the diversity of human experience in our increasingly interconnected world.

Keywords:Translation, Cultural Identity, Multilingual Communities, Cultural Mediation Self-Representation, Hybridity, Multiculturalism, Language Dynamics, Identity Negotiation, Code-Switching, Power Dynamics, Minority Languages, Loss of Nuance, Cultural Appropriation, Translation Practices, Communication, Intercultural Understanding, Identity Construction, Linguistic Diversity, Subtlety in Translation

Translation and Identity: The Interplay in Multilingual Communities

Translation is more than a linguistic exercise; it is a powerful force that shapes and influences cultural identity, especially in multilingual communities where different languages and cultures coexist and interact. In such settings, translation serves as a bridge, facilitating communication and understanding while also playing a crucial role in the construction and negotiation of identity.

The Role of Translation in Shaping Identity

1. Cultural Mediation: In multilingual communities, translation acts as a cultural mediator. It enables people to access literature, media, and other forms of expression from different cultures. This process not only aids in communication but also allows individuals to engage with diverse perspectives, thereby enriching their own cultural identities. For instance, a person who reads translated works from a different culture may adopt elements of that culture into their own identity framework, expanding their understanding of the world.

2. Language and Self-Representation: Language is a fundamental component of identity. In multilingual settings, individuals often navigate multiple linguistic identities, which can affect how they perceive themselves and are perceived by others. Translation allows for self-representation and helps individuals articulate their identities in ways that resonate with their cultural experiences. If a speaker of a minority language wishes to express their identity to a broader audience, translation into a dominant language can be a means of asserting that identity while also seeking acceptance and understanding.

Negotiating Identities

1. Hybridity and Multiculturalism: The act of translation can lead to hybrid identities that blend elements from different cultures. In communities where multiple languages are spoken, individuals may adopt a multilingual identity that incorporates aspects of all the cultures represented. This hybridity is often expressed through code-switching—alternating between languages in conversation—allowing individuals to navigate and negotiate their identities fluidly. For instance, a bilingual

speaker may switch between languages depending on the audience, reflecting different aspects of their identity at any given time.

2. Power Dynamics: Translation also plays a role in power dynamics within multilingual communities. The prevailing language often carries a certain prestige or authority, influencing which languages are prioritized in translation. Consequently, minority languages may be marginalized, affecting the identity of their speakers. When translation is predominantly performed into a dominant language, it can lead to a sense of alienation among speakers of minority languages, contributing to a diminished cultural identity.

Challenges in Translation and Identity

1. Loss of Nuance: One of the inherent challenges in translation is the potential loss of cultural nuance. Translated works may not fully capture the subtleties of the original language, leading to misunderstandings or oversimplifications. This can impact identity construction, as cultural elements that carry significant meaning may be lost in translation. For example, idiomatic expressions or culturally specific references might not have direct equivalents, leading to a disconnect in the audience's understanding.

2. Cultural Appropriation and Sensitivity: Translators must navigate the sensitive terrain of cultural appropriation when translating texts. When elements of a culture are adopted without proper understanding or respect, it can lead to misrepresentations and reinforce stereotypes. This underscores the importance of culturally aware translation practices that honor the source culture while also making it accessible to others.

Conclusion

Translation is a vital process within multilingual communities that significantly influences cultural identity. It serves as a facilitator of communication, a means of self-expression, and a tool for negotiating complex identities. While translation can create opportunities for cultural exchange and enrichment, it also poses challenges that require sensitivity and awareness of power dynamics. Ultimately, embracing the

intricate relationship between translation and identity can lead to a deeper understanding of the multicultural world we inhabit, highlighting the importance of valuing all voices in the ongoing dialogue of translation. Through thoughtful translation practices, we can foster a richer, more inclusive tapestry of identities that celebrates the diversity of human experience.

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These references provide a foundational understanding of the relationship between translation, cultural identity, and the complexities involved in multilingual interactions. They can serve as further reading for those interested in the themes explored in the article.

## THE ART AND SCIENCE OF TRANSLATION: BRIDGING CULTURES THROUGH LANGUAGE

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**Abstract:** This article explores the multifaceted role of translation—highlighting the process, the significance of professional translation services, the nuances between translation and localization, machine translation versus human translation benefits and emerging trends in the translation industry.

**Key words:** translate, translation, business world, translator, Services, machine translation, cultural adaptation.

Translation extends beyond the simple act of converting words from one language to another; it is an art form that bridges cultural gaps, allowing people from diverse backgrounds to understand and appreciate each other. With a rich history and robust evolution since ancient times, the art of translation has made remarkable strides from hieroglyphics and scripts to the advanced processes and technologies of the present day. Translation involves the process of rendering text or speech from one language into another while preserving its meaning, context and nuances. Importantly, however, the technical process of translation should make a point not to lose its "art." As asserted in an article from the Journal of Humanities and Social Science, "Translation is not just word-by-word translation of text from one language to another; it is putting the soul of a text into the body of another." Translation is an intricate practice that requires a deep understanding of both the source and target languages. Its scope extends across various fields (e.g., literary, technical, legal, medical and commercial), each demanding specialized knowledge and expertise. Literary translation, for example, requires an appreciation for the stylistic and poetic elements of the original text, while technical translation demands precision and familiarity with specific terminologies. The ultimate goal of translation is not just to convey words but also to communicate the original message effectively and appropriately within the cultural context of the target audience. A translator is more than just a language expert. These professionals with keen translation skills are cultural mediators, bridging the gap between different worlds.

Translators must grasp the subtleties and expressions of both languages to convey the original message accurately and effectively. This role requires not only

linguistic proficiency but also cultural sensitivity and a firm grasp of the subject matter to ensure the translation is both accurate as well as meaningful and engaging for the audience. Importance of Professional Translation Services and Translation Agencies. In our globalized world, professional translation services have become invaluable for businesses, governments and individuals. Accurate translations are essential for enhancing communication, fostering international relationships and opening up new markets. Professional translation services ensure that translations are not only linguistically correct but also culturally appropriate, thus avoiding misunderstandings and potential offenses.

In the business world, a poorly translated document can lead to significant financial losses and damage to a company's reputation. Conversely, high-quality translations can enhance brand image, improve customer satisfaction and drive global expansion. In legal and medical fields, accuracy is critical, as errors can have serious consequences. Selecting the right translation service should consider several factors, including the service provider's expertise, quality assurance processes in place and the ability to handle the specific project requirements. It is essential to choose translation agencies that employ qualified and experienced translators who specialize in the relevant field.

Additionally, reputable services offer robust translation quality assurance processes, including multiple rounds of editing and proofreading, to ensure the final product meets the highest standards for its target audience. Other factors to consider include the provider's record of accomplishment, client testimonials and bandwidth for large or complex projects.

Localization goes beyond translation to adapt content for a specific region or culture. It involves modifying various elements like date formats, currency, imagery and even colors to suit the preferences and norms of the target audience. Localization helps the content feel native to the users, enhancing their experience and engagement. For example, a website localized for the Japanese market would both translate the text into Japanese and adjust the layout, design and functionality to meet

the expectations of Japanese users. By addressing the cultural and linguistic preferences of the target audience, localization enhances user satisfaction and improves the overall effectiveness of the communication.

Localization also involves cultural adaptation in translation. This is a critical aspect, especially in marketing and media. It requires a deep understanding of the target culture to make content relatable and impactful

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## THE CULTURAL AND LINGUISTIC SIGNIFICANCE OF ENGLISH IDIOMS IN TRANSLATION TO UZBEK


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**Annotation:** Idioms are an essential part of language, providing colorful, metaphorical expressions that can be challenging to translate. This article explores the etymology, definition, and usage of common English idioms such as "a little bird told me" and "butterflies in my stomach," while analyzing their translation into Uzbek. The aim is to highlight the complexities and cultural considerations that arise during the translation process.



**Key words:** idioms, translation, english, uzbek, linguistics, cultural metaphors

**Annotatsiya:**Idiomalar tilning muhim qismi bo‘lib, rang-barang va metaforik ifodalarni beradi, lekin tarjima qilishda qiyinchiliklar tug‘dirishi mumkin. Ushbu maqolada "a little bird told me" va "butterflies in my stomach" kabi ingliz tilidagi umumiy idiomalar va ularning o‘zbek tiliga tarjimasi, shuningdek, tarjima jarayonidagi madaniy yondashuvlar tahlil qilinadi. Maqsad – tarjimada yuzaga keladigan murakkabliklarni va madaniy jihatlarni yoritish.
**Kalit so‘zlar:** idiomalar, tarjima, ingliz tili, o‘zbek tili, tilshunoslik, madaniy metaforalar

Idioms add depth, color, and emotion to any language, allowing speakers to convey complex ideas through simple metaphors. In English, idioms are often tied to cultural or historical contexts, making them tricky to translate into other languages like Uzbek. A direct translation often misses the cultural nuances, and translators must carefully balance meaning with cultural understanding.

It is difficult to imagine the speech of a modern person without bright, catchy and colorful phrases that make it meaningfully saturated and aimed at a specific object. In addition, idioms perform a rather pragmatic task in the process of human communication: they significantly accelerate the understanding of communicants among themselves. Meaningful and capacious idioms in terms of semantic content allow one to achieve a “grasp” of the situation in a shorter way. An idiom is (from the Greek “own”, “characteristic”) a turn of speech, the meaning of which is not determined by the individual meanings of the words included in it. This article examines several English idioms, their etymology, definitions, and how they are used in daily speech. We also analyze their translation into Uzbek, highlighting the challenges translators face in retaining the idiomatic essence.

1. A little bird told me- definition: A phrase used to imply that the speaker has heard something but doesn’t want to reveal the source.

Etymology: The idiom is believed to originate from the Bible (Ecclesiastes 10:20), referring to a bird carrying a message, and has become a common way to convey secret information.

Usage: "A little bird told me you're planning to leave your job."

Uzbek translation: "Bir qushcha menga aytdi." Yoki "Uzunquloq gaplarga qaraganda."

Significance in Translation: The idiom retains its mysterious tone in Uzbek. While the Uzbek version is not commonly used, it effectively conveys the idea of receiving secret information indirectly.

2. “ Butterflies in my stomach” definition: To feel nervous or anxious, often before an important event.

Etymology: This phrase emerged in the 1900s, likely inspired by the fluttering sensation one feels in their stomach when nervous.

Usage: "I had butterflies in my stomach before the interview."

Uzbek Translation: "Ichimda kapalaklar uchayotganday bo‘ldi." Significance in Translation: The poetic imagery of butterflies translates well into Uzbek, maintaining its emotional impact and adding a touch of elegance to the phrase.

3. Kill two birds with one stone definition: To achieve two objectives with a single action.

Etymology: Thought to come from ancient hunting practices, this phrase emphasizes efficiency in achieving multiple goals.

Usage: "By studying English, you can kill two birds with one stone: learn a language and advance your career."

uzbek translation: "Bitta tosh bilan ikkita qushni urish." Yoki "Bir o'q bilan ikki quyonni urish." Significance in Translation: The Uzbek translation is literal but clear, maintaining the metaphor’s emphasis on efficiency. However, the phrase may sound more aggressive in Uzbek.

4. “All Bark and No Bite” Definition: Someone who makes threats but doesn’t act on them.

Etymology: The phrase refers to a dog that barks loudly but does not bite, symbolizing empty threats.

Usage: "Don’t worry about him. He’s all bark and no bite."

Uzbek Translation: "Faqat huradi, lekin tishlamaydi." Yoki "It hurar, karvon o'tar."
Significance in Translation: The idiom translates smoothly into Uzbek, as the metaphor of a loud but harmless dog is culturally familiar.
5.” Catch Flies” Definition: To stand with one’s mouth open, often implying lack of attention.
Etymology: The phrase plays on the literal image of catching flies if one’s mouth is left open too long.
Usage: "Close your mouth, or you’ll catch flies."
Uzbek Translation: "Og‘zingni yop, pashsha kiradi."

In order to understand the connections that form between the elements of an idiomatic utterance and the transformation of the original meaning of a word in a specific example in a comparative plan with the Uzbek language, we will analyze a group of idioms united by a thematic feature, as they are sometimes given in reference books intended for practical purposes or textbooks. We will use the method of contextual analysis for this.

The adjective high in English does not mean at all what we mean in Uzbek, when it occurs in idiomatic turns of speech. Let us turn to specific examples. She is on a high at the moment because everything is going her way. U hozir yuqori cho’qqida, chunki hammasi u rejalashtirganidek bo’ldi. In this example, the semantic community is not preserved in both languages.

Significance in Translation: This phrase translates effectively into Uzbek, preserving both the humor and the cautionary tone. Idioms are a rich and integral part of any language, adding flavor and emotional depth to everyday communication. In translating English idioms into Uzbek, many retain their metaphorical richness, though some require cultural adjustments. The challenge for translators lies in preserving the essence of the idiom while making it relatable and understandable to the target audience.

Understanding the cultural and linguistic significance of these idioms enhances cross-cultural communication and enriches the process of translation, ensuring that both the meaning and the metaphor are retained.

Identifying cultural meanings and implications is a key point in translating idiomatic constructions, requiring extensive background knowledge and a great deal of analytical work from the translator to identify the implicit meaning contained in the construction being analyzed.

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## YOSH TARJIMONLAR ORASIDA HOZIRGI KUNDA TARJIMONLIKNI YANGI METODLARINI QO‘LLASHNING FOYDALI TOMONLARI VA KAMCHILIKLARI

**Andijon Davlat chet Tillar Instituti Ingliz Filologiyasi o‘qitish Metodikasi va tarjimashunoslik Fakulteti Tarjima Nazariyasi va Amaliyoti: Ingliz Tili Yo‘nalishi 201-Guruh Talabasi Yo‘ldasheva Setora**

**Annotatsiya:** Maskur maqola yosh tarjimonlar anglashi uchun ta’sir qiluvchi omillarni hisobga olgan holda tahlil qilingan va umumiy muammolar mavzusi

yoritillgan. Tarjimon tarjima chog’ida uchratadigan xatolar va ularni tahlil qilish uchun taklif qilingan va ba’zi tavsiyalar berilgan.

**Annotation:** This article is analyzed taking into account the factors affecting the understanding of young translators and the topic of common problems is highlighted. Errors encountered by the translator during translation and their analysis are proposed and some recommendations are given.

**Аннотация:** В данной статье анализируется с учетом факторов, влияющих на понимание молодых переводчиков, и освещается тема распространенных проблем. Предложены ошибки, с которыми сталкивается переводчик при переводе, и их анализ, а также даны некоторые рекомендации.

**Kalit so’zlar.** Chog’ishtirma metod, qiyosiy metod,deplom,so’z boyligi,qobiliyat,terminlar.

**Kirish:** Bugungi kunda, zamon rivojlanayotgan paytda yozuvchilar to’xtab qolayotgani yo’q. kundan kunga yangidan-yangi yozuvchilar chiqmoqda. Ularning asarlarini butun jahon bo’yicha targ’ib qilish uchun tarjimonlarga talab oshib bormoqda. buning uchun tarjimonlarni hozirdan tarjima jarayonida duch keladigan xatolarga tayyorlab borish va ularning oldini olish maqsadida ularga to’g’ri ishlash o’rgatilishi lozim. Bundan tashqari hozirgi kunda davlatlar o’rtasidagi madaniy aloqalar rivojlanishi uchun ham katta hissa qo’shadi. Bu biz og’zaki tarjimani ham yaxshi o’rganishimiz kerak deganidir. yana tarjima chog’ida tarjimon leksik xatolarga ahamiyat berishi lozim va xatolar ustida ishlashi kerak.

Tarjimonlik birinchi navbatda qanday sohaligini bilib olaylik. Bu soha bir tildan ikkinchi tilga tarjima qilish faoliyatidir. Bunda biz tarjima qilayotgan tilimiz va tarjima qilinayotgan tilimiz haqida bir qancha ma’lumotlarga ega bo’lishimiz lozim. Va biz tarjima qilish metodini tanlashimiz kerak. Tarjima 2 xil metodda tarjima qilamiz. 1. Chog’ishtirma metod 2. qiyosiy metod. -chog’ishtirma metod bu bir til oilasiga kiradigan(qardosh) tillarni tarjima qilish metodidir. -qiyosiy metod bu bir til oilasiga kirmaydigan(qardosh bo’lmagan) tillarni tarjima qilish usulidir. Tarjimonlar yana tarjima qilayotgan asarini ilmiy yoki badiiy asarligiga katta e’tibor

berishi lozim. Agar ilmiy asar bo’ladigan bo’lsa usha ilmiy nazariya asosida tarjima qilishi kerak. Yana tarjimonlar yo’l qo’yadigan ba’zi xatolardan biri bu tarjima qilayotgan asarining muallifi hayotiga qiziqmasligidir. Bu asar yozuvchining harakteriga bog’liq holda yoziladi. Yana xatolardan biri bu tarjima qilinayotgan tilingizdagi so’z tarjima qilayotgan tilingizdagi ma’noga qarashingiz kerakligidir. Masalan o’zbek tilida mahalla degan so’z ingliz tilida yo’q ekan. Shuning uchun biz tarjima qilayotgan tilimizga moslashtirib olamiz.

Bu tarjimonning mahoratiga bog’liq. Keyin sizning diplomingiz yo’q lekin siz tarjimonlik qilishga qobiliyatingiz bor, ammo tarjimonlik qilish uchun diplom kerak deb o’ylayapsiz. Bu fikrni miyangizni chiqarib tashlang sizga tarjimonlik qilish uchun diplom yoki tajriba bo’lishi shart emas. Siz shunchaki tarjima sohasiga qiziqishingiz bo’lsa, va bu sohada buyuk ishlar qilish istagi bo’lsa siz bu yo’ldan qaytmang. Yo’ldagi to’siqlarni olib tashlang va uzingiz ustingizda ishlang, diplom siz uchun shunchaki qog’oz bo’lib qoladi. Yosh tarjimonlar qiladigan yana bir xato bu tarjimasini haddan ziyod ko’p buyoqdorlik berib yuborish. Bu siz tarjima qilayotgan asaringizni o’qiyotgan odamga to’g’ri yetkaza olmasligingiz mumkin. Shuning uchun xalq tushunadigan sodda va ravon tarjima qilishingiz kerak. Bunga ham ko’p baho berib yubormaslik kerak chunki ba’zi joylar borki o’quvchini zeriktirib qo’yadi. O’sha joylarni qo’ldan kelgancha badiiy buyoq berish lozim lekin juda ma’nodan chetlashib ketish ham bo’lmaydi. Tarjimonlarga kerak bo’ladigan qobiliyatlar. -tarjima qilayotgan til va tarjima qilinayotgan tillarning grammatik, fonetik, leksikologik,simantik o’zgarishlarni bilish. -ilmiy va texnik tarjima qilish usullari(hammada o’zining uslubi bo’yicha). -gaplarni bir-biriga bog’lash qobiliyati va gap hosil qilish qobiliyati. -jumlalardagi ma’nolarni chiqarib berish qobiliyati . -tarjimonlarda yetarlicha so’z bilish (bu ko’p muhim emas) Tarjimonlar tarjima qilayotgan tildagi terminlar va ibora va birikmalarni munosib ravishda tarjima qilish lozim. Shunda sizda savol tug’iladi agar o’sha ibora ma’nosi o’sha tilda yo’q bo’lsa nima bo’ladi? Javob.Siz tarjima qilayotgan tilda siz tarjima qilayotgan termin bo’lmasa siz shunga yaqin termin yoki so’zma so’z tarjima qilganingiz yaxshi.

Tarjimonlar yana so’zlarni tarjima qilayotgan tilida qanday ma’no anglatishini bilishi lozim.

Bir odam o’zi qiziqmagan sohaga yo’naltirilsa o’sha sohaga sovuqqonlik bilan qaraydi. Bu esa sidqi dildan tarjima qilmaslikka olib kiladi. Ko’ngildagidek tarjima qilmaslik esa bu kitobdagi ma’noni yetkazib bera olmaslikdir. Shuning uchun o’zingiz qiziqqan sohani olib borganingiz yaxshiroq. Barcha ulg’ayib kelayotgan yoshlar uchun tarjima sohasida yetuk kadr bolib yetishishi uchun tarjima sohasidagi xatolar va kamchiliklarini to’girlash va ularga ba’zi tarjima sohasidagi g’oyalarni berish kelajakda mana shu xatolarni takrorlamaslik uchun ishlab chiqildi.

**XULOSA**: Bu maqolani yozishdan maqsad yosh tarjimonlarda uchrab turadigan xato va kamchiliklari ustida ishlashga yo’naltirish va ularni to’g’irlash. Biz ularni tarjimonlik sohasida mana shu jarayonlarga qat’iy amal qiling demaymiz shunchaki ularga kichkina bo’lsa ham ko’mak berish. Agar tarjimon mana shu jarayonlarga amal qilsa va tarjimonlik sohasida malaka va qiziqish bo’lsa o’zingiz o’ylagan tarjimon bo’lasiz. Va biz sizga tarjimonlik sohasida yordam bera olgan bo’lsak xursandmiz. Tarjimonlik yo’lidan hech qachon chekinmang.

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# THE IMPACT OF TECHNOLOGY ON TOURISM

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**Annotatsiya-** Ushbu maqola texnologiyaning turizm sanoatiga sezilarli ta'sirini o'rganadi. Maqolada turizmga asosiy texnologik ta'sirlar, ularning afzalliklari, muammolari va kelajakdagi rivojlanish imkoniyatlari yoritilgan.

**Аннотация -** В этой статье рассматривается значительное влияние технологий на индустрию туризма. Статье раскрывает ключевые технологические влияния на туризм, обсуждаются их преимущества, проблемы и потенциальные будущие разработки.

**Abstract-** This paper explores the significant impact of technology on the tourism industry. The article examines the key technological influences on tourism, discussing their benefits, challenges, and potential future developments.

**Kalit so'zlar:** texnologiya, turizm, raqamli transformatsiya, mobil ilovalar, onlayn bron qilish.

**Ключевые слова:** технологии, туризм, цифровая трансформация, мобильные приложения, онлайн-бронирование.

**Key words:** Technology, tourism, digital transformation, mobile applications, online booking.

In recent years, technology has profoundly influenced almost every sector, including tourism. The tourism industry, as one of the world's largest and most dynamic sectors, has embraced technological advancements to a significant extent. The use of digital tools has not only changed how people plan and experience their travels but it has also enhanced the efficiency of tourism-related businesses.

Technologies like the internet, mobile applications, virtual and augmented reality, and artificial intelligence are revolutionizing the tourism industry, driving both customer satisfaction and business growth. This paper analyzes the various ways in which technology has impacted tourism and its future potential.

**The digitalization of tourism** has redefined the tourism experience. From planning trips to discovering new destinations, tourists rely heavily on digital platforms. Travel websites, review platforms, and social media networks provide users with a wealth of information and tools to compare prices, read reviews, and even book entire trips online. Websites like TripAdvisor and Expedia make it easier for tourists to access comprehensive reviews, ratings, and experiences of others, allowing them to make more informed decisions.

Moreover, the growing use of artificial intelligence (AI) allows businesses to personalize services to meet individual traveler preferences. For example, chatbots on sites assist travelers by answering questions, offering tailored recommendations, and simplifying the booking process. AI also helps analyze customer behaviour and suggest services like travel packages or tours based on previous searches.

Digitalization has also simplified how destinations promote themselves. Many tourist boards and agencies now invest in online marketing campaigns to attract international visitors, creating a more competitive landscape. For example, digital advertising campaigns on social media platforms such as Instagram and YouTube have become key tools for attracting millennials and tech-savvy travelers.

**Mobile technology and applications** have revolutionized how people travel and engage with their surroundings. Smartphones allow tourists to carry travel guides, maps, translation services, and navigation tools at their fingertips. One of the most significant impacts of technology in tourism is the development of travel applications. Apps such as Google Maps, TripAdvisor, and Airbnb have become essential tools for travelers seeking convenience and flexibility. For example, Google Maps provides real-time navigation and route planning.

Mobile apps also make transactions seamless. With the widespread use of mobile payment systems like Apple Pay and Google Wallet, tourists can pay for services quickly, even in foreign countries. Additionally, loyalty programs integrated into apps allow users to access discounts and earn rewards for future trips, incentivizing repeated business. For instance, the Expedia app offers exclusive discounts for bookings made through mobile devices.

Furthermore, mobile applications help improve the on-the-ground experience for tourists. Real-time information about flight delays, local events, and weather forecasts allow travelers to adapt their plans on the go. Translation apps have become indispensable for tourists navigating foreign languages, allowing for a more immersive travel experience.

**Virtual and augmented reality in tourism** technologies have opened new dimensions for the tourism industry. VR enables tourists to explore destinations before they visit, providing immersive 360-degree tours of landmarks, hotels, and attractions. This technology allows potential visitors to experience destinations virtually, enhancing their interest and confidence in choosing a place for their next trip.

One prominent example of VR in tourism is virtual tours of UNESCO World Heritage sites, where users can navigate through historical sites from the comfort of their homes. Additionally, VR has transformed how hotels and resorts market their properties, offering virtual walkthroughs of rooms, amenities, and surrounding areas, which can influence booking decisions.

Augmented reality (AR) enhances the on-site experience by overlaying digital information on real-world settings. For example, AR apps can provide interactive historical facts about a monument or a site while tourists are visiting it. AR features in smartphones can translate foreign-language signs in real-time, making it easier for travelers to navigate in non-English-speaking countries.

**Online booking systems** are one of the most significant changes in tourism brought about by technology is the evolution of online booking platforms.

Traditional travel agencies are becoming less relevant as online platforms such as Booking.com, Expedia, and Skyscanner offer convenient, user-friendly interfaces that allow tourists to book flights, hotels, and even experiences with just a few clicks .

Online booking systems have democratized access to travel by offering comparative pricing options, customer reviews, and instant booking confirmations. These platforms not only benefit travelers but also provide businesses with a global reach, enabling them to attract customers from across the world without having a physical presence in multiple locations.

Furthermore, the integration of blockchain technology is beginning to emerge in the travel sector. Blockchain's secure and transparent nature has the potential to revolutionize booking systems, especially by enhancing the security of payments and customer data .

## CONCLUSION

Technology continues to play a pivotal role in shaping the future of tourism. From simplifying travel arrangements to enriching the tourist experience through immersive technologies, the integration of digital tools has revolutionized the industry. While technology brings numerous advantages, such as accessibility, efficiency, and personalization, it also poses challenges, including data privacy concerns and the potential loss of human interaction. For instance, while virtual reality provides an immersive experience, it cannot replace the physical and emotional connection of visiting a destination in person. As the tourism sector embraces further technological advancements, it will be crucial to balance innovation with ethical considerations, ensuring a positive experience for both businesses and travelers.

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## PROBLEMS AND SHORTCOMINGS IN THE TRANSLATION OF MEDICAL MATERIALS

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**Annotation:** This text explores the challenges faced in translating medical materials. It highlights key issues such as the complexity of medical terminology, the need for accuracy, and the importance of maintaining patient confidentiality. The document also discusses how the lack of metaphors and stylistic elements in medical texts can make specific terms and abbreviations difficult to translate.

Additionally, it emphasizes the necessity of understanding the structure of these terms and their context to ensure effective communication in healthcare settings. This overview is crucial for translators and medical professionals aiming to improve the quality of medical translations.

**Key words:** medical character, terminology, medical translation, implementation, cultural beliefs, automated translations, medical knowledge

Translation of medical texts (medical translation) is translating from one language into another of specialized medical publications and texts of private character

which content is directly connected with the person's health. A special position of this category of specialized translations is defined by the importance of any translated information, increased requirements to the accuracy of the translation and observing confidentiality of private data, as well as pronounced heterogeneity of the used terminology. A feature of medical texts is the existence special terms and abbreviations. Medical texts do not contain enough metaphors and other stylistic means therefore translating specific terminology and abbreviations is the most difficult thing in the translation process. An important factor is also studying the structure of terms and abbreviations and their use in various contexts.

Medical translation includes translating the texts of the all-medical and pharmaceutical direction, it is by right possible to call medical translation one of the most difficult specialized translations and it is even possible to allocate it as a special type of translation activity. In the process of conversion of medical and pharmaceutical texts a translator constantly compares a source text of the original with the translated text, every time switching from one language to another. In this process the set of the translator's actions is divided into the actions relating to the source medical text and respectively to the text of medical translation, that is in this process a translator at first perceives and understands the text of the original and on its basis he forms the translated text. Thus, medical translation is made by a translator on the basis of two interconnected

stages of the translation process which are undertaken by the translator, namely: the first stage includes extraction of information from the original medical text, and the second stage is selecting the needed translation means and methods for implementation of medical translation. The extraction of information from the original medical text is the first stage of translation process, which is related to informative translation. Informative translation represents translating the texts which main function consists in informing of some data, the information transfer; it makes no art and esthetic impact on the reader. All materials of scientific, business, social and political, everyday life character belong to such texts. There should be referred to this group translating lot of detective stories, descriptions of travels, sketches, official materials and those materials where there prevails purely information narration.

Medical translation, as well as any other type of translation, has its features and can cause difficulties for a translator. Difficulties of medical translation consist in the presence in texts of difficult medical terminology, as well as special words and abbreviations. In addition to it, depending on the country and even its region thesame term can have several meanings and it is necessary to translate it taking into account the geographical aspect. A very important condition facilitating the work at medical translation is the thorough knowledge by the translator of Latin, the language universal for physicians around the world.

## Below are the main problems and shortcoming:

### 1. Terminology Inconsistency

Medical language is highly specialized, often involving complex

terminology that may not have direct equivalents in other languages. Variations in terminology can lead to misunderstandings. For instance, a term used in one country's medical practice might differ in meaning or usage in another. This inconsistency can confuse healthcare providers and patients alike.

## 2. Cultural Differences

Cultural beliefs and practices can influence how medical information is perceived and understood. A translation that does not account for cultural nuances may fail to resonate with the target audience. For example, certain medical practices or recommendations that are common in one culture may be viewed skeptically in another, affecting adherence to treatment plans.Lack of Qualified Translators

Medical translation requires not only proficiency in the source and target languages but also a solid understanding of medical concepts and terminology. Unfortunately, there is a shortage of qualified medical translators who possess both linguistic skills and medical knowledge. This gap can lead to poorly translated materials that may misinform patients or healthcare providers.

## 3. Regulatory Challenges

Different countries have varying regulations regarding medical translations. In some regions, there are strict requirements for the translation of medical documents, while others may lack comprehensive guidelines. This inconsistency can lead to either overly cautious or inadequate translation practices, impacting

the reliability of the materials.

## 4. Technological Limitations

While machine translation tools have advanced significantly, they still struggle with the nuances of medical language. Automated translations often miss context, idioms, and specialized terminology, which can lead to errors. Relying solely on technology without human oversight can result in substantial inaccuracies.

## 5. Inadequate Feedback Mechanisms

There is often a lack of systems to gather feedback from users of translated materials. Without input from healthcare professionals and patients, it can be difficult to identify and rectify errors or ambiguities in translations. Feedback loops are essential for continuous improvement but are often overlooked in translation processes.

## 6. Resource Constraints

Translating medical materials can be resource-intensive, requiring time, funding, and expertise. Many healthcare institutions, especially those in low-resource settings, may not prioritize translation due to budgetary constraints. This can lead to a scarcity of accessible medical information for non-native speakers.

## 7. Ethical Considerations

Ethical dilemmas can arise when translating medical materials, particularly regarding informed consent and patient education. If translations are inaccurate or misleading, patients may not fully understand the risks and benefits of treatments, leading to ethical breaches in patient care.

The translation of medical materials is a vital process that must be

approached with care and expertise. Addressing the challenges outlined above requires a multi-faceted approach involving collaboration among linguists, medical professionals, cultural experts, and regulatory bodies. By investing in quality translation practices, we can enhance patient understanding, improve healthcare outcomes, and ultimately contribute to better public health.

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## NUMBER OF TOURIST ARRIVALS TO UZBEKISTAN BETWEEN 2017 AND 2023.


**Umaraliyeva Barchinoy**

**Gid hamrohligi, madaniyatlararo muloqot va tarjimashunoslik kafedrasi o‘qituvchisi**



**Abstract :** Tourism is one of the most strategic and developing sector of national economy of Uzbekistan. This study aims to investigate number of tourist arrivals in

the tourism sector of Uzbekistan in 2017 and 2023. It outlines key changes during the period of these years, it identifies development of tourism and touristic destination and analyze number of tourist arrivals to Uzbekistan. And highlights impacts of COVID-19 to economic sector and pandemic period.

**Keywords :** Tourist arrivals, Tourism sector, Touristic destination, Covid-19.

Uzbekistan located in the heart of Silk Road. It is famous for its culture, rich history, majestic architecture and monuments, delicious cuisine, a variety of climate and nature. Tourist's interest in Uzbekistan has remarkably travel facilities and high quality of services. However, the number of people intrigued in this mysterious country from year to year. Uzbekistan is a country where hundereds of old monuments and historical buildings located. Majority of historical buildings located in Samarkand, Bukhara, Khiva, and Kokand. These cities are the main centers of tourism.

Studies on tourism issues appeared in the second half of the 20th century. Questions of the conceptual apparatus, theoretical and methodological nature on the problems of tourism and tourist activities are covered in the works of V.I. Azara, M.B. Birzhakova [1], I.V. Zorin, A.C. Kuskova, E.V. Listvy, V.L. Odintsova, Yu.S. Putrika, B.C. Senina.The works of Panov I.N. [2], Fowler, B. [3], Balaeva A., Predvoditeleva M. [4], Veprentsev V.[5], Dumazedier J. [6], Kozielski J. [7] are devoted to the problems of the development of international tourism. A significant contribution to the study of regional development and promotion of international tourism at the regional level made their work: , Mac Cannell, D.[8], Rojek Ch.[9] and Toffler A. [10]. In addition, I would like to mention the research of Kanevsky I., Kuznetsova O. and Chirkina V., addressed to the role issue state in the development of tourism. Insufficient knowledge of modern tourism, additional economic studies are needed that will reveal the place of tourism in the domestic service sector, identify the signs, current problems and the most significant factors

of its development, as well as determine the most comprehensive structure of national tourism

This study highlights general information about tourism in Uzbekistan and analyzing tourist arrivals from 169 nations between 2017 and 2023. After discussing the the used data specification and methodology, the research mentions policy implication and conclusion.

**Data and Methodology**

The research explores tourist arrivals to Uzbekistan and the data have been collected by refering to different sources.

**Tourist arrivals to Uzbekistan between 2017 and 2023.**

Figure 1

| Year | Number of tourists (million) |
|---|---|
| 2017 | 2.7 |
| 2018 | 5.3 |
| 2019 | 6.7 |
| 2020 | 1.5 |
| 2021 | 1.9 |
| 2022 | 5.7 |
| 2023(projected) | 7 |

The table illustrates number of visitors to Uzbekistan in 7 years (2017, 2018, 2019, 2020, 2021, 2022, and 2023) 2.7 million tourists visited to Uzbekistan in 2017 and

2018 was quickly increased to 5.3 million. Also in 2019 tourist arrivals rapidly rised to 6.7 million. The industry earned a total of $1.68 billion in that year. In 2020 and 2021 the figures shows dramatically decreased to 1.5 and 1.9 million. The reason for that COVID-19 and pandemic around the world. Not only Uzbekistan but also all countries tourist arrivals significantly dropped in that years. After the pandemic in 2022 tourist arrivals considerably increased to 5.7 million. In this year, the table shows sharply increased to 7 million. It is expected that by end of 2023 this number will reach approximately 7.2 million. Overall, tourism recovered 87% of pre-pandemic levels in January to September.

According to Statistics Agency, citizens of following countries visited for tourism purposes in Uzbekistan:

- Tajikistan – 958.5 thousand
- Kyrgyzystan – 786.4 thousand
- Kazakhstan – 764.4 thousand
- Russia – 345 thousand
- Turkey – 48.3 thousand
- Turkmenistan – 29.5 thousand
- India – 16.7 thousand
- Korea – 15.9 thousand
- China – 13.3 thousand
- Germany – 11.7 thousand

**Uzbekistan tourist attraction categories.**

Figure 2

| Categories | Percentage |
|---|---|
| Bazar or shopping | 4.4% |

| | |
|---|---|
| Landmark | 3.3% |
| Museum or theatre | 12.2% |
| Religious or historic site | 65.6% |

The figure shows tourist attraction categories which more appealing places for foreign visitors in Uzbekistan. There are differences in four of the categories percentage. The largest one is Religious or historical places (65.6%). That means majority of tourists interested in our history and religion. For example: According to the department for tourism development of Samarkand region more than 239 thousand foreign visitors visited to Samarkand. Uzbekistan attracts 12.2% of tourist with its culture that means, museum and theatre shows our culture and our nationality. The next category is bazar or shopping centers, some of tourist go to bazar in order to buy our national clothes, dishes, or souviners. This figure shows only 4.4%. Due to the low percent, government try to improve range of bazar and shopping places. Most of tourists would like to go to historical places rather than bazar or shopping malls. Landmarks is significantly lower than other categories in Uzbekistan at just (3.3%).

**Result**

Before the COVID-19 travel and tourism were one of the most important sector of the economy. Tourism industry earned a total of $1.68 billion before the pandemic in 2019. On the one hand, tourist numbers and revenue significantly impacted by the COVID-19. Due to the pandemic since 2020 Uzbekistan stopped all air and rail communication. It caused dropping tourism industry and hotel industry as well in both years 2020 and 2021. As discussed before, the number of tourist visited to Uzbekistan almost 1.5 million in 2020 during the pandemic. If compared with 2019, tourist arrivals decreased to 60%. As well as pandemic effected all economic sectors all around the world. This negative impact may lead to

bankrupt and layoff. It can be concluded that tourism can play a big role in the economy. Tourism make a recovery 87% of pre-pandemic levels in this year. It is expected that, this percentage reach approximately 90% by the end of 2023.

**Conclusion and policy implication**

The main purpose of this study was explore the tourist flows to Uzbekistan during the 7 years. The findings of this study summarized Figure 1 and analyzed number of tourist arrivals between 2017 and 2023. According to research pandemic period negative effected to tourism industry and all economic sectors.

In a globalized world tourism industry is developing day by day. Tourism creates many jobs, expands infrastructure, grows cultural exchange between citizens and foreigners. Uzbekistan has a potential to develop all types of tourism. Especially, cultural and historical tourism. Because there are so many historical cities in Uzbekistan such as, Samarkand, Bukhara, Khiva, Kokand. This historical places attract more tourists attention rather than other tourist destination and other types of tourism.

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July%202023%3F&text=In%20January-July%202023%2C%203%2C680.4,of%20Uzbekistan%20for%20tourism%20purposes

## TURIZM SOHASIDAGI TERMINLARNING LINGVISTIK TABIATI

Andijon davlat chet tillari institute
magistratura talabasi

Olimova Muhabbat Ikromjon qizi

**Annotatsiya:** Ayni vaqtda har tomonlama rivojlanayotgan yangi O'zbekistonning jadal ravishda kengayib borayotgan turizm sohasida chet tillarining o'rni ahamiyatli Ushbu maqola turizm sohasida ishlatiladigan terminlarning lingvistik tabiati, ularni ng shakllanishi va rivojlanishini o‘rganishga bag‘ishlangan. Turizm terminlari, asos an, ijtimoiy, iqtisodiy va madaniy jarayonlar bilan bog‘liq bo‘lib, ularning mazmun i va semantikasi, tilning o‘zgaruvchanligi va kontekstga bog‘liq ravishda shakllana di. Maqolada turizm terminlarining kelib chiqishi, ularning xorijiy tillardan olingan qismlari, hamda ularning o‘zbek tilida qanday moslashganligi tahlil qilinadi. Shuni ngdek, turizm sohasidagi terminologiyaning standartlashtirilishi, muammolari va ul arni hal qilish yo‘llari ko‘rib chiqiladi.

**Kalit so`zlar:** Turizm, terminologiya, lingvistika, semantika, standartlashtirish, klassifikatsiya

Turizm sohasidagi terminlarning tilshunoslik nuqtayi nazaridan o‘rganishimiz uchun, birinchi navbatda, turizm terminlarining kelib chiqish davrlarini ko‘rib chiqishimiz maqsadga muvofiq bo‘lar edi. Ingliz turizm terminlariga oid ma’lumotlarni qator tadqiqot ishlarida, jumladan, rus olimi L.V. Vinogradovaning ishlarida ko‘rib chiqib, terminlarning tarixini qisqachashunday ta’riflasak bo‘ladi:

**1-bosqich** o‘z ichiga antik davrdan to XIX asr boshlarigacha bo‘lgan davrni olib, *“carriage”, “board”* va boshqa shu kabi asosiy tushunchalarning vujudga kelishi va rivojlanishi namoyon bo‘ladi;

**2-bosqich** XIX asrni qamrab olib, turizm ommaviy turizm sifatida rivojlana boshladi. *“Tourist”* va *“tourism”* kabi ingliz so‘zlarining paydo bo‘lishi, turizm lug’at boyligi va turizm xizmatlari terminlarining muhim qismi shakllanishi hamda fransuz va nemis tillaridan o‘zlashtirishlar kuzatilgan. Masalan, *maître d’hotel, Baedeker;*

**3-bosqich** XX asr boshlari va Ikkinchi jahon urushi davrlarini o‘z ichiga oladi. Ommaviy turizm rivojlanib kelayotgan paytda transport va mehmonxona, yangi ish o‘rinlari va turli xil turizm xizmatlari shakllandi. *“Shuttle”, “reservation”, “atelier”* va *“penthouse”* kabi yangi terminlar vujudga keldi;

**4-bosqich** Ikkinchi jahon urushining yakunidan to hozirgi vaqtni qamrab oladi. Budavr oralig’ida “*tour operator”, “agro-tourism”, “business trip”* kabi yangi murakkab terminlarva so‘z birikmalari shakllandi [1].

Hozirgi kunga qadar sport, tibbiyot, transport, texnika va qishloq xo‘jaligi sohalari sotsiolingvistik jihatdan izchil o‘rganib kelindi. Ammo o‘zbek tilida tadqiqotchilar tomonidan turizm sohasi sotsiolingvistik jabhada tadqiq qilinmadi. Xorij mamlakatlarida turizm va uning tarkibiy qismi hamda turizm terminlarini sotsiolingvistik jihatdan atroflicha o‘rganib, yosh tadqiqotchilarga poydevor qo‘yib bergan ingliz olimi Graham Dann bo‘ladi. U o‘zining *“The Language of Tourism: A Sociolinguistic Perspective” (1996)* kitobida turizm sohasi o‘zining diskursiga egaligi, turizmda tilning ijtimoiy funksiyalari, jumladan, xaridorlarning faol qatnashuvivositasi, ijtimoiy nazorat jarayoni va jamiyatdagi o‘zaro munosabatni o‘rganishda kerakli vosita ekanligi chuqur tahlil qilinganligi diqqatga sazovor.

G. Dann olib borgan tadqiqotlar natijasida o‘zbek tilshunoslari orasida A.Sh.Xolboboyevayurtimizda turizm diskursiga bo‘lgan qiziqishni yoritib berdi: “Sayohat sohasiga bo‘lgan katta qiziqish turistik matn tushunchasidan ajralib turadigan, makon va hududlarda odamlar yaratgan ijtimoiy va madaniy qadriyatlarga asoslangan, og‘zaki va yozma nutqdan foydalanishni nazarda tutadigan *turizm diskursi* degan faoliyat shaklini vujudga keltirdi” [3].

Turizm uch xil shaklda bo‘ladi:

1) **Domestic (internal) tourism** – mamlakat ichida fuqarolarning mahalliyhududlarga sayohat qilishi;

2) **Inbound (national) tourism** – xorij mamlakatlaridan kelgan sayyohning shumamlakat bo‘ylab sayohat qilishi;

3) **Outbound (international) tourism** – bir mamlakatdan boshqa mamlakatgaqilingan sayohat.

Yuqoridagi ma’lumotlarga tayanib, biz turizm terminologiyasida yangi terminlarningpaydo bo‘lishida ingliz tili va rivojlangan mamlakatlarning turizm salohiyati muhim ahamiyat kasb etadi, degan xulosaga keldik. Turizm terminlarini turlarga ajratishdan avval turizm matnlari qanday ma’lumot turini berishiga qarab klassifikatsiya qilinishi maqsadga muvofiq. Xususan, chet el olimlaridan Olena Skibitska o‘z tadqiqotlarida turizm matnlarini quyidagi turlarga ajratgan [4]:

**Destination/Ta’rif** (turistik matnlarda maqsad, ko‘rinish, bayram turi va manzil tavsifi, masalan, mamlakatlar, hududlar, mintaqalar; ta’til tavsiflari, masalan, plyajdagi ta’til, diqqatga sazovor joylar bayrami; tur tavsifi, masalan, kruiz, ekskursiya);

**Information/Axborot** (turistik matnlarda shart-sharoitlar, texnika va xizmatlar ishlatilishi va takliflari, mehmonxona tushuntirishlari, shu jumladan, kruiz kemasi tavsiflari, ekskursiya yo‘nalishlari, qoida va xizmat ko‘rsatish shartlari, viza va hujjatlar va boshqalar haqidakerakli ma’lumot berish);

**Professional communication/Professional aloqa** (turistik matnlarda turizm mutaxassislari o‘rtasida ma’lumot almashish uchun foydalaniladigan narx-navo, ariza shakllari, band qilish tizimlari, chiptalarni sotish shartlari va qoidalari, band qilish qo‘llanmalari va boshqalar haqida ma’lumot berish).

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## The Cultural and Linguistic Significance of English Idioms in Translation to Uzbek

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Annotation: Idioms are an essential part of language, providing colorful, metaphorical expressions that can be challenging to translate. This article explores the etymology, definition, and usage of common English idioms such as "a little bird

told me" and "butterflies in my stomach," while analyzing their translation into Uzbek. The aim is to highlight the complexities and cultural considerations that arise during the translation process.

Key Words: Idioms, Translation, English, Uzbek, Linguistics, Cultural Metaphors

Аннотация: Идиомы являются важной частью языка, предоставляя образные выражения, которые могут быть сложными для перевода. В данной статье рассматривается этимология, определение и использование распространенных английских идиом, таких как «a little bird told me» и «butterflies in my stomach», с анализом их перевода на узбекский язык. Целью является выделение сложностей и культурных аспектов, возникающих при переводе.

Ключевые слова: Идиомы, Перевод, Английский, Узбекский, Лингвистика, Культурные метафоры

Annotatsiya: Idiomalar tilning muhim qismi bo‘lib, rang-barang va metaforik ifodalarni beradi, lekin tarjima qilishda qiyinchiliklar tug‘dirishi mumkin. Ushbu maqolada "a little bird told me" va "butterflies in my stomach" kabi ingliz tilidagi umumiy idiomalar va ularning o‘zbek tiliga tarjimasi, shuningdek, tarjima jarayonidagi madaniy yondashuvlar tahlil qilinadi. Maqsad – tarjimada yuzaga keladigan murakkabliklarni va madaniy jihatlarni yoritish.

Kalit so‘zlar: Idiomalar, Tarjima, Ingliz tili, O‘zbek tili, Tilshunoslik, Madaniy metaforalar

## Introduction

Idioms add depth, color, and emotion to any language, allowing speakers to convey complex ideas through simple metaphors. In English, idioms are often tied to cultural or historical contexts, making them tricky to translate into other languages like Uzbek. A direct translation often misses the cultural nuances, and translators must carefully balance meaning with cultural understanding.

This article examines several English idioms, their etymology, definitions, and how they are used in daily speech. We also analyze their translation into Uzbek, highlighting the challenges translators face in retaining the idiomatic essence.

1. A Little Bird Told Me

Definition: A phrase used to imply that the speaker has heard something but doesn’t want to reveal the source.

Etymology: The idiom is believed to originate from the Bible (Ecclesiastes 10:20), referring to a bird carrying a message, and has become a common way to convey secret information.

Usage: "A little bird told me you're planning to leave your job."

Uzbek Translation: "Bir qushcha menga aytdi." Yoki "Uzunquloq gaplarga qaraganda."

Significance in Translation: The idiom retains its mysterious tone in Uzbek. While the Uzbek version is not commonly used, it effectively conveys the idea of receiving secret information indirectly.

2. Butterflies in My Stomach

Definition: To feel nervous or anxious, often before an important event.

Etymology: This phrase emerged in the 1900s, likely inspired by the fluttering sensation one feels in their stomach when nervous.

Usage: "I had butterflies in my stomach before the interview."

Uzbek Translation: "Ichimda kapalaklar uchayotganday bo‘ldi."

Significance in Translation: The poetic imagery of butterflies translates well into Uzbek, maintaining its emotional impact and adding a touch of elegance to the phrase.

3. Kill Two Birds with One Stone

Definition: To achieve two objectives with a single action.

Etymology: Thought to come from ancient hunting practices, this phrase emphasizes efficiency in achieving multiple goals.

Usage: "By studying English, you can kill two birds with one stone: learn a language and advance your career."

Uzbek Translation: "Bitta tosh bilan ikkita qushni urish." Yoki "Bir o'q bilan ikki quyonni urish."

Significance in Translation: The Uzbek translation is literal but clear, maintaining the metaphor’s emphasis on efficiency. However, the phrase may sound more aggressive in Uzbek.

4. All Bark and No Bite

Definition: Someone who makes threats but doesn’t act on them.

Etymology: The phrase refers to a dog that barks loudly but does not bite, symbolizing empty threats.

Usage: "Don’t worry about him. He’s all bark and no bite."

Uzbek Translation: "Faqat huradi, lekin tishlamaydi." Yoki "It hurar, karvon o'tar."

Significance in Translation: The idiom translates smoothly into Uzbek, as the metaphor of a loud but harmless dog is culturally familiar.

5. As Slow as a Snail

Definition: To move very slowly.

Etymology: The snail is universally recognized for its slow pace, making it a common metaphor for sluggishness.

Usage: "The internet connection is as slow as a snail."

Uzbek Translation: "Shilliqurtdek sekin."

Significance in Translation: The snail metaphor resonates well in Uzbek, preserving the imagery of slowness.

6. Black Sheep

Definition: Someone who is considered a disgrace or an outcast within their family or group.

Etymology: Historically, black sheep were less valuable because their wool couldn’t be dyed, which later evolved into a metaphor for someone who doesn’t fit in.

Usage: "He’s the black sheep of the family."

Uzbek Translation: "Oiladagi qora qo‘y."

Significance in Translation: The phrase translates directly into Uzbek, maintaining its cultural meaning as an outcast or misfit.

7. Busy Bee

Definition: Someone who is always busy or working hard.

Etymology: Bees are known for their industrious nature, constantly working to collect nectar and build hives.

Usage: "She’s such a busy bee, always organizing events."

Uzbek Translation: " Asalaridek band."

Significance in Translation: The imagery of a hardworking bee is universally recognized, making this idiom easily translatable into Uzbek.

8. Catch Flies

Definition: To stand with one’s mouth open, often implying lack of attention.

Etymology: The phrase plays on the literal image of catching flies if one’s mouth is left open too long.

Usage: "Close your mouth, or you'll catch flies."

Uzbek Translation: "Og'zingni yop, pashsha kiradi."

Significance in Translation: This phrase translates effectively into Uzbek, preserving both the humor and the cautionary tone.

In conclusion, idioms are a rich and integral part of any language, adding flavor and emotional depth to everyday communication. In translating English idioms into Uzbek, many retain their metaphorical richness, though some require cultural adjustments. The challenge for translators lies in preserving the essence of the idiom while making it relatable and understandable to the target audience.

Understanding the cultural and linguistic significance of these idioms enhances cross-cultural communication and enriches the process of translation, ensuring that both the meaning and the metaphor are retained.

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## NEMIS VA O'ZBEK TILLAR TARJIMASHUNOSLIGIDAGI STILISTIK MUAMMOLAR.


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**Annotatsiya:** Ushbu maqolada nemis va o‘zbek tillari tarjimashunosligidagi stilistik muammolar haqida gap ketadi.

**Abstract:** This article talks about stylistic problems in translation studies of German and Uzbek languages.

**Kalit so‘zlar:** Tarjimashunoslik, stilistika, terminlar, terminologiya

**Key words:** Translation studies, stylistics, terms, terminology

Bir sinonimik qatorni tashkil etuvchi so‘zlar ma’no jihatidan yaqin bo‘lsa ham, ba’zan ulardan birini ikkinchisining o‘rnida ishlatib bo‘lmaydi. Masalan: ayanch ahvol, og‘ir ahvol, qiyin ahvol, mushkul ahvol birikmalarida ayanch, og‘ir, qiyin, mushkul so‘zlari bir-biriga sinonim bo‘lib, ayni o‘rinda ularni almashtirish ma’noga ta’sir qilmaydi. Ammo boshqa bir konkret tushuncha yoki tasavvurni ifodalashda bu sinonim so‘zlarni leksik ma’no nuqtai nazaridan baholash lozim bo‘ladi. Masalan, og‘ir chamadon deyish mumkin bo‘lgan holda, mushkul chamadon, qiyin chamadon deyish kulgilidir. Sinonimlar nutqda ishlatilish doirasi jihatidan ham o‘zaro farqlanadi. Masalan, barcha nutq stillarida ishlatiladigan umumnutq so‘zi, dudoq - badiiy nutq so‘zi; shamol - umumnutq so‘zi; sabo - badiiy nutq so‘zi; rohat - umumnutq so‘zi; eslamoq - umumnutq so‘zi; xotirlamoq - rasmiy nutq so‘zi; yo‘qlamoq - so‘zlashuv nutqi so‘zi. Bu xil sinonimlar stil (uslub) sinonimlari deyiladi. Xuddi shu nemis til muhitida esa: Zum Beispiel: erbärmliche Situation, schwierige Situation, trauriger Zustand. ärmliche Situation, schwierige Situation, trauriger Zustand. Die Wörter erbärmlich, schwierig, trauriger sind Synonyme für einander, und das Ersetzen an derselben Stelle hat keinen Einfluss auf die Bedeutung. Aber wenn man ein anderes Konkretes Konzept oder eine Idee ausdrückt, ist es lustig, einen schweren Koffer, einen schwierigen Koffer zu sagen, während es möglich ist einen schwären zu sagen Koffer. Synonyme unterscheiden sich auch in Bezug auf den Umgang der sprachlichen Verwendung. Shuningdek, ishlatilish doirasi chegaralangan yo chegaralanmagan bo‘lishi mumkin. Masalan, keksa, qari, oqsoqol, nuroniy, mo‘ysafid kabi bir sinonimik qatorni tashkil etuvchi

so‘zlar orasida qari so‘zining ishlatilish doirasi keng. Bu so‘z insondan tashqari, hayvonlar uchun ham qo‘llaniladi: qari ot, qari tulki kabi. Lekin oqsoqol, nuroniy, mo‘ysafid sinonim so‘zlarining ishlatilish doirasi chegaralangan. Bunday holatlar ishlatilish doirasining keng - torligi sinonimlar ma’no hajmiga, ya’ni ularning keng yoki tor ma’no ifodalashiga bog‘liq. Sinonimlar va ulardan foydalanishga e’tibor uzoq davrlardan boshlangan. O‘z davrida buyuk mutafakkir va shoir, tilshunos va adabiyotshunos olim Alisher Navoiy “Muhokamat ul-lug‘atayn” asarida sinonim so‘zlarning nutqni boyitishdagi rolini chuqur tahlil qilib bergan edi. Sinonimlar stilistik figura sifatida quyidagi maqsadlarda ishlatiladi: 1. Ma’noni kuchaytirish, umumlashtirish, jamlash maqsadida sinonimik juft so‘zlar ishlatiladi: baxt-saodat, qadr-qimmat, hurmat-ehtirom.[41] Bunday vaqtda ikkinchi sinonim birinchisining aynan takrori bo‘lmay, balki u ifodalayotgan tushunchani qo‘shimcha belgisi bilan to‘ldirib turadi. 2. Fikrning nutqdagi o‘xshash yoki yaqin tafsilotlarini xilma-xil shakllarda ifodalash uchun ikki yoki undan ortiq sinonimlar ishlatiladi. Bunday vaqtda sinonimlar turli ko‘rinishlarda, chunonchi, o‘zak sinonimlar shaklida (katta, ulug‘, buyuk, zo‘r, azim, ulkan), qo‘shma, yasama so‘zlar shaklidagi (dov yurak, qo‘rqmas) sinonimlar, birikma sinonimlar (farq qilmoq, tafovut qilmoq) va nihoyat, evfemistik so‘z yoki so‘zlar birikmasi orqali ifodalanadigan (og‘ir oyoq, ikkiqat, homilador, yukli) sinonimlar shaklida bo‘ladi.

Sinonimlar nutqni ta’sirchan bayon qilishda hamda uslubning rangdor bo‘lishini ta’minlashda, qaytariqlarning oldini olishda katta ahamiyatga ega.

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## TRANSLATION ETHICS AND PROFESSIONALISM

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**Abstract:** This article analyzes the general notion of translation, the principles of translation ethics and issues of professionalism in translation.

**Keywords:** translation, translation ethics, professionalism, translation principles, fidelity, legality, fairness, confidential information, language knowledge

**Translation** is a type of literary work that consists in re-creating a text in one language in another language. Translation is the most important form of international communication. Depending on the nature of the original and restored text, it is divided into artistic translation, scientific translation, and other types. According to the way of reflecting the original copy, it can have such forms as tafsir, translation, and interpretation. Translation arose in ancient times due to the need for communication between people of different tribes. This oral form, called Tilmochlik (translation, dictionary), has been preserved even now. Over time, the requirements for translation are updated. But its creative character, the art of re-creation, does not change. The scope and development of translation depends on the educational level

of each nation, and in turn, it effectively affects the social thinking of the nation. The term "translation" refers to the process of converting from one language to another, as well as the finished work of translation. Translation is not copying, the translator's aesthetic needs leave a mark in the translation beyond his control. If the writer artistically expresses his observations from life events in the language, the translator embodies the original text in a new language. To do this, he must have a thorough knowledge of the reality mentioned in the work at the level of the author. Also, each communication or original message has a practical value. The interpreter must know whether the message is a statement of facts, a suggestion, an order, or a joke. National customs are not translated if things are unique, for example, "sari", "kimono", "mahsi", "kavish". These are explained to the students as if they were cultural terms. If the special word is not important, it is simply replaced by another word. In the development of the literature of every nation, translation has a great influence, because the history of translation is equal to the history of literature. Translation has been developed in Uzbek literature since ancient times. Translation plays an important role in the work of Mahmud Koshgari, Rabguzi, Qutb, Navoi, Babur, Munis, Ogahi and others.

**Ethics** (from ancient Greek: "philosophy of morality", "custom") is a philosophical study that studies and determines the customs and moral norms of a person or society. He analyzes the concepts of "right" - "wrong", "good" - "bad". Ethics consists of meta-ethics (ethical concepts), normative ethics (setting ethical values) and applied ethics (setting ethical values). Ethics includes philosophical-theoretical problems of ethics and didactic-practical works on ethics. He describes examples of wisdom gained by mankind through his experience in the form of stories, proverbs, proverbs, explains the essence of morality to people, draws philosophical conclusions, teaches them moral laws. Ethics has the following standard concepts - categories: virtue and vice, good and bad, honesty, truthfulness, modesty, justice, duty, conscience, honor, ideal, happiness, meaning of life, etc. Due to the fact that morality covers all (personal, collective, professional, etc.) aspects of human and

social life, the study of ethics is related to all sciences. In particular, it has a great influence on the sciences of the spiritual system. The connection between ethics and aesthetics occurs through art; each work of art raises actual problems of morality, the artist directly or indirectly reflects the moral level of his time and his attitude to it through artistic images. In the case of translation, adherence to ethical standards has a significant impact. Translator, regardless of the translation profile, should be a decent person who has the ability to behave appropriately in any situation. Russian translator and scientist V. N. Komissarov defines the moral and ethical component as a mandatory part of professional competence. The ability of the interpreter to keep and maintain a secret, calmness, modesty, politeness, avoiding careless attitude to the matter is mandatory. St. Petersburg Higher Director I. S. Alekseev's school of translation formulates general rules of ethics. Among them, the following should be noted:

The translator has no right to change the content of the text;

The translator should not participate in quarrels and should not translate.

**Translation ethics** is a set of ethical principles that a translator should follow in his work. Translation ethics includes the following main aspects:

1. **Fidelity**: A translator must accurately and faithfully convey the meaning and context of a work or text. This means preserving the ideas, style, and purpose of the original author.

2. **Legality**: The translator must comply with copyright and other legal restrictions. In this case, it is important to obtain the author's consent before translating a work or text.

3. **Confidential Information**: The translator must not disclose confidential information. This applies in particular to personal information or trade secrets.

4. **Fairness**: The translator should be fair in any work, and should not mix his personal opinions and influences into the work.

5. **Professionalism**: A translator should constantly update his knowledge and skills, strive to be a leader in his field.

6. **Cultural sensitivity**: A translator must understand cultural contexts and take these contexts into account in the translation process.

7. **Authenticity**: The translator must keep the original meaning of the work or text completely and accurately. This includes taking into account the original intentions and feelings of the author.

These ethical principles are important for improving the quality of the translation process and raising the level of the translator's professionalism. Translation ethics also help translators develop themselves and ensure that their work is recognized. Translation professionalism is a set of basic aspects that determine the translator's qualification, level of knowledge and quality of work. This professionalism consists of the following main aspects:

1. **Language knowledge**: The translator must have a perfect knowledge of two or more languages, be familiar with their grammar, lexis and stylistics.

2. **Special knowledge**: It is important for the translator to have special knowledge and experience in the field of activity (scientific, technical, legal, literary, etc.). A good knowledge of the terminology in this field increases the quality of the translation.

3. **Learning and development**: The translator must constantly acquire new knowledge, participate in various seminars and courses. This is important for professional growth and development.

4. **Experience**: Translators with extensive experience and skills are able to provide quality results.

5. **Quality control**: It is important to establish quality control in every translation process. This includes checking the results and editing if necessary.

Translation professionalism also includes social responsibility, that is, the translator must serve society and contribute to the development of intercultural communication.

**Summary**

Translation ethics and professionalism are closely related. Compliance with ethical principles increases the translator's professionalism and ensures confidence in his work. Developing intercultural relations in the process of translation, assuming social responsibility and providing high-quality translations is one of the main tasks of translators. Thus, translators should be responsible in their work not only professionally, but also ethically

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### TRANSLATION OF FINANCIAL DOCUMENTS


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**Abstract**: This study provides the translation of financial documents, their types, the challenges in the translation process, and methods for overcoming these challenges.

**Key words**: financial documents, terminology, financial terms, bank

In globalized economy business and financial institutions often operate across borders, necessitating clear communication of financial information to clients, partners and regulatory bodies in different languages.

The specialized and complex nature of financial translation activities requires comprehensive knowledge and skills in specific terminology, like economic, financial and legal. When carrying out such translations, it is important to pay attention to the following aspects:

**Accuracy:** Ensuring that all financial data and terminology are translated correctly to maintain the integrity of the information.

**Clarity:** The translated documents must be clear and understandable to the target audience avoiding ambiguity.

**Consistency:** Using consistent terminology throughout the document to prevent confusion and ensure and ensure coherence.

**Cultural considerations**: Being aware of cultural differences that may affect the interpretation of financial concepts and practices.

The translation of financial documents presents several challenges that need careful attention:

1. **Terminology Consistency**: Financial terms often have specific meanings. Ensuring consistent use of terms throughout the document is crucial for clarity and legal accuracy.
2. **Cultural Differences**: Financial practices and regulations can vary by country. Understanding local financial norms and practices is essencial for accurate translation.
3. **Regulatory Compliance**: Financial documents must adhere to local laws and regulations. Translators need to be familiar with these to ensure compliance.

4. **Confidentiality**: Financial documents often contain sensitive information. Maintaining confidentiality and security throughout the translation process is vital.

5. **Context Understanding**: Financial documents can be complex, requiring a deep understanding of the context to convey the intended meaning accurately.

6. **Audiance Consideration**: Tailoring the translation to the target audiences level of expertise and familiarity with financial concepts is important for effective communication.

Financial documents may include the following features:

1. **Financial reports**: These include balance sheets, income and expense statements, cash flow statements.

2. **Contracts**: These cover loan agreements, leasing contracts and investment contracts.

3. **Loan applications**: Documentation required for applying to banks or financial institutions.

4. **Financial plans and forecasts**: These include budgets, financial strategies, and future financial projections.

The translation of financial documents is a specialized field that demands not only language proficiency but also expertise in finance, law and cultural nuances. It plays a critical role in facilitating international business operations and ensuring compliance with legal standards, ultimately contributing to the success of global financial communications

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# TARJIMA QILISHDAGI GRAMMATIK QIYINCHILIKLAR

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**Annotatsiya:** Ushbu maqolada tarjimashunoslikdagi paydo bo’ladigan grammatik muammolar mavzulari yoritilgan. Shuningdek, tarjimashunoslikdagi grammatik muammolarning kelib chiqish sabablari ko’rsatib o’tilgan.

**Kalit so’zlar:** tarjima, affikslar, leksika, tarjima muammolari, ekvivalent, transformattsiya.

**Abstract:** This article discusses the grammatical problems that arise in translation studies. Additionally, the reasons for the emergence of grammatical problems in translation studies are indicated.

**Key words:** translation, affixes, lexicon, translation problems, equivalent, transformation.

**Аннотатция:** Эта статья появится в переводческих исследованиях. Освещаются темы грамматических задач. Также показаны причины грамматических проблем в переводоведении.

**Ключевые слова:** перевод, аффиксы, лексика, проблемы перевода, эквивалентность, трансформация.

Tilning grammatik tuzilishi uning yaxlit birikkan umumiy muhim jixatidir. Affikslar, grammatik qo’shimchalar va so‘z yasalishi, sintaktik modellar, so‘z tartibi, yordamchi so‘zlar va h.k. kabi tilning grammatik tuzilish elementlari grammatik yoki shakliy ma'noni, leksik ma'nolarning aniq shaklini ko'rsatishga qaratilgan. Tarjima qilish jarayonida bu tushunchalarni ifodalash mushkul masaladir. Turli xii tillarning grarnmatik shakllari ayrim

hollarda ulaming ma'no va vazifasiga mos keladi. Qoida sifatida faqatgina qisman ekvivalentIikka ega, bu esa grammatik ma'nolar grammatik shakllar orqali ifodalanishidir, shunga qaramasdan ikki til o‘zaro o‘xshashdek ko‘rinadi, faqatgina ulaming ma'nolaridagi ba'zi qismlari mos keladi va o‘xshash ma'nolar o‘zaro farq qiladi. Misol uchun: otlardagi son kategoriyasi ingliz tili, rus tili, o‘zbek tilida ham bir-biriga mos keladigandek ko‘rinadi, aslida esa juda kop kelishik qo‘shimchalarining qo‘lIanishida bir-bitiga mos kelmaydi. Lekin qo‘shimchasi bo‘lmagan boshqa so‘zlaming ingliz tilidagi ko‘plik shakli rus va o‘zbek tillarida birlik shaklida ifodalanishiga ko‘plab misollar keltirish mumkin: Shoes - обувь - oyoq kiyim. Birinchi muammo aniq tarjima qilishning imkoni yo‘qligidir.

Tillardagi so‘zlarning ma'nolari va grammatik tuzilishlari odatda o‘xshash bo‘lmaydi. Biz buni "logos" so‘zini misol qilib keltirish orqali izohlaymiz. Ingliz tilidagi hech qaysi bir so‘z unga aniq ekvivalent bo‘la olmaydi. U so‘z, fikr-mulohaza aytish, muhokama qilish, mazmun va boshqa ma'nolami anglatadi. Tarjimon har bir vaziyatda eng yaxshi ekvivalentini tanlay olishi kerak. Grammatik muarnmolami izohlaganimizda zamonlami misol qilib keltirishimiz mumkin. Boshqa aksariyat tillarda bitta bo‘lgan hozirgi zamon ingliz tilida ikkitadir: "Men boraman; я иду ning ma'nosini "I Go/I am going" deb har ikkala shaklda ifodalanadi. Olmoshlar ham muammolarga to‘ladir.

Xulosa qilib aytganda, bir matnning ikkinchi bir tilga so‘zma so‘z aniq ekvivalentini topishni umuman imkoni yo‘qdir. Aksariyat hollarda tarjimon original (tarjima asarining asli) ning ma'nosini imkon qadar cbuqurroq anglay olishga so‘ngra esa anglashilgan ma'noni ayni tilga xuddi asliday tasvirlashga urinadi. Antonimik tarjima elementar mazmun o‘z tarkibida sinonimlar va sinonimli so‘zlar lug‘ati yoki ingliz tilining izohli lug‘atida bayon etiladi. Antonimik tarzda qilingan tarjima gramatika nuqtai nazaridan olib qaraganda

u nafaqat leksik balki grammatik transformatsiya natijasi hamdir. Misol uchun: Take it easy - Не беспокойся - xavotir olma.

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## RESULTS OF LINGUISTIC AND TRANSLATION STUDIES IN THE FIELD OF TOURISM

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Annotation:

Bu tezis sayohat sohasida lingvistik va tarjima tadqiqotlarining natijalarini o'rganish uchun mo'ljallangan. Sayohat sohasidagi til va tarjima tadqiqotlari jahon miqyosidagi madaniy, iqtisodiy va ijtimoiy aloqalarni mustahkamlashda muhim rol o'ynaydi. Ushbu tadqiqotda, sayohat leksikasi, madaniyatlararo kommunikatsiya va tarjima jarayonlaridagi qiyinchiliklar tahlil qilingan. Natijalar, til va tarjimaning sayohat sanoatiga qo'shgan hissasini va muammolarini aniqlashga yordam beradi.

Данная диссертация направлена на изучение результатов лингвистических и переводческих исследований в области туризма. Исследования языка и перевода в туристическом секторе играют важную роль в укреплении культурных, экономических и социальных связей на глобальном уровне. В данной работе анализируется туристическая лексика, межкультурная коммуникация и сложности перевода. Результаты помогут определить вклад языка и перевода в туристическую индустрию и выявить существующие проблемы.

This thesis aims to examine the results of linguistic and translation studies in the field of tourism. Language and translation research in the tourism sector play a crucial role in strengthening cultural, economic, and social ties globally. This study analyzes tourism lexicon, intercultural communication, and the challenges of translation. The results will help to identify the contributions and challenges of language and translation in the tourism industry.

Key Words:Turizm, lingvistika, tarjima, madaniyatlararo kommunikatsiya, leksika, sayohat, tarjima qiyinchiliklari, sayyohlik.

Туризм, лингвистика, перевод, межкультурная коммуникация, лексика, путешествия, сложности перевода, туризм.

Tourism, linguistics, translation, intercultural communication, lexicon, travel, translation challenges, hospitality.

## Introduction

The field of tourism has emerged as a thriving global industry, fostering cultural exchange and economic growth. In today's interconnected world, effective communication is paramount for successful interactions among different cultures. This is where linguistic and translation studies come into play, bridging language gaps and enhancing the travel experience. The objective of this thesis is to explore the results of various linguistic and translation studies related to tourism, highlighting their significance in addressing communication challenges, enriching cross-cultural understanding, and contributing to the overall development of the tourism sector.

## Literature Review

1. The Role of Language in Tourism

Language is a fundamental component of human interaction, and in the context of tourism, it plays a vital role in ensuring seamless communication between tourists and service providers. Previous research has shown that language proficiency influences tourist satisfaction, the quality of service received, and the overall experience (Gertner & Kotler, 2004). Different linguistic approaches provide insights into how tourists perceive destinations and experiences, as well as how they interact with locals (Echtner & Ritchie, 1991).

2. Translation in the Tourism Industry

Translation is indispensable for the accessibility of information, promotional materials, and navigation tools within the tourism industry. Studies have identified various translation strategies employed to cater to the needs of diverse clientele,

emphasizing the importance of cultural adaptation and localization (Hofstede, 1991). Translators must possess not only linguistic skills but also an understanding of cultural nuances to effectively convey messages that resonate with tourists from different backgrounds.

3. Intercultural Communication

The concept of intercultural communication is crucial in the tourism sector, as it addresses the complexities of interactions between individuals from disparate cultures (Hofstede, 1991; Ting-Toomey, 1999). Cultural differences can lead to misunderstandings and misinterpretations, thereby affecting the quality of the tourist experience. Research in this area has highlighted the need for intercultural competence among service providers to foster positive interactions with tourists (Bennett, 1993).

Research Methodology

This thesis employs a qualitative approach, analyzing existing literature, case studies, and empirical research findings related to linguistic and translation studies in tourism. Data is collected from academic articles, industry reports, and interviews with experts in the field. The analysis focuses on identifying key themes, challenges, and contributions of linguistic and translation research to the tourism sector.

Results

1. Enhanced Communication

One of the primary results of linguistic and translation studies in tourism is the improvement of communication between stakeholders. Studies indicate that improved language skills among service providers lead to higher levels of tourist satisfaction and repeat visits. For instance, a study conducted in a bilingual city demonstrated that restaurant staff proficient in multiple languages received more positive reviews from international customers (Wang et al., 2016).

2. Cultural Adaptation and Localization

Translation studies reveal the significance of cultural adaptation in promotional materials, websites, and other tourism-related content. Research has shown that localized content resonates better with target audiences, leading to increased engagement and bookings. For example, a study analyzing hotel websites found that culturally tailored information significantly enhanced user experience and booking intentions (Lu & Stepchenkova, 2015).

3. Addressing Translation Challenges

Translation research highlights the challenges faced in conveying tourism-related content across linguistic boundaries. Issues such as idiomatic expressions, local

customs, and cultural references can hinder effective communication. Studies have proposed various strategies for overcoming these challenges, including the use of technology-assisted translation tools and employing professional translators with tourism expertise (Friedrich, 2012).

## Discussion

1. Implications for Tourism Stakeholders

The outcomes of linguistic and translation studies have far-reaching implications for various stakeholders in the tourism industry, including service providers, marketers, and policymakers. Training programs focused on language proficiency and intercultural communication can enhance the quality of service and foster a welcoming environment for tourists. Moreover, businesses that prioritize translation and localization in their marketing strategies can gain a competitive edge in attracting international clientele.

2. The Role of Technology

The advent of technology has transformed the landscape of translation and communication in tourism. Machine translation, mobile applications, and real-time language interpretation tools have made it easier for tourists to navigate new environments (Cruz et al., 2020). However, researchers caution against over-reliance on technology, emphasizing the importance of human translators who understand cultural nuances and context (Pérez-Milans, 2019).

3. Future Research Directions

While significant progress has been made in the field of linguistic and translation studies in tourism, further research is needed to explore how emerging technologies can enhance communication. Additionally, studies could focus on the impact of socio-political factors on tourism language and translation practices, particularly in destinations affected by crises or conflicts.

## Conclusion

In conclusion, linguistic and translation studies play a crucial role in shaping the tourism industry by facilitating communication, fostering cross-cultural understanding, and enhancing the overall tourist experience. The findings of this thesis underscore the necessity for ongoing research in this field to address the evolving challenges of globalization and technological advancements. By investing in language skills, cultural competence, and effective translation practices, stakeholders in the tourism sector can continue to thrive in an increasingly interconnected world.

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## INTERNET IN OUR LIFE


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**Annotiation:**

In this modern world, the Internet has a very strong influence on people's lives. While some people use it properly, in some cases the internet is taking them into its trap. We can cite many examples of this.

**Annotasiya:**

Hozirgi globallashgan zamonda internet insonlarning hayotiga katta ta'sirini o'tkazmoqda. Ba'zi odamlar bundan to'g'ri foydalansa , ba'zi hollarda internet ularni o' domiga tortib ketmoqda.

**Аннотация:**

В наше время Интернет оказывает очень сильное влияние на жизнь людей. Хотя некоторые люди исползуют это правильно , в не которых случах интернет заманивает их свою ловушкую мы можем привести множество пртиеров этому.

**Key words:** interconnected,worldwide, necessity, virtuality, entrance exams, website, COVID-19, entertainment,stalkers, hacker.

The internet is a vast global network of interconnected servers. It allows to users to exchange data, access information to others or worldwide and communicate. It operates through a system of protocols and provides different online services.

The internet is very useful in our life. It has revolutionized our lifestyle. We can use it for booking tickets, banking, clicking or studying, etc. the internet saves us a lot of time. We can see our friends and family living far away through video calls, using the internet. Internet is not just a need, it has become a our necessity. From before it was used as a source of entertainment however now it is impossible to work in offices or study without the net. When the global pandemic locked everyone in their house , it became an important medium to connect, study and work. In pandemic of COVID-19 , students were can not study without the internet.

On the other hand , many of us use it for virtuality. In addition, we work on it. A lot of people can work on this, such as online shopping magazines, can participate online international projects, or join in online compettitions. We are also using in various entrance exams such as TOEFL, IELTS, TESL or SAT.

The last few years have witnessed heavy reliance on the Internet.this has been because of multiple advantages that it has to offer – for instance, reducing work stress and changing the face of communication most importantly.

In the education sector too, it plays ba major role, especially taking into consideration the pandemic. The Internet during the pandemic provided an easy alternative to replace the traditional education system and offers additional resources for studying, students can take their classes in the comforts of their homes. Through the internet, they can also browse for classes – lectures at noextra cost. The presence of the Internet is slowly replacing the use of traditional newspapers. It offers various

recreational advantages as well. It can be correctly said that the internet plays a great role in the enhancement of quality of life.[1]

Many people use it for email, sharing of files, watching videos or movies, listening to songs, research purposes and education. The internet has also altered our interactions with our families, friends, and life partners. Everyone is now connected to everyone else in a more simplified , accessable, and immediate manner. We conduct part of our personal relationships using our laptops, smartphones.

Turning to the other sides of the argument is the internet is the whole world spider web. Although we think that there are only good sides to it, it also has its own bad sides. Below is given a list of the disadvantages:

- Addiction, time waster
- Causes distractions
- Spam and advertising
- Bullying
- Identify theft, hacking
- Viruses
- Cheating
- Affects focus and patience
- Stalkers and crime.
- Pornographic and violent images.

If any person spend much time on the internet connected devices, he can be addicted to the internet. On the other hand , a person who uses the internet very frequently can face abusive or trolls' people. Another issue cyberbullying is also increasing rapidly over the years.

In modern times , there is a huge amount of content available on the internet. Also, there are various resources that contain a large amount of data, such as Wikipedia, and some sites are also available that have less desirable content.

There are various malicious users and computer hackers that can steal your personal information and hack accounts, whivh can be used for identify theft and can be harmful to you personally.

The other side, the internet may not be useful for children as they are spending much time on the net. Also, there are many unethical and pornography communities are available on the Iternet that can cause to district their mind.therefore, the internet is not beneficial for children as they can bypass parental protection with the help of different tools available on the internet.

An internet addiction can have many harmful effects on a person, both emotionally and physically. Carpal Tunnel, Body, Syndrome, insomnia , vision problems and weight gain are just some of the physical problems one may suffer as a result of an internet education.[2]

Everthing becomes easy with modern technology. We call each other or send messages. Sometimes we chat online and even see each other on the screen with help of a small camera. We often send pictures and letters by internet as well.

The intertnet has changed our lifestyle. People can get information of what happening in the world at an time and at an place through Internet we may-talk to the friends in the world who are far away from us. But I also has some downside. The Internet is also a Source of violence and porn which fry III do harm to Innocent children. Besides being classmates and colleagues, I think the most way to make friends is through other friends. It is especially true for people like me, because I am introverted and not used to introducing myself to strangers. In addition, with the development of the internet more and more young people enjoy making friends online. Another, the consumers can access the virtual stores on the internet and browse for items they love. Moreover, they can compare prices and look at the review sections and receice advice whether that product is worth buying or not.

Another problem is that we coordinate all meet-ups by WhatsApp, SMS, or Facebook pages. I am not into talking on the phone, so I really prefer this meanof communication. I think the fear of strangers from the internet is lessening a lot nowadays.

To sum up, the internet has profoundly impacted our world, transforming how we communicate, learn, work, manage our finances, shop and entertainment. It has made our lives more comfortable and connected and will go on to evolve and shape our future in countless ways.

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## YURTIMIZDA TURIZM SOHASIDA AMALGA OSHIRILAYOTGAN ISHLAR VA TURIZMNI O‘RGANISHNING ASOSIY YO‘NALISHLARI


Axmedova Muxayyoxon Tadjimuxamedovna,
Gid hamrohligi, madaniyatlararo muloqot va tarjimashunoslik kafedrasi o’qituvchisi
G’ulomova Durdona
416- guruh talabasi


### Annotatsiya


Ushbu tezisda yurtimizda turizm sohasida amalga oshrilayotgan ishlar va ularning samaradorligi haqida gap ketish bilan bir vaqtda, bu sohani qanday qilib ommaviy o’rganish mumkinligi tushuntiriladi. Turizm sohasining afzalliklari va madaniyatlar almashuvidagi muhim roli ko’rsatib o’tiladi..



**Kalit so’zlar:** mehmondo’stlik, xizmat ko’rsatish, turizm tashkil qilish, xalqaro hujjatlar

Yurtimizda turizm sohasi jadallik bilan rivojlanib boryapti va hozirgi kunda iqtisod rivojining eng muhim omillaridan biriga aylanishi diqqatga sazovordir. O’zbekiston Respublikasi Prezidentining 2021 yil 9 fevralning PF-6165 – son Farmoniga asosan O’zbekiston Respublikasi Prezidenti Shavkat Mirziyoyevning O‘zbekiston Respublikasidagi yirik moddiy madaniy meros obyektlarida ichki turizm oqimlarini shakllantirish bo’yicha ishlab chiqilgan rejasida Andijon viloyati birinchi o’rinda bo’lib, Qutayba Ibn Muslim maqbarasini keng omma uchun ziyoratgohga aylantirishni amalga oshirishni muhim masala qilib qo’ygan.

Darhaqiq  at keying paytlarda Andijonga tashrif buyruvchilar bu kabi ziyoratgohlarga serqatnov bo’lib qolganlari bejiz emas. Bular hammasi muhtaram prezidentimizning sharofati bilan amalga oshdi.

Shu nuqtai nazardan kelib chiqib, turizmni jahon miqiyosida o’rganish uchun nimalar qilish kerakligi va nimalarni o’rganishimiz, turizm o’zining omma uchun qanday afzalliklari borligi haqida bir oz fikrlasak.

1. Madaniy Xabardorlik

Turizm turli madaniyatlar vakillari bilan muloqotni talab qiladi. Madaniy farqlarni tushunish sifatli xizmat ko‘rsatish va noqulay vaziyatlardan qochish uchun muhimdir. Turizm ta’limida turli xalqlarning urf-odatlari, an’analari va qadriyatlari haqida bilim olish muhim ahamiyat kasb etadi, bu esa xodimlarning ishda moslashuvchan va hurmatli bo‘lishiga yordam beradi.

2. Mehmonxona va Xizmat Ko‘rsatishni Boshqarish

Turizm ta’limining asosiy qismlaridan biri mehmonxona boshqaruvi hisoblanadi. Bu yo‘nalishda mehmonxonalar, dam olish maskanlari va restoranlarni boshqarish o‘rgatiladi. Mijozlarga xizmat ko‘rsatish, mehmonlar ehtiyojlariga e’tibor qaratish va shikoyatlarni hal qilish kabi mavzular sayyohlar uchun ijobiy tajriba yaratishda muhim o‘rin tutadi.

3. Barqaror Turizm

Atrof-muhitni muhofaza qilish masalalari o‘sib borayotgan bir davrda, barqaror turizm turizm ta’limining asosiy qismiga aylangan. Turizmni

o‘rganayotgan talabalar sayohatning ekologik ta’sirini kamaytirish, tabiiy resurslarni saqlash va ekologik toza amaliyotlarni rivojlantirishni o‘rganishadi.

4. Turizmni Marketing va Boshqarish

Turizmni samarali boshqarish va targ‘ib qilish sayyohlarni jalb qilish uchun muhimdir. Talabalar turistik joylarni reklama qilish, sayohatlarni rejalashtirish va turli bozor segmentlarining ehtiyojlarini qondirish uchun strategiyalar ishlab chiqishni o‘rganishadi. Shuningdek, raqamli marketing mavzusi ham qamrab olinadi, chunki zamonaviy sayyohlar ko‘proq internet orqali sayohat rejalashtiradilar.

5. Sayohatni Rejalashtirish va Tashkillashtirish

Bu yo‘nalish sayohatning logistikasini, masalan, aviachiptalarni bron qilish, turar joylarni tanlash va dam olish faoliyatini tashkil etishni o‘z ichiga oladi. Shuningdek, talabalar sarguzasht turizmi, madaniy sayohatlar yoki dam olish to‘plamlarini yaratishni o‘rganadilar.

Turizmni O‘rganishning Afzalliklari

Kasbiy Imkoniyatlar: Turizm bo‘yicha rasmiy ta’lim turli kasbiy imkoniyatlarni ochib beradi. Siz sayohat agenti, gid, tadbirlarni tashkil etuvchi yoki mehmonxona menejeri sifatida ishlashingiz mumkin.

Shaxsiy Rivojlanish: Turizm ta’limi odamlarning dunyoqarashini kengaytiradi, chunki ular turli madaniyatlar va global masalalar haqida bilim oladilar.

Iqtisodiy Ta’sir: Turizmni o‘rganish mahalliy iqtisodiyotga barqaror va foydali sanoat sifatida hissa qo‘shadigan turizmni targ‘ib qilishga yordam beradi.

Xulosa

Turizmni o‘rganish bu faqat turizm sohasida ko‘nikmalarni rivojlantirish emas. Bu turizmning jamiyat, atrof-muhit va madaniyatlarga qanday ta’sir qilishini chuqurroq tushunishni anglatadi. To‘g‘ri bilimlar yordamida turizm mutaxassislari sayyohlar va mahalliy jamoalar uchun foydali va barqaror tajribalarni yaratishlari mumkin.

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## TOURISM AND ITS IMPACT ON DEVELOPING CROSS CULTURAL COMMUNICATION

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**Abstract**

This article deals with the importance of tourism industry and its developing. The authors try to emphasize the significance of education of tourism as a subject and its impact on cross cultural communication

**Key words:** worldwide, skills, tourism education, hospitality, travel management, cultural awareness, and sustainable tourism practices

Tourism has become one of the most prominent industries worldwide, and as it grows, so does the need for a deeper understanding of its complexities. Learning tourism, also referred to as tourism education, focuses on equipping individuals with the knowledge and skills necessary to thrive in the tourism sector. This field covers

various areas such as hospitality, travel management, cultural awareness, and sustainable tourism practices.

The Importance of Tourism Education

In today’s globalized world, tourism is a key contributor to economic development. Learning tourism can lead to numerous job opportunities in travel agencies, hotels, tour guiding, event management, and more. It’s not just about learning how to serve tourists; it involves understanding the impacts of tourism on the environment, society, and local economies. This knowledge is vital for promoting responsible tourism that respects cultures and contributes to sustainability.

Key Aspects of Learning Tourism

1. Cultural Awareness

Tourism often involves interactions with people from different cultural backgrounds. Understanding cultural differences is crucial to providing exceptional service and avoiding misunderstandings. Tourism education includes learning about the customs, traditions, and values of various cultures, helping professionals become more adaptable and respectful in their roles.

2. Hospitality and Service Management

One of the core components of tourism education is hospitality management. This involves training on how to manage hotels, resorts, and restaurants. Topics like customer service, catering to guests' needs, and handling complaints are essential for creating a positive experience for tourists.

3. Sustainable Tourism

With the increasing concern for environmental protection, sustainable tourism has become a significant part of the curriculum. Tourism learners study how to minimize the environmental footprint of travel while supporting the preservation of natural resources and promoting eco-friendly practices.

4. Tourism Marketing and Management

Effective tourism management and marketing are vital for attracting tourists. Students learn how to promote tourist destinations, plan tours, and develop strategies to meet the needs of different market segments. This area also covers digital marketing, an important tool for reaching today's tech-savvy travelers.

5. Travel and Tour Planning

This area focuses on the logistics of travel, including booking flights, accommodations, and activities. It also involves learning how to create custom travel packages that cater to tourists' specific interests, such as adventure tourism, cultural tours, or relaxation retreats.

Benefits of Learning Tourism

Career Opportunities: A formal education in tourism opens doors to a wide range of career options. You could work as a travel agent, tour operator, event planner, or in hospitality management.

Personal Growth: Tourism education also helps individuals broaden their perspectives, as they learn about different cultures and global issues.

Economic Impact: Learning tourism can help individuals contribute to their local economies by promoting tourism as a sustainable and profitable industry.

Conclusion

Learning tourism is more than just acquiring skills for the tourism industry. It is about fostering a deeper understanding of how tourism impacts society, the environment, and cultures. With the right knowledge, tourism professionals can create meaningful, sustainable experiences that benefit both tourists and the communities they visit.

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# BOSHLANG'ICH SINF BOLALARIDA TURISTIK BILIMLARNI SHAKLLANTIRISH USULLARI

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**Annotatsiya:**

Ushbu maqolada boshlang'ich sinf o'quvchilariga qo'shimcha tadbirkorlik darslarini turli 'role play'lar bilan o'rgatish muhimligini turli misollar bilan ochib beradi. Iqtisodimizning eng muhim jabhalaridan biri bo'lgan turizm sohasini bolalar yoshligidan o'rganishi ularning kelajakda o'z bilimlarini amaliyotda qo'llay oladigan insonlar bo'lib yetishishiga yordam beradi.

**Kalit so'zlar:** tadbirkor, turizm, mehmondo'stlik, tarixiy obidalar, menejment, menejer,kompaniya, qo'l mehnati, bozor iqtisodiyoti

Kelajak mevasi bo'lgan bolalar tarbiyasi xalqimiz e'tiborining birlamchi masalalaridan biri bo'lib kelgan. Hozirgi kunda bolalarga boshlang'ich ta'lim berish bilan birga ularning o'rganayotgan bilimlarini hayotga tatbiq etish va amaliyotda o'zlarini yo'qotmay, qanday muomala qilish san'atidan ham dars berilayotgani ahamiyatga loyiqdir.

Bo'lar bola beshikdan degan dono xalqimiz, bolaning yoshligidanoq hayotga tayyorlash muhimligini uqtirib kelingan. Balkim siz bola yoshligida o'ynab-quvnab, hayot tashvishlarini bilmay o'sishi kerak dersiz, albatta. To'g'ri bolani yoshligida hayot tashvishlaridan nari qilib katta qilamiz. Biroq bolalarimiz bilim olishadiyu, lekin ko'pchiligi o'sha bililarni amalda qanday qo'llash mumkinligini bilmay qoladilar. Faqat uyida qo'shimcha mehnatga jalb qilingan bolalargina hayotda qoqilmay o'z o'rnilarini topib ketishadi.

Globallashuv kuchaygan, bozor iqtisodi davlatning barcha jabhalarida amalda qo'llanilayotgan va qolaversa raqamli boshqaruv tizimi joriy qilingan bu davrda, biz bolalarimizni oddiy boshlang'ich bilimlar bilan o'qitib qo'yishimiz jinoyat deb bilaman. Yuqorida aytganimizdek uyida qo'shimcha mehnatga kuchi yetgancha jalb qilingan, agar jalb qilimasa ham o'sha mehnat orqali oilasiga qo'shimcha daromad kelishini tushungan bolalar, faqatgina a'lochi o'qib hech narsadan xabari yo'q katta

bo’lgan bolalardan ko’ra tezroq yetiladi. Chunki ular ota-onasi shug’ullanayotgan ishlarning zamirida halol mehnat borligini aqlan tushunmasada, qalban his qilishadi.

Alabatta, men bu bilan bolalarni faqat mehnatga jalb qilish kerak demoqchi emasman, lekin darslarni amaliyotga bog’lab o’tish, darslar davomida turli “keyslar” va “role playlar” bilan ularning ongini oshirib borish, ularning har tomonlama aqlli va abjir bo’lib yetilishiga yordam beradi deb aytmoqchiman.

Ko’p hollarda prezidentimiz tomonidan taklif qilingan 5- tashabbusga to’xtalish ularning yashirin iqtidorlarini ochib beradi.

Bolalarimizga “Harakatlar strategiyasi” bilan birga “Taraqqiyot strategiyasi” haqida ham qiziqarli qilib tushuntirish hozirgi kunda yaxshi natijalar beryapti.

Yana bir prezidentimiz tashabbusi bilan amalga oshirilayotgan islohatlardan bittasi bu- turizm sohasidir. Bolalarimizni kelajakda turizm va mehmondo’slikka ham tayyorlab borish, ularning kelajakda turli innovatsion loyihalar va turistik brendlar yaratishiga turtki bo’ladi deb hisoblayman.

Bolalarning qo’shimcha matematika darslarida “Sayyoh va mezbon”ga oid masalalar qo’yilsa maqsadga muvofiq bo’ladi. Mehmondo’stlik va turistik soha uchun faqat chet tili bilish kerakligini inkor qilmaymiz, lekin ichki turizm rivojida chet tilisiz ham muloqot qilish mumkin. qolaversa avval bola o’z tilida turli mehmonlar bilan biznes suhbatlar mazmunini tushunib yetsa, uni bu holatlarni chet tilida ifoda etishi oson bo’ladi. Undan tashqari biz bolalarni avval tadbirkorlikka o’rgatmog’imiz darkor. Usta tadbirkor albatta chet tilini o’rganishga ishtiyoqi bo’ladi va bu kamchilikni darhol qisqa vaqt ichida hal qila oladi.

Nimagadir chet tili o’qitayotganimizda chet tili o’qitiladigan adabiyotlarda “At the hotel” (Mehmonxonada), “At the restaurant” (Restoranda), “In the market” (Bozorda), “At the Museum” (Muzeyda) degan dialog – matnlar beriladi. Bu holatni o’zimizning tilda boshlang’ich sinf bolalariga ham o’rgatsak bolalarimizda turistik etiketni yoshligidanoq tarbiyalash imkoniga ega bo’lamiz.

Masalan: “*Mehmonxona menejeri ikkita mehmon uchun 50 so’m haqni avvaldan qabul qildi, biroq mehmonning bittasi ma’lum sabablarga ko’ra kela olmadi. Mehmonxona menejeri kompaniyaga necha pul qaytishi kerak*.”

Yoki “ *Bozorda Valijon onasi tikib tayyorlagan do’ppilarni xorij mehmonlarga tavsiya qilmoqda: Mehmon: Bu do’ppi nega narigisidan qimmatroq?*

*Valijon: Chunki ularning guli toza ipakda tikilgan*

*Mehmon: Lekin ko’rinishi bir xilku*

*Valijon: Bu do’ppida qo’l mehnati ko’p ishlatilgan*”

Shunday qilib yosh avlodni yurtimiz hunarmandchiligi, bozorlarda bo’ladigan umumiy savdo –tijorat savol-javoblari, mehmonxona menejmentiga oid ba’zi bir leksikonlar bilan tanishtiramiz. Bu ularning kelajakda amaliy hayotda ikkilanmay yo’lini topishiga yordam beradi.

Bundan tashqari farzandlarimiz tarixiy obidalarimiz va ularning paydo bo’lish tarixi bilan ham yaxshi tanish bo’lsalar ularning ma’naviy-ma’rifiy ongi o’sadi va vataniga bo’lgan faxri ulug’lanadi. Men bolalarga ma’lum bir vaqt oralig’ida vatanimiz qadamjolariga borib, u yerlarda bo’lib o’tgan voqealar bilan tanishtirib turish kerak ekanligi zarur deb bilaman. Shu yo’l bilan ular gid hamrohligi tushunchasi bilan ham passiv amaliyotda tanishib boradi. Bu boshqa kasblarni egallamoqchi bo’lgan bolalarga ham qiziq bo’ladi, ularning o’z kasblarini to’g’ri tanlashda yordam beradi

Xulosa qilib shuni aytamanki, bolalarimizni faqt o’qish kerak deb amaliyotdan ayrib qo’ymasligimiz kerak, balkim ularni hayotga tayyorlab, to’g’ri tushunchalar bilan hayot ikir-chikirlarini tanishtirib borsak, ulardan kelajakda pragmatik va o’z bilimlarini amalda to’g’ri qo’llay oladigan yetuk insonlar yetishadi.

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# THE SYSTEM OF PRESCHOOL ORGANIZATION IN UZBEKISTAN AND HOW TO INTRODUCE CHILDREN TOURISM AND ITS ADVANTAGES

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**Abstract**

The article deals with preschool education, their specific features and its developing in Uzbekistan. To educate children business is also available if we pay attention to their psychological factors. One of the business branch is tourism

**Key words**: preschool, tourism, scientific method, reform, psychological factors, skillful, sensory actiities

Education in Uzbekistan has become more precise and after adopting the law about preschool education, the more effort has driven to this sphere. We know that our children should be more clever and more happier than us, so we do all our best in order to achieve it.

One of the most problem to grow up them well educated and skillful , flexible for any occasion. In this reason many school teachers and preschool teachers begin to educate them early business lessons and teach them authentic simple mathematics.

In our region tourism has become one of priority field in economy. It will be better if we teach them how to communicate with foreigners in early age. Moreover to introduce them our potential touristic places and persuade them to be proud of their national values.

Preschool education is recognized globally as a fundamental stage in a child's cognitive, emotional, and social development. Countries with advanced education systems have established scientific methods to optimize the early learning experiences of young children. Uzbekistan, a country in Central Asia, is undergoing significant transformations in various sectors, including education. As part of its reforms, the nation is focusing on the development of preschool education. This article discusses the scientific methods of preschool education employed in

Uzbekistan and how the preschool education system is organized to enhance early childhood development.

Scientific Methods in Preschool Education. Preschool education in Uzbekistan is being shaped by several scientific methodologies, each aimed at developing various facets of a child’s growth. The integration of these methods ensures a holistic approach to learning, addressing not only academic development but also social, emotional, and physical aspects.

1. Montessori Method

The Montessori method emphasizes self-directed learning, where children are encouraged to explore and discover independently within a prepared environment. This method, although not widespread in Uzbekistan, is being piloted in some preschools as an alternative to more traditional teaching techniques. The focus on practical life skills, sensory activities, and self-paced learning aligns with the government's aim to foster independence and creativity in young learners.

2. Vygotsky’s Socio-Cultural Theory

Lev Vygotsky’s socio-cultural theory plays a significant role in Uzbekistan’s preschool education. This theory stresses the importance of social interactions and cultural tools in learning. In Uzbek preschools, educators emphasize collaborative activities and group work to foster children's social skills. The concept of the "Zone of Proximal Development" (ZPD), where children learn best with the guidance of more knowledgeable peers or adults, is integrated into teaching strategies. The national curriculum encourages a strong teacher-student relationship to maximize learning within the ZPD.

3. Reggio Emilia Approach

The Reggio Emilia approach, which focuses on child-centered, inquiry-based learning, has inspired some preschools in Uzbekistan. This method advocates for a supportive environment where children express themselves through various forms of communication, such as art, music, and storytelling. It is valued for its emphasis

on creativity and collaboration, helping children to construct their understanding of the world around them.

4. Cognitive Developmental Theories (Piaget's Stages of Development)

Jean Piaget's theory of cognitive development influences the structuring of preschool activities in Uzbekistan. Piaget believed that children move through specific stages of development, each characterized by distinct ways of thinking and learning. In Uzbekistan's preschools, activities are tailored to suit the cognitive abilities of children at different ages. For instance, preschoolers in the preoperational stage (ages 2 to 7) are engaged in activities that develop symbolic thinking, language, and imagination, such as role-playing, drawing, and early literacy exercises. Current Structure of Preschool Education in Uzbekistan Preschool education in Uzbekistan is seen as a critical step in preparing children for formal schooling. As part of the national reforms in education, there has been significant investment in improving the quality and accessibility of preschool education.

1. Government Initiatives

The Ministry of Preschool Education of Uzbekistan, established in 2017, plays a pivotal role in organizing and overseeing preschool institutions across the country. The government's focus is on increasing the enrollment rate, which historically has been low. A national program called "First Step" was introduced to enhance early childhood education and increase the number of kindergartens, especially in rural areas

2. Preschool Types

Uzbekistan's preschool system includes a variety of institutions, such as public kindergartens, private kindergartens, and community-based early learning centers. Public kindergartens dominate the system, offering affordable early childhood education to families. Private kindergartens cater to those who can afford higher fees and often provide more specialized or international curricula.

3. Curriculum and Educational Goals

The curriculum for preschools in Uzbekistan is designed to foster holistic development. It includes areas such as language development, mathematics, the arts, physical education, and environmental studies. Uzbek preschools follow a play-based learning approach, which allows children to develop essential skills in a natural and engaging manner. The curriculum also integrates cultural values, teaching children the rich heritage of Uzbekistan, its traditions, and language.

4. Teacher Training and Professional Development

A critical aspect of improving preschool education in Uzbekistan is the training and development of teachers. The government has made efforts to provide preschool teachers with ongoing professional development opportunities, ensuring that they are equipped with modern pedagogical skills. Training programs emphasize child-centered teaching methods, classroom management, and the use of technology in early childhood education.

5. Inclusivity in Preschool Education

Another significant development in Uzbekistan's preschool education system is the focus on inclusivity. Special programs have been created to accommodate children with disabilities, ensuring that all children, regardless of their abilities, have access to quality early education. Additionally, attention is given to ensuring gender equality and equal access for children from various socio-economic backgrounds. Challenges and Future Directions. Despite the progress, Uzbekistan's preschool education system faces several challenges. Accessibility remains an issue in rural areas where infrastructure is underdeveloped. Additionally, while enrollment rates are increasing, there is a shortage of qualified preschool teachers, particularly in rural regions. Moving forward, the government is focused on expanding access to preschool education through the construction of new kindergartens, increasing teacher salaries to attract more qualified individuals, and developing partnerships with international organizations to bring in best practices from other countries. The integration of technology into preschool education is also an area of focus, with the aim of making learning more interactive and engaging.

Conclusion

Uzbekistan's preschool education system is undergoing significant reform, with a focus on incorporating scientific methods to enhance early childhood learning. The Montessori, Vygotsky, and Piaget approaches, among others, contribute to a well-rounded educational experience. While challenges remain, particularly in terms of accessibility and teacher availability, Uzbekistan's government is committed to improving the system. The future of preschool education in Uzbekistan looks promising, with the aim of preparing children for successful educational journeys and helping them develop into well-rounded individuals. Teaching children business games and especially touristic games give them chance to be more flexible in this competitive world.

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## MAKTABDA O'QITILADIGAN TEXNOLOGIYA DARSLARIDA HUNARMANDCHILIKNI RIVOJLANTIRISH VA HUNARMANDCHILIK BUYUMLARI BILAN TURIZMNI RIVOJIGA HISSA QO'SHISH


**Axmedov Botirjon, Andijon shahar**

**55- umumta'lim maktabi texnologiya o'qituvchisi**



**Annotatsiya**

Turizm sohasi yurtimizda kundan – kunga rivojlanib bormoqda. Turizm rivoji uning turli sohalarini ochib beryapti, ulardan eng muhim yo'nalishi bu- hunarmandchilikdir. Maqolada maktablarda hunarmandchilikni turizm sohasini rivojlantirish uchun puxta o'rgatish lozimligi haqida so'z boradi.



**Kalit so'zlar:** Texnologiya, iste'molchi, hunarmandchilik, pichoqsozlik, brend, bozor iqtisodiyopti


Texnologiya fanida hunarmandchilik darslari o'tilish bilan birga o'quvchilarda o'zbek milliy hunarmandchiligiga mehr uyg'tiladi. Hunarmandchilik

bu xalq madaniyatining chuqur tarixi va an’analarini aks ettiruvchi mahsulotlar, tarixiy obidalar va boshqalarni tashkil qiladi. Texnologiya darslarda o’quvchilarga hunarmandchilik o’rgatsih bilan birga muhtaram prezidentimiz tashabbusi bilan hozirgi kunda rivojlanayotgan turizm sohasiga hunarmandchilik turizmi ahamiyatini tushuntirish dolzarb masaladir. O’quvchilarimiz orasida ota- onalari hunarmandlar bo’lgan shaxslar ko’p bo’lib, bu hunarlar vaqt o’tishi bilan unit bo’lib bormoqda. O’rnini elektron gadjetlar egallab, asrlar davomida yurtimizni ulug’ cho’qqiga olib chiqqan hunarmanchilik elementlari yoshlar o’rtasida o’z mavqeini yo’qotmoqda. Bunga biz texnologiya - mehnat o’qituvchilari qo’limizi qovushtirib qarab o’tirishimiz jinyatdir. O’quvchilarni xalqimizning buyuk durdonalari bo’lgan hunarmandchilik anjomlari xorij mehmonlarini ko’proq qiziqtirishini tushuntirish bilan ularga motivatsiya berib, ularni ota-onalari shug’ullanib kelgan kasblarni unitmasligi kerakligini dalillar bilan ko’rsatishimiz kerak.

Darhaqiqat, dunyo xalqlari hunarmandchilikni turizm rivojlanishining eng asosiy vositasi deb bilib, yirik hunarmandchilik markazlari yonida turizm obyektlari tashkil qilishadi.

Hozirda turizm rivojiga katta e’tibor berayotgan Andijon viloyati ham qadimiy hunarmandlar viloyati hisoblanib, hunarmandchilik kasblari son jihatidan ozayib borishi achinarli holdir. Maktablarda texnologiya darslarida o’g’il bolalarga yog’ochdan o’ynmakorlik va sopol idishlar yasash; qizlarga esa kashtachilik zardo’zichilik va o’zbek yigitlarning ko’rki bo’lgan erkak do’ppi va nafislikda tengi yo’q qizlar do’ppisini kashtasini tikishni va uni do’ppi holiga olib kelib tayyorlashni o’rgatmoq kerak. Bu bilan o’quvchilarimizga Andijonimiz qadimgi davrdagidek xorij mehmonlarning serqatnov makoniga aylanib borayotganini aytib, ularni bu sohalarda ijod qilib, takomillashtirishiga erishishimizda biz o’qituvchilar jonbozlik ko’rsatishimiz kerakdir.

Texnologiya darsi ijodiy dars bo’lib bolalar erkin harakat qilib “Total physical response” (umumiy jismoniy reaksiya) usuliga amal qilishi kerak.

O’g’il bolalar o’ymakorlik va hozirda udum bo’lgan mebel yasash tarixini o’rganib, ushbu sohada savdo va bozordagi holatlarni tushunib yetishlari kerak. Ba’zi bolalarda oshpazlikka bo’lgan ishtiyoq boshqa sohalardan ustun bo’ladi. Muallim o’quvchilaridagi ushbu iqtidorni anglab, ularni to’g’ri yo’lga qo’yishi kerak.

Hozirda texnologiya fani avvalgi mehnat darsidan farqli fizika, geografiya va tarix va boshqa umumta’lim fanlarini uyg’unlashtirib o’tishni anglatadi.

Boshlang’ich sinflarda o’quvchilarda mehnat-texnologiya fanlari qiziq o’tilishi sababi, bolalarning yoshiga qarab ularni buyumlar yasashga qiziqtiradilar. O’rta sinflarga kelib bolalar o’zlarini kasblarini aniqlab, tanlagan kasblarida aniq rivojlania boshlaydilar.

Yosh o’smir o’quvchilarimiz hunarmandchilik asboblari va qurollarni ma’lum darajada yasahni o’rganib, ularni ro’zg’orda qo’llashga harakat qiladilar. Shu jumladan ularni yasagan asboblarini pardozlab xorij mehmonlariga taqdimoq qilib olib chiqishni rejalashtirilishi kerak. Agar xorijlik mehmonlar xalqimizning hunarmandchilik durdonalarioni ko’rib, ularga qiziqish uyg’otsalar, o’quvchilarimiz yanada kuchli rag’bat olib yashashlari mumkin.

Hunarmandchilik mahsulotlari sayyohlik tajribasining ajralmas qismini tashkil etib, ular mahalliy aholi an’analarini ifodalaydi va qimmatbaho suvenir mahsulotlari hisoblanadi. Ko‘p mamlakatlar hunarmandchilik mahsulotlaridan mo‘maygina foyda ko‘radi, shuningdek ushbu mahsulotlar madaniy turizmning bir qismi bo‘lib, ular mamlakat uchun daromad manbai va mahaliy aholini ish o‘rinlari bilan ta’minlashga xizmat qiladi. Sayyohlarning turli madaniyatlar bilan tanishish va tajriba qilish istagi ularning materiallari va nomoddiy ifodalari ulkan o‘sishi ortida kuchli turtki hisoblanadi. Madaniy meros turizmi ayrim komponentlarning mavjudligiga asoslanadi; bular moddiy va nomoddiy deb tasniflanadi.

Hunarmandchilik jihozlari o’z hududida rivojlanib ma’lum bir brend yaratadi. Masalan, Shahrixon pichoqsozlik san’ati vodiyda Chust pichoqsozligi bilan

tenglashadi. Shu nuqtai nazardan kelib chiqib, “Shahrixon” pichoqsozlik brendini yaratsih mumkin.

Andijon markazida do’ppichilik rivojlangan bo’lib, yosh xotin-qizlar chiroyli, bejirim do’ppilari bilan mashurdir.

Alabatta o’quvchilar hunarmandchilik bilan birga tadbirkorlikni ham o’rganmog’i kerak. Texnologiya darslarini yanada qiziqarli qilish uchun o’quvchilar yasagan milliy hunarmanchilik buyumlarini xalqaro ko’rgazmalarga olib chiqishlari mumkin.

Xulosa qilib, maktablardagi texnologiya fanida hunarmandchilikni turizm darajasiga kotarish hozirgi kunda muhim masalalardan biri bo’lib qolmoqda. Bunga erishish uchun maktab o’qituvchilari o’qubchilari bilan yaqindan ishlashlari kerak.

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## TURKISTON GENERAL-GUBERNATORLIGINING MA’MURIY-HUDUDIY BOSHQARUVINING DOLZARBLIGI VA MAHALLIY MADANIYATGA TA’SIRI

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***Annotatsiya:*** *Ushbu maqolada XIX asr oxiri – XX asr boshlarida Turkistonning Rossiya imperiyasi tomonidan bosib olinganidan so‘ng, Turkiston general-gubernatorligi va Farg‘ona oblasti boshqaruvining me’yoriy-huquqiy asoslari bo‘yicha amalga oshirilgan islohotlar nuqtai-nazaridan tahlil etilgan.*

***Калит сўзлар:*** *Turkiston harbiy okrugi, general-gubernatorlik, maxsus kengash, volost boshqarmasi, uyezd boshlig‘i, general-gubernator mahkamasi, harbiy gubernator, Osiyo bo‘limi, Yangi Marg‘ilon, shahar dumasi.*

XIX-asr oxiri XX asr boshlari jahon xalqlari tarixida juda katta o‘rin tutadi. Ushbu davr mobaynida ijtimoiy taraqqiyot jarayonining murakkab va ko‘p qirrali voqealariga, insoniyat hayotining barcha jabhalarida yirik o‘zgarishlarga boy bo‘lib, ular asr oxiriga kelib jahon sivilizatsiyasiga yangicha qiyofa baxsh etdi.

O‘zbekiston Respublikasining birinchi Prezidenti I.A.Karimov ta’kidlaganlaridek, o‘zbek olimlarining kuch-g‘ayratlari bilan tariximizning ko‘pdan-ko‘p g‘oyat muhim sahifalari, XIX asr oxiri- XX asr boshlari tarixi yangidan kashf etildi. Shuni esda tutish muhimki, o‘tmishimizni oqlash vazifalari, umuman olganda bajarib bo‘lindi, hozirgi eng asosiy vazifa tarixiy tahlilni ilmiy jihatdan, xolisona va halol amalga oshirishdan iboratdir[42]

Vatanimizning ushbu boy va ziddiyatli tarixini o‘rganish milliy ongni yuksalishi, vatanparvarlik xislatlarini shakllanishida, millatning jipslashuvi, yosh avlodni o‘ziga xos tarixiy an’analarimiz, xalqimiz o‘tmishiga hurmat ruhida tarbiyalashda katta ahamiyat kasb etadi. Zotan O‘zbekiston Respublikasi Prizidenti Shavkat Mirziyoyev ta’kidlaganidek, “Buyuk tarixda hech narsa izsiz ketmaydi. U xalqlarning qonida, tarixiy xotirasida saqlanadi va amaliy ishlarida namoyon bo‘ladi. Shuning uchun ham u qudratlidir. Tarixiy merosni asrab-avaylash, o‘rganish va avlodlardan-avlodlarga qoldirish davlatimiz siyosatining eng muhim ustuvor yo‘nalishlaridan biridir”[43].

Mustaqil O‘zbekiston Respublikasi taraqqiyotining hozirgi bosqichida tarix fani oldida Turkiston o‘lkasini Rossiya imperiyasi tomonidan bosib olinishi va mintaqadagi milliy davlatlarni barham topishi, o‘lkada imperiya hukumati tomonidan mustamlakachilik boshqaruv tizimini qaror toptirish borasida amalga oshirilgan chora-tadbirlar mohiyatini ilmiy tadqiq etish tarix fani nuqtai nazaridan dolzarb mavzular sirasiga kiradi.

[42] Каримов И.А. Ўзбекистон XXI аср бўсағасида: хавфсизликка таҳдид, барқарорлик шартлари ва тараққиёт кафолатлари. - Т.: Ўзбекистон, 1997. - Б. 141.
[43] Мирзиёев Ш.М Миллий тараққиёт йўлимизни қатъият билан давом эттириб, янги босқичга кўтарамиз. 1-жилд. - Тошкент: Ўзбекистон, 2017. - Б. 29.

Darhaqiqat, Rossiya imperiyasi Turkiston o‘lkasini yigirma yildan ortiq muddatda muntazam qo‘shin bilan harbiy harakatlar olib borish natijasida bosib olgach, vatanimiz xalqlari chor Rossiyasining mustamlaka asoratiga tushib qolgan. Buning natijasida milliy o‘zligimiz toptaldi, ota bobolarimiz bizga qoldirgan buyuk ilmiy meroslardan foydalanishimizga yo‘l qo‘yilmadi, o‘tmishda vatanimiz ozodligi uchun jon bergan ajdodlarimizga qora sahifalardan qarashga majbur etildik. Shu nuqtai nazardan ushbu mavzuning dolzarbligi juda muhum sanaladi.

Ushbu mavzuning dolzarb muammolari muhokama etilganda, ijtimoiy taraqqiyotning qonuniyatlarini chuqur tahlil qilish, O‘zbekistonda davlatchilikning qaror topishini ta’minlagan tarixiy sharoitlarga aniqlik kiritish, chorizm va sovet tuzumlarining bu jarayonlarga salbiy ta’sir sabablarini aniqlash zarurligiga alohida e’tibor qaratildi.

Turkistonda Chor Rossiyasi ma’muriyatining ishchanlik kayfiyati yuqori ekanligi haqidagi turli taxminlar aytilib, poraxo‘rlikka, zo‘ravonlikka asoslangan siyosati va “yangi koloniyani ratsional eksplutatsiya” qilishga noqobilligi haqidagi fikrlar ko‘plab keltirilgan. Chorizm Turkistonni “kapitalistik usullar” bilan o‘zlashtirishga imkon berishni istamaslikda ochiqdan ochiq ayblangan

Turkiston ma’murlarini tanqid qilish kompaniyasi Turkistonni boshqarishga doir 1871-1873-yillardagi nizom loyihalari hukumatga tasdiqlash uchun taqdim etilgandan keyin, hamda amerikalik diplomat Y.Skaylerning O‘rta Osiyoga tashrifi(1873-yil martdan noyabrgacha) to‘g‘risidagi hisoboti yolg‘on qilingandan so‘ng ayniqsa qizg‘in tus oldi. Y.Skayler rus ma’muriyati saflarida katta maoshga ega bo‘lish va kattagina boylik ortirish maqsadida bo‘lgan kishilar ko‘pligini alohida qayd etib o‘tadi. Perovs, Avliyoota va Qurama uyezdlarida qayd etilgan poraxo‘rlik va g‘azna pulini o‘g‘irlash holatlari hamda Verniy, Xo‘jand, Kopal va Perovsdagi ma’murlarning o‘zboshimchaliklaridan misollar keltirdi.

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## TURIZM PSIXOLOGIYASI VA UNING INSON ICHKI ZIDDIYATLARINI YENGISHDAGI ROLI

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**Annotatsiya**

Maqolada turizm psixologiyasi, uning mijozga ijobiy ta;siri va uning uyushtirish usullari, shaxsning psixoterapevtik gestalt holatini tasvirlaydi. Mijoz psixoterapevtik turizmda ‘real’, haqiqat bilan yashashi, unga geografik landshaft va tabiat hodisalarining ta’siri yoritiladi

**Kalit so’zlar:** terapevtik salohiyati, shaxsiy rivojlanish, psixoterapevtik turizm, restorativ texnologiyalar, ekstrimal sport, etnik, landshaft, geografik.

Turizm psixologiyasining dunyoga kelishi ilm sohasida psixologiya va turizmning o’zaro uyg’unlashuviga sabab bo’lib kelmoqda. Aksariyat ishlarda bu muammo ko'pincha ikkita amaliy jihatga to'g'ri keladi: turizmdagi iste'molchilikning psixologik omillari yoki turizmni shaxsga nisbatan ekologik muammolar holati sifatida tahlil qilishdir.

Psixologik turizmga bo'lgan ehtiyoj va psixologik turizmning o'zi hodisa sifatida, uning tuzatuvchi va terapevtik salohiyati, shaxsiy rivojlanish va o'z-o'zini takomillashtirishga hissa qo'shish nuqtai nazaridan nazariy tushunishni talab qiladi.

Psixologik turizm kontseptsiya sifatida ikkita muqobil yo'nalishni birlashtiradi, bular: psixoterapevtik turizm va psixologik komponentni o'z ichiga olgan turizmdir.

Ikkala yo'nalish ham birinchi o'ringa uyushgan dam olish va professional psixoterapiyani, tabiatning shifobaxsh resurslari kontekstida xususiy restorativ texnologiyalarni va "men" ning psixologik va ma'naviy zaxiralarini tiklaydigan adekvat ekstremal sport turlarini birlashtirish muammosini qo'yadi.

Shu nuqtai nazardan qaraganda, psixologik turizm shaxs uchun ekzistensial hodisa bo‘lib, uning biopsixo-ijtimoiy-ma’naviy mohiyatini tubdan o‘zgartiradi. Psixologik turizm shaxsiy tajribani qayta baholash, ichki ziddiyatlarni ishlab chiqish va shaxsning etnik, landshaft, geografik va madaniy o'ziga xosligini tiklashni o'z ichiga oladi.

Psixologik ekskursiyalarni tashkil qilishda mijozlarning psixologik muammolariga asoslangan psixoterapevtik dastur va texnologiyalarni tanlash muhimdir, ularning ba'zilari mijozning potentsial so'rovi shaklida amalga oshirilishi mumkin, ba'zilari esa ongsiz ichki ziddiyatlar ichida bo'lishi mumkin.

Ushbu muammo bizni psixologik turistik amaliyotni tanlashda psixologik diagnostika usullaridan foydalanish imkoniyatlarini o'rganishga undadi, bunda mavjud etnik-funksional kelishmovchiliklar va shaxsning uning qiymat yo'nalishlari bilan bog'liq ichki ziddiyatlari hisobga olinadi.

Psixologik turizmning uslubiy mohiyati gestalt terapiyasining uchta asosiy tamoyiliga to'g'ri keladi: o'tmish va kelajakka qarama-qarshi ravishda hozirgi kunga e'tibor berish printsipi, muammoga yangi psixologik yechimlarni doimiy izlashda ifodalangan terapiyada mijozning faol ishtiroki printsipi, va insonni psixologik va jismoniy birlikda har tomonlama tushunish tamoyilidir.

Psixologik turizm gestalt terapiyasini ushbu tamoyillarni amalda qo'llash uchun eng yaxshi imkoniyat bilan ta'minlashi mumkin. Ijtimoiy amaliyot sifatida turizm sub'ektga tashqi dunyo bilan aloqaning yangi chegaralarini o'rnatib, odatdagi muhitdan chiqish yo'lini taklif qiladi.

Turizm sub'ektning individual tajribasini qayta tashkil etishni, yangi qadriyatlar va ma'nolarga kirishni taklif qiladi. Turizm shaxsiy rivojlanishga to'sqinlik qiladigan eskirganlarni almashtirish uchun yangi gestaltlarni boshlaydi.

Turizm uyushgan aksioskosmosning sub'ektiga aylanadi – bu shaxsning ijobiy dinamikasi uchun maxsus tashkil etilgan ijtimoiy muhitning bir qismidir.

Psixologik turizm insonga "bu erda va hozir" mavjud bo'lish imkoniyatini beradi, ba'zan o'tmish va kelajak bilan aloqalarni uzadi, odamni yangi voqelikka botiradi. "Haqiqat" Gestalt terapevtik amaliyotidagi asosiy metafora bo'lib, odamni vaziyatni berilgan deb qabul qilishga majbur qiladi.

Turizm odamga o'z mavjudligini chinakam his qila oladigan, o'tmishdan ajralib, kelajakka qaramaydigan va atrof-muhitning boshqa ob'ektlari va sub'ektlari bilan uchrashganda aloqa farqlarini moslashuvchan tartibga soladigan vaziyatlarni taqdim etadi. Shunday qilib, gestalt terapiyasining eksperimental-fenomenologik yondashuvi psixologik turizm tushunchasi bilan mukammal darajada qo'llab-quvvatlanadi, sub'ektni mustaqil ravishda psixologik eksperiment o'tkazishga va yuzaga keladigan hodisalarni kuzatishga undaydi. Gestalt terapiyasining eng muhim talablaridan biri kuzatilgan hodisalarni mijozning o'zi tomonidan qayd etilishi bo'lib, bu uning ruhiy impulslarini anglashiga olib keladi. Shu sababli, psixologik turizmning eng muhim elementlaridan biri bu sub'ektning turistik sayohat paytida paydo bo'ladigan his-tuyg'ularini va o'z-o'zidan paydo bo'ladigan xatti-harakatlar modellarini doimiy ravishda aks ettirishi, bu psixoterapevt tomonidan ta'minlanishi mumkin.

Xulosa qilib aytganda, Psixologik turizm shaxsning ichki qarama-qarshiliklarini hal qilish vositasi, shaxsning etnik, landshaft-geografik va madaniy o'ziga xosligini mustahkamlash omili bo'lishi mumkinligi aniqlandi. Etnofunktsional psixoterapevtik amaliyot metodologiyasining ahamiyati va uni psixoturlarni tashkil etish tizimida qo'llash zarurati empirik tarzda isbotlangan.

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## CHET TILLARINI O'RGANISHNING XALQARO TURIZM RIVOJLANISHIDAGI AHAMIYATI

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**Annotatsiya**

Ushbu tezisda chet tillari o'rganishning Turizm sohasida qanchalik ahamiyatga ega ekanligi haqida fikrlar bayon etiladi.Turizm sohasini o'rganish, hamda uni rivojlantirish jarayoni davomida chet tillarini bilish eng muhum omillardan biri hisoblanadi.Chunki hozirgi kunda chet tillarini bilish nafaqat Turizm sohasida balki ko'plab boshqa sohalarda ham dolzarb mavzu hisoblanadi va bu orqali o'zaro keng fikr almasha olish, xalqaro madaniyatlardan to'la xabardor bo'lish imkoniyati, xalqaro aloqalar, turistlar bilan bevosita muloqot qilish va ularga sifatli xizmat ko'rsatish samaradorligi oshadi.

**Kalit so'zlar:** mehmondo'stlik, xizmat ko'rsatish, turizm tashkil qilish, xalqaro hujjatlar

Turizm sohasining eng muhim omillaridan biri – mehmondo'stlikdir. Mehmondo'stlik xalqimizning azaldan me'ros bo'lib kelayotgan an'analaridan biridir. Mehmon kutish odobi sharq xalqlarining, xususan o'zbek xalqining eng muhim an'analaridan biridir. Mehmon kelmagan uy mozordir – deydi dono xalqimiz. Biz azaldan bu kabi an'analarga sodiqmiz. Qadimgi manbalarga ahamiyat berib o'rganib chiqsak, biz chetdan kelgan mehmonni o'zimiz uchun saqlab

qo’ygan zahirani ham ayamasdan ishlatish va dasturxon yozish kabi holatlarga guvoh bo’lamiz.

Oliygohimizda o’qitilayotgan chet tillari bilan birga o’zga yurtda yashayotgan xalqlarning madaniyati ham nuhim ahamiyat kasb etadi. Talabalarimiz xorijiy shaxs bilan muomala odobini o’rganish bilan birga, biz ham azaldan o’z diniga, tarixiga, madaniyatiga va boy ma’naviy me’rosiga ega millat sifatida xorijiy mehmonlarni bizning yurtimizda o’zini tutish odob-axloq qoidalariga rioya qilishlarini talab qilib qo’ysak yomon bo’lmasdi.

Yevropa madaniyati, ularning diqqatga sazovor joylari,ularning turizmni tashkil qilishda erishgan yutuqlari bizni hayratga solmasdan iloji yo’q. Darhaqiqat ular bu sohada bizdan ancha ilgarilab ketgan. Shuning uchun xorijdan kelgan har bir mehmonga ularning dini, e’tiqodi, siyosiy dunyo qarshi, milliy mentalitetiga qaramasdan hurmat bajo keltirish, ularni imkon darajasida o’zlarini qulay sharoitda his qilishi uchun butun sa’y harakatlarni qilish biz uchun eng muhim masaladir.

Yuqorida ta’kidlab o’tilgan har bir sabab turizm sohasida muhim ahamiyatga ega hisoblanadi.Agar ularga chuqurroq yondashadigan bo’lsak, buning asosiy omillarini ko’rishimiz mumkin.Bunga yaqqol misollardan biri sayyohlar bilan bevosita muloqot.Ya’ni,turli xil davlatlardan tashrif buyurayotgan sayyohlar bilan chet tilida muloqot qilish nafaqat unga xizmat ko’rsatish sifatini oshiradi balki, sayyohning xizmat ko’rsatishdan qoniqish darajasiga ham sezilarli ta’sir ko’rsatadi. Shuning uchun oliygohimizda chet tilida o’qitiladigan fanlardan “mehmondo’slik va turizm” mavzusi doimo dolzarb bo’lib kelmoqda.

Bundan tashqari chet ellik sayyohlarga xizmat ko’rsatish va ular bilan bevosita muloqot davimida madaniy, ilmiy,siyosiy sohalarda o’zaro fikr almashish imkoniyati paydo bo’ladi. Bu ikkala muloqot qiluvchi taraflarga yetarlicha manfaatli bo’la oladi,hamda xalqaro aloqalarni yanada mustahkamlashga xizmat qiladi, chunki turizm sohasida nafaqat xalqaro aloqalar balki madaniy farqlarni anglash ham muhim hisoblanadi. Bu, sayyoh bilan to’g’ri munosabat o’rnatishga yordam beradi va madaniy to’qnashuvlarni oldini oladi.

Chet tillarini bilish nafaqat madaniyatni oshirish yoki turistlar bilan muloqot qilish uchun, balki iqtisodiy rivojlanish uchun ham muhim omil hisoblanadi. Ayniqsa professional imkoniyatlarni oshirishda til bilish katta ro'l o'ynaydi, ya'ni chet tillarini mukammal bilish xalqaro turizm sohasidagi imkoniyatlar samaradorligi darajasini oshiradi va til bilgan kadrlar, mutaxassislar xorijdagi mehmonxonalar, aviakompaniyalar, turizm agentliklari hamda milliy-madaniy turistik ob'yektlar bilan birga ishlash, malaka oshirish hamda fikr almashish imkoniyatlariga ega bo'ladilar. Bunga qo'shimcha qilib shuni aytish muhimki, turizm orqali mamlakat iqtisodiyotiga sezilarli ko'lamda foyda yetkaziladi.Bundan tashqari yana bir muhim omillardan biri xalqaro standartlarga moslashishdir.Har bir davlatda shu jumladan O'zbekistonda ham faoliyat yuritayotgan turistik xizmatlar xalqaro talab va me'yorlarga mos kelishi kerak. Buning uchun esa tegishli xujjatlarni va ulardagi ko'rsatma, talablarni to'g'ri tushuna bilish, hamda ularni kamchiliklarsiz bajara olish uchun tilni bilish muhim hisoblanadi.Chunki noto'g'ri tushunilgan yoki tarjima qilingan xalqaro hujjatlar,shartnomalar orqali davlatlar o'rtasida o'zaro nizo kelib chiqishi va bu ular orasidagi do'stlik aloqalariga salbiy ta'sir ko'rsatishi mumkin.

Shuning uchun bunday vazifalarni bajarishda til bilish katta ahamiyatga ega hisoblanadi. Umuman olganda turizmning biz hali o'rganib ulgurmagan bir qator gumanitar va iqtisodiy sohalari ham mavjudki, bunga faqat til bilib erishmog'imiz mumkin. aslini olganda turizm sohasi qadimdan sharqda o'z boshlanishini topgan bo'lsada, u oxirgi ikki yuz yillikda g'arbda avj olgan. Mana shu sababdan kelib chiqib

Shunday qilib xulosa qilib aytganda,turizm sohasida chet tillarini bilish kadrlar uchun yangi imkoniyalarni ochadi,xizmat ko'rsatish sifatini oshiradi va raqobatbardoshlikni ta'minlaydi, xalqlararo o'zaro do'stlik, hamkorlik samaradorligini oshiradi.

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## TURIZMNI RIVOJLANTIRISHDA CHET TILLARINI O‘RGANISHNING AHAMIYATI

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**Annotatsiya** : Ushbu maqolada turizmni rivojlantirishda chet tillari o‘qitishning zaruriyati va ahamiyati, hozirgi holati hamda uni yanada rivojlantirishning usullari haqida haqida tahlil qilingan.
**Kalit so‘zlar**: Turizm, madaniy va tarixiy joylar, chet tillari, tarjimon, tajriba, yoshlar ishlari agentligi.
**Abstract**: This article analyzes the necessity and importance of teaching foreign languages in the development of tourism,its corrent state and methods of its further development.
**Keywords**: Tourism, cultural and historical places, foreign languages, translator, experience, youth work agency.

Kirish. Bugungi kunda O‘zbekistonda ijtimoiy hayotning barcha sohalarida keng ko‘lamli islohotlar amalga oshirilmoqda va ushbu islohotlarning asosiy maqsadi mamlakatimiz iqtisodiyotini yanada rivojlantirish va o‘zbek xalqining turmush farovonligini oshirish ko‘rsatkichidir. Turizm O‘zbekistonning iqtisodiy rivojlanishi va o‘sishida muhim o‘rin tutadi va keyingi yillarda turizmning boshqa sohalari qatori mamlakatda ziyorat turizmini rivojlantirishga katta e’tibor qaratilmoqda.Hozirgi kunga kelib, dunyoda madaniy va tarixiy joylarni o‘rganishga qiziqish kuchaygan,

chunki muqaddas joylar insonlar kundalik hayotining ajralmas qismi bo‘lib kelmoqda.

Turizm nafaqat O‘zbekistonni balki butun dunyo iqtisodiyotining eng jadal rivojlanayotgan sohalaridan biridir. Uning keng qamrovli taraqqiyoti esa, ko‘plab mamlakatlar uchun eng katta daromad manbaiga aylanib bormoqda. BMTning jahon sayyohlik tashkiloti ma’lumotlarida 2015 yilda dunyo bo‘yicha 1 milliard 184 million sayyoh qayd etilgan bo‘lsa, 2016 yil yakuni bo‘yicha bu ko‘rsatkich 1 milliard 235 millionga ya’ni 3.9 foizga oshgan. Sayohatchilarga ko‘rsatilgan eksport xizmatlari qiymati 2015 yilda qariyb 1.5 trillion AQSH dollarini tashkil qilgan. 2016-2017 yillarda ham bu raqamlarda katta tafovutni ko‘rish mumkin. Bundan ko‘rinib turibdiki, sayyohlik sohasida bugungi kunning eng muhim iqtisodiy sohalardan biriga aylandi. Shu bois dunyoning ko‘plab davlatlari ushbu sohani yanada rivojlantirish, bu borada tegishli infrastrukturani jahon standartlari darajasida yaratish va sayyohlar oqimini oshirish bo‘yicha barcha chora-tadbirlarni amalga oshirilmoqda. 2015 yilda eng ko‘p xorij mehmonlarini qabul qilishda Fransiya (83,7 million), AQSH (74,8 million), Ispaniya (65.0 million), Xitoy (55,6 million) va Italiya (48,6 million) kuchli beshtalikda turishibdi. Germaniya, Buyuk Britaniya, Rossiya kuchli o‘ntalik tarkibiga kiritilgan.

Turizm bu - investitsiya degani. Qanchalik ko‘p tusitlar tashrif buyursa ,shunchalik darajada valyuta kirib keladi. Albatta,turistlar ham quruqdan quruq joyga tashrif buyurib qimmatli vaqtlarini va mablag‘ini bekordan -bekorga sarflamaydi . Diqqatga sazovor tarixiy joylari ko‘p bo‘lgan davlatga boradi. Shu bilan birga iqlimi, ob-havosi va tabiatiga ham e’tibor beradi. Hozirgi kunda jadal rivojlanib borayotgan turizm sohasida quyida aytib o‘tilganlardan tashqari yaxshi tarjimon ham juda ham zarur. Yaxshi tarjimon bo‘lish uchun esa chet tillarini mukammal o‘rgangan va chet tillarida ravon gapira oladigan bo‘lishi kerak. Chet tillarini o‘rganish davomida ayam O‘shs davlat tilini emas , madaniyatini, ilm salohiyatini ham borsa maqsadga muvofiq bo‘ladi. Tarjimonlik qilish davomida ma’lumotlarni va madaniyatini taqqoslab tushuntirib beradi . Bu tarjimon uchun ham turis uchun ham tushunarli va qulay bo‘ladi. Yana bir muhim narsa bu tarix va tarixiy joylardir. Tarjimon tarixni yaxshi bilsa, vaziyatlardan oson chiqib keta oladi . Yurtimizda chet tillarini o‘qitishga katta e’tibor berilmoqda. Davlat muassasalarida hamda xususiy ta’lim dargohlarida malakali mutaxassislar talabalarga ta’lim berib kelmoqda. Hatto, bolalarga bog‘cha yoshidan chet tillarini o‘rgatish yo‘lga qo‘yildi. Shunday qilib yoshgina bolalar maktab yoshigacha ona tilisidan tashqari boshqa chet tillarini bilgan holda kelishmoqda. Bu esa chet tillari o‘rganishga bo‘lgan e’tibor yanada ortmoqda.

Xulosa o‘rnida shuni aytishimiz lozimki, nafaqat mamlakatimiz taraqqiyoti balki o‘z karyeramizda muofaqiyatga erishish uchun ham chet tillarini bilishimiz har birimiz uchun ustuvor vazifadir. Buning uchun esa barchamizga yurtimizda yetarli imkoniyatlar eshigi ochiq ekanligi isbotini topgan. Bu imkoniyatdan samarali foydalansak , bo‘lgani. Bizdan talab qilinadigani faqat o‘qish, o‘rganish tajribali o‘qituvchilarning darslarida muntazam ishtirok etishdir. Ular esa albatta innovatsion texnologiyalardan foydalanib samarali darslarni tashkil etmoqdalar. Biz bemalol ayta olamizmi, bu bizga mustahkam tayanch bo‘la oladi: yoshlikda olingan bilim toshga o‘yilgan naqshdir, til bilgan el biladi.

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## A PRACTICAL APPROACH TO TEACHING VOCABULARY THROUGH TOURISM.

Andijon davlat chet tillari instituti,

Xorijiy til va adabiyot fakulteti

3- bosqich talabasi Nematjonova N.X

***Annotation:*** This article explores the use of tourism as an effective tool for teaching vocabulary in language learning. It presents a practical approach that integrates real-world scenarios, such as booking flights, navigating hotels, and sightseeing, to enhance vocabulary retention and student engagement. The article

emphasizes contextual learning through interactive activities like role-plays, travel simulations, and project-based tasks. Additionally, it highlights the benefits of using authentic materials, such as travel brochures and maps, to make lessons more meaningful. The study concludes that tourism-based teaching not only improves vocabulary acquisition but also fosters intercultural awareness, making it a valuable approach in modern language education.

***Key words:*** Contextual learning, cultural awareness, travel itinerary, student engagement

In today's interconnected world, proficiency in English is essential, especially in fields like tourism, where effective communication plays a crucial role. Teaching vocabulary through tourism offers a practical way to enhance language learning by linking vocabulary acquisition to real-world situations. This approach leverages learners' interest in travel and cross-cultural interactions, making lessons both engaging and meaningful.

Traditional vocabulary teaching methods often focus on rote memorization, which can limit retention and practical usage. In contrast, a tourism-based approach emphasizes contextual learning through activities such as planning trips, booking accommodations, and participating in guided tours. By simulating authentic travel experiences, learners are exposed to vocabulary relevant to real-life interactions. This method not only builds linguistic competence but also promotes intercultural awareness, preparing students for both academic and professional environments.

This article outlines the theoretical foundations and practical strategies for using tourism as a tool for vocabulary instruction. It provides examples of activities, discusses the benefits and challenges, and suggests ways to integrate tourism-based content effectively into the classroom.

One of the main advantages of using tourism to teach vocabulary is that it naturally connects new words to real-life situations. Instead of learning isolated words, students encounter terms such as passport, visa, itinerary, and check-in within the context of planning a trip. They can also explore destination-related vocabulary like landmarks, monuments, museums, and beaches. This contextual approach helps

students associate vocabulary with meaningful experiences, making retention and application easier.

Role-playing is a dynamic method for teaching tourism-related vocabulary. In these activities, students can simulate situations such as booking a hotel room, asking for directions, or ordering food at a restaurant. This not only introduces essential vocabulary but also encourages students to practice their conversation skills in realistic settings. By using words in role-play, students reinforce their understanding of the vocabulary and improve their ability to communicate effectively in real-life travel scenarios.

Virtual field trips also provide an innovative way to engage students with new vocabulary. As they "visit" famous landmarks or cities around the world, they are introduced to new terms such as architecture, historic site, or natural wonder. Not only do they expand their vocabulary, but they also gain a greater understanding of global cultures, making language learning both fun and educational.

Games like word searches, crosswords, and bingo are fun ways to reinforce vocabulary. In a tourism-themed lesson, students can play games that focus on specific categories like transportation (e.g., bus, train, boarding pass) or tourist activities (e.g., hiking, shopping, sightseeing). These games not only make learning enjoyable but also help students recall and practice new words in an interactive way.

Tourism-themed vocabulary lessons also provide opportunities to teach cultural nuances. For example, students can learn about greeting customs in different countries, such as saying bonjour in France or konnichiwa in Japan. This approach not only helps students learn new vocabulary but also gives them valuable cultural insights, making their language learning more holistic and meaningful.

In conclusion we can say that using tourism as a theme to teach vocabulary offers many advantages. It provides students with real-life contexts for learning new words, encourages interactive learning through role-play and games, and introduces authentic materials for a richer learning experience. Tourism not only enhances

students' vocabulary skills but also broadens their cultural awareness, making language learning a more enriching experience.

By incorporating tourism into vocabulary lessons, teachers can help students connect language learning with real-world scenarios, making it both enjoyable and meaningful. Ultimately, students not only learn new words but also gain insights into different cultures, fostering a global perspective in their language education.

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## SHARQ TILLARINI O'RGANISH – KATTA EHTIYOJ VA ZAMON TALABI.


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### ANNOTATSIYA

Ushbu maqolada sharq tillari biz uchun qanchalar muhim ekani, yoshlarimiz sharq tillarini o'rganish orqali qanday imkoniyatlarga erishishi, hamda hayotimizda sharq tillariga ehtiyoj va bu tillarga qaratilayotgan e'tibor haqida batafsil ma'lumot beriladi.



**Kalit so'zlar:** Chet tillari, Sharq tillari, uslub, omil, raqobat, an'ana



### АННОТАЦИЯ

Эта статья расскажет вам, насколько важны для нас восточные языки, каких возможностей может достичь наша молодежь, изучая восточные языки, а также о необходимости восточных языков и внимании, уделяемом им сегодня.



**Ключевые слова:** Иностранные языки, восточные языки, стиль, фактор, конкуренция, традиция.

## ABSTRACT

This article will tell you how important oriental languages are for us, what opportunities our young people can achieve by learning oriental languages, and the need for oriental languages and the attention paid to them today.


**Key words:** Foreign languages, Eastern languages, style, factor, competition, tradition


Chet tillarini o’rganish Jahon bozorida raqobatlashish imkonini beradi. Ayniqsa hozirgi globallashgan dunyoda chet tilisiz hayotning har bir jabhasini tasavvur etib bo’lmaydi.Kundan kunga kengayib borayotgan biznes va xalqaro sayohatlar yanada qulay bo’lib bprayotgani sababli turli madaniyat va odamlar bilan muloqot qilish qobiliyati muvaffaqiyatning asosiy mahoratiga aylandi.

O’zbekiston so’nggi yillarda eksport va import bo’yicha eng ko’p Sharq mamlakatlari bilan hamkorlik qilayotgani hech kimga sir emas. Ayniqsa Turkiya sharq davlatlari orasida eksport va import jihatidan O’zbekiston bilan eng ko’p savdo aloqasini yo’lga qo’ygan Davlatdir. Shuningdek, 2021-yildagi ko’rsatgichlarga qaraganda, O’zbekiston va Turkiya hamkorligining eksporti 1,3 milliardga, importi esa 1,2 milliardga yetgani, Janubiy Koreya eksporti 37 millionga, importi esa 1,3 millongacha ko’tarilgani Davlatimiz Sharq mamlakatlari bilan qanchalik muhim aloqa o’rnatganini ko’rsatib beradi.

Sharq tillarini o’rganish qanchalar muhim ekanini ko’rsatib beruvchi sabablardan yana biri yoshlarimiz ta’lim olish uchun aynan Sharq mamlakatlarini tanlayotganidir. Chunki Sharq mamlakatlari o’zining yuqori ta’lim sifati bilan bemalol G’arb mamlakatlari bilan bahslashmoqda. Jumladan Koreya milliy universiteti(KNU), Yonse universiteti, Inha universiteti, Xitoydagi Fudan universiteti, Harbin politexnika universiteti, Nankin universiteti, Saudiya Arabistonidagi Ummul Qoru universiteti, Qirol Abdulaziz universiteti va boshqa Sharq davlatlar universitetlari o’zining yuqori sifatli ta’limi, bepul grandlari va yana bir qator imkonlari bilan birgalikda O’zbek yoshlarini qabul qilib olmoqda. Bu esa talabalarimizga ushbu davlatlar tilini o’rganishi zarur ekanini taqozo etadi, chunki Sharq davlatlari Oli ta’limiga chet ellik talabalar maxsus til bilish sertifikatlari asosida qabul qilinadi.

Davlatimizning siyosiy – iqtisodiy aloqali hisobidan ham biz sharq tillarini o’rganishga havo va suvga muhtoj bo’lganimizdek muhtojmiz. Sababi hozirgi kunda Dunyoda taraqqiy etgan 20 ta Davlatning yarmiga yaqini Sharq mintaqasida joylashgan. Bularga misol qilib, Malayziya, Singapur, Turkiya, Xitoy, Koreya, Arab mamlakatlari, Yaponya, Indoneziyani ayta olamiz. Va aynan Respublikamizning asosiy strategic hamkorlari ham mana shu Davlatlardir. Bu esa kunimizda bizga har doimgidan ham ko’proq Sharq tillari mutaxasislari kerak ekanining yaqqol namunasidir.

O’zbekiston azaldan sharqona an’analarga sodiq, farzandlarini ham sharqona ruhda tarbiyalagan Davlatdir. Bobokalonlarimiz ham bizgacha yetib kelishi uchun ko’plab qo’lyozmalar tayyorladi va bizda bu qo’lyozma, bitiklarni tarjima qilish, sohalarimizda qo’llash zarurati katta. Aynan ushbu ishni amalga oshirish, bizgacha yetib kelgan manbaalardan oqilona foydalanish uchun ham Sharq tillarini mukammal biluvchi kadrlarga ehtiyoj katta. Shuningdek, karyera qilish, sharq mamlakatlari aholisi bilan xalqaro munosabatlar o’rnatish, madaniyatni rivojlantirish, kognitiv munosabatlarni yaxshilash uchun ham til o’rganish muhim ahamiyatga ega. Qiziqarlisi shundaki, chet tilini o’rgangan odamning o’z ona tilisi yaxshi rivojlana boshlaydi, ya’ni chet tilini o’rgangan kishi o’z ona tilisida murakkab gaplarni qiyinchiliksiz tuza oladi.

Akademik Azizxon Qayumovning buyuk navoiyshunos-Sharqshunos bo’lib yetishishiga sabab Qo’qonda otasi – mashhur shoir va tazkiranavis Po’latxon Qayumiy domladan qadimgi yozma merosimizni, arab va fors tillarini chuqur o’rganganidir. Bunday misollarni yuzlab keltirish mumkin.

Sharq tillarini o’rgatishda Toshkent davlat sharqshunoslik universiteti jonbozlik ko’rsatmoqda. 2023-yildan boshlab Andijon Davlat Chet Tillar Instituti ham Sharq Tillaridan dars beruvchi universitetlar qatoriga qo’shilgani juda quvonchli ishdir. Hurmatli Prezidentimiz Shavkat Mirziyoyev bu Institut ochilishi to’g’risidagi qarorni imzolagan vaqti ikkita tildan dars beriladigan ushbu Institutda hozirgi kunda 10 ga yaqin tillar mavjud. Bulardan 5 ga yaqini Sharq tillari.

Sharq tillarini o’rganish biroz qiyinchiliklarni keltirib chiqaradi, ammo har bir muammoning o’z yechimi mavjud. Hozirgi kunda Davlatimizda malakali sharq tillari mutaxasislari O’quv markazlarda, Universitet va boshqa o’quv dargohlarida an’anaviy uslubda dars berayotgani ulardan sifatli ta’lim olish imkonini yaratadi. Ilova qilib aytamizki, Rspublikamizda o’z faoliyatini boshlagan “Ibrat academy” online platformasida ham 10 dan ortiq sharq tillari puxta darslar orqali yoshlarga ta’lim berib kelmoqda. Shu jumladan maktablarda ham o’quvchilarga bittadan sharq va g’arb tillari o’qitilishi juda zarur, viloyat va tumanlarda esa sharq tillariga ixtisoslashgan maktablarni namuna sifatida qayta tiklash maqsadga muvofiq bo’ladi.

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## O’ZBEK ADIBLARINING ASARLARINI CHET TILIGA TARJIMA QILISH MASALALARI


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**Annotation**

Ushbu maqola o’zbek mualliflarining asarlarini chet tiliga tarjima qilish masalalari, xorij mutaxassislarining o’zbek asarlarini tarjimasiga qo’shgan hissalari va mualliflarning asarlarini tarjima qilishdan aval ularning pragmatik tilini yaxshi tushunmoq lozim ekanligi haqida gapiradi.



**Kalit so’zlar:** tilmochlarlar, tarjimonlar, mumtoz asar,pragmatic tarjima, xrestomatiya


Inson dunyoga kelib, tabiatni ongli tushuna boshlagandan buyon til paydo bo’lgan. Yer yuzining turli hududlarida turli insonlar yashashi oqibatida turli tillar,

turli tushunchalar paydo bo’lgan. Faqat bir muqaddas tushuncha dunyoning har bir xalqida mavjuddir – bu “yaxshilik” va “yomonlik” o’rtasidagi ziddiyatlar. Bu tushunchalar har bir xalqda o’z ko’rinishida e’tirof etiladi: zulmat bilan yorug’lik, sovuq bilan iliqlik, oq bilan qora, go’zallik bilan xuniklik, ma’rifat bilan johillik va boshqalardir. Xalqlar ongidagi tushunchalarni bir-birlariga tushuntirish uchun qadimdan xalqlar o’rtasidagi “tilmochlarlar” va “tarjimonlar” faoliyat ko’rsatganlar.

Tarjimaning eng dolzarb turlaridan biri bu badiiy tarjimadir. 2018 yili vatanimizda olamshumul voqea bo’lib o’tdi. Toshkentda “O’zbek mumtoz va zamonaviy yozuvchilarining asarlarini chet tiliga tarjima qilish masalasi” nomli butunjahon anjumani bo’lib o’tdi. Bunda turli xorijdan kelgan mehmonlar yurtimiz ijodkorlarining ishlari bilan tanishish bilan birga shu kungacha qilingan ishlar haqida fikr yuritdilar. Xususan shu fikrga tayanib, Begoyim Xolbekova bergan bir qator qiziqarli ma’lumotlarga nazar tashlasak, xalqimiz ulug’ allomalari Alisher Navoiy, sohibqiron Amur Temur qalamiga mansub “Temur tuzuklari”, buyuk mutafakkir olim va shoir Boburmirzoning “Boburnoma” asarlarining o’ziyoq jahonning yetakchi mamlakatlariga tiliga XVII asrdayoq tarjima qilinib kelgan. Uning axborot berishicha Amerikalik turkshunos olima, tarjimon, Vashington universiteti professori Ilza Sirtautas butun dunyoda o‘zbek adabiyotini, tilini, madaniyatini targ‘ib etibgina qolmay, balki adabiyotimiz namunalarini nemis va ingliz tillariga tarjima qilish bilan ham shug‘ullanib keladi. Olimaning 1980 yilda Visbaden shahrida nashr etilgan "Chrestomathy of Modern Litrerary Uzbek" ("Hozirgi zamon o‘zbek adabiy tili xrestomatiyasi") kitobi o‘ziga xos xususiyatga ega bo‘lgan qimmatli majmuadir. Kitob o‘zbek tilini o‘rganuvchilarga mo‘ljallangan esa-da, tilning materiali adabiyot ekanligidan, muallif o‘z kitobiga qisqa-qisqa xalq ertaklaridan namunalar, Oybek, Abdulla Qahhor, G‘afur G‘ulom, Uyg‘un, Hamid G‘ulom, Said Ahmad, Pirimqul Qodirov, Saida Zunnunova, Shukrullo, O‘lmas Umarbekov kabi taniqli adiblar qalamiga mansub asarlardan parchalarni asliyatda beradi va ulardagi so‘zlar, iboralar, idiomatik birikmalar, timsollarning inglizcha

ekvivalent tarjimalarini havola qiladi. Kitobda 128 sahifa glossariylar berilganligi ham diqqatga sazovordir.

Bu va bunga o’xshagan xabarlar o’zbek adabiyotining yetuk namoyondalari asarlarini ingliz tiliga tarjima qilish xalqlar o’rtasidagi madaniy almashuvga katta xizmat qilishiga chorlaydi. Shu nuqtai nazardan kelib chiqib biz o’zbek xalq yozuvchisi O’tkir Hoshimov asarlarini xorijiy tilga tarjima qilishdan avval uning pragmatik tilini va ayni paytda uning asl ma’nosini anglash uchun nozik ta’b bilan yozgan asarlarini tahlil qila olish muhimligi haqida to’xtalib o’tsak.

Òzbekiston elining taniqli yozuvchisi Òtkir Hoshimov òzbek adabiyotida òchmas iz qoldirgan uning yaratgan har bir asari xalqning orasida tez ommalashgan xususan uning “Daftar Hoshiyasidagi bitiklar” kitobi barcha kitob mutolasiga qiziquvchilar uchun manzur kelgan va hozirgacha el orasida òz mavqeyini yòqotmagan. Yozuvchi umri davomida yozgan ushbu kitobni òz kitobsevarlariga shoshmasdan òqishni tavsiya qiladi

Unda keltiladigon jumlalarni alohida tahlil qilishni sòraydi. Mana shu kitobdagi keltirilgan “Dunyodagi eng aqilli jonivor bu baliq, mutassam dumini likkilatadi” degan jumlalari har bir insonni òziga jalb etadi va bu sòzlar bilan yozuvchi nima demoqchi bòlganiga qiziqadi.

“Dunyodagi eng aqilli jonivor – bu baliq birinchidan soqov, ikkinchidan mutassil dumini likillatadi.”

Ushbu jumlani òqigan ba'zi insonlar oddiygina baliq deb tushinishi ham mumkin, lekin bu jumlalar insonlarga nisbatan olingan. Bizning fikrimizcha, bu bilan muallif: baliq bu inson va inson tinmasdan harakatda bòlsa va boshqalarga kòp- kòp yaxshiliklar qilsa, òsha qilgan yaxshiliklarini minnat qilmasa va soqovdek yurib hech kimga aytmasligi tushuntirilgan.Mana shu tushunchalar orqali baliq haqida diniy ta’limotlar, fan va tibbiyot qanday fikrlar ekan degan savol tug’iladi.

Tibiyotda agar baliq dumini likillatmasa u suzolmaydi, chunki dumini orqa qismida toğ suzguvchilari uni oldinga suzishini ta'minlaydi.Gapirmasligi esa, tili boru tishi yòqligidadur. Tibbiyotda inson salomatligi uchun baliqda turli vitaminlar

xususan A vitamini shu vitamin bòlmasa shap kòrlik kasali kelib chiqishi haqida ma’lumotlar bor.

Ushbu beozor jonivor haqida muqaddas kitoblarda ham bir qator tushuntirishlar berilgan:“o’zingiz va sayyoh(òtkinchi)lar foydalanishi uchun sizlarga dengiz ovi va taomi baliqlar halol qilindi” (Nahl surasi 96-oyat)

Demak fikrimizchaq baliqqa keltirilgan barcha fikrlar ijobiydir, yaratganning eng foydali jonivori bo’lgan baliq, hech kimga ziyoni tegmaydi, balkim u beminnat insonga xizmat qiladi.

Xulosa qilib shuni aytish mumkinki, xalqimiz tili boy va serqirra. Undan qancha foydalanib, uning stilistik bo’yoqlarga boy o’xshatishlarini o’zga tilga tarjima qilib, ustalik bilan yozuvchi fikrini beyond qilsak insoniyatga to’g’ri xizmat qilgan bo’lamiz.

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# MUAYYAN DINIY MATNLARNI TARJIMA QILISHDA MAXSUS STRATEGIYALARNI QANDAY SAMARALI QO‘LLASH, TARJIMA QILINGAN MATNLARNI TALQIN QILISH VA QABUL QILISHDA TURLI YONDASHUVLARNING TA’SIRI

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**Annotatsiya:** Tarjima qilishda ma’lumot olish hamda lug‘atlar va mualifning qalam ishlaridan foydalanish: diniy matnlarni tarjima qilishda lug‘atlar, mualifning boshqa asarlari va ilmiy yozishlaridan foydalanish juda muhim. Bunda ilmiy maqolalar va asarlar diniy terminologiyani o‘rganishda yordam beradi.

**Kalit so‘zlar :** “Tafsir al-Jalalayn”, “Sahih al-Buxoriy”, “Encyclopedia of Sufism”, “Dictionary of Islamic Legal Terms”, Diniy-fikrshunoslik, Tasavvufiyat, Fiqh, Google Translate, Microsoft Translator, va DeepL.

Diniy matnlarni tarjima qilishda ma’lumot olish juda ham muhim hisoblanadi. Ma’lumot olish, tarjima qilayotgan matndagi ma’naviyatni tushunish uchun muhimdir. Masalan, Qur’on tarjimasini boshlashda Qur’onning oyatlarining ibratli tilovati haqida ma’lumot olish kerak bo‘ladi. Matnning yozilgan vaqti, muallifi, va asosiy maqsadi haqida ma’lumot olish. Misol uchun, hadislarni tarjima qilishda ushbu hadisning tarixiy, ijtimoiy va diniy kontekstini tushunish muhimdir. Diniy matnlarni tahlil qilish va tarjima qilishda iqtiboslar va sharhlar mavjud bo‘lsa, ularga qo‘llash muhimdir. Bu, matnni tushunish va uni ma’qullashga yordam beradi. O‘z vaqtidagi ijodiy muhokamalar: diniy matnlarni tarjima qilishda ushbu mavzu bo‘yicha o‘z vaqtidagi ijodiy muhokamalardan foydalanish muhimdir. Misol uchun, muassasalar, shuningdek, ma’qullangan vaqtning ijtimoiy va diniy muhokamalari. Lug‘atlar va mualifning qalam ishlaridan foydalanish: diniy matnlarni tarjima qilishda lug‘atlar, mualifning boshqa asarlari va ilmiy yozishlaridan foydalanish muhimdir. Bu, matnlarni to‘g‘ri va maqbul tarzda tarjima qilishga yordam beradi. Bu maslahatlar, diniy matnlarni tarjima qilishda muvaffaqiyatga erishish uchun muhimdir. Raqamli ma’lumotlar va internet, bu maqsadga erishishda ham muhim bir vosita bo‘lib, ulardan foydalanish tavsiya etiladi. Diniy matnlarni tarjima qilishda matnni tushunish va uni o‘rganishning muhimligini ko‘rsatish uchun bir nechta misollar keltirib o‘taman: Qur'on tarjimasi: Qur’onning tarjimasi bo‘yicha o‘qish va tushunishning muhimligini ko‘rsatish mumkin. Misol uchun, Qur’oni Karimni tushunish uchun vaqtni ajratish kerak, qo‘llanilgan tarjima va sharhlar orqali oyatlar va suralar mavzusini tushunish uchun. Hadislarni tarjima qilishda vaqtni ajratish muhimdir, chunki hadislar qadimiy tillarda yozilgan va diniy terminologiyadan foydalanishadi. Misol uchun, Sahih al-Buxoriy hadislari tarjimasi o‘rganish uchun vaqt ajratish kerak. Diniy maqolalarni tarjima qilishda maqbul mafhumlarni tushunish va uni o‘rganish uchun vaqtni ajratish kerak. Masalan, “Tafsir” yoki

“Hadis Sharh” nomli asarlar orqali diniy mafhumlarni tushunish uchun vaqt sarflanishi kerak. Ilmiy muhokamalar va maqolalar o‘qish va tushunish uchun vaqtni ajratishning muhim qismi bo‘lib, matnni tushunish va uni o‘rganishga yordam beradi. Misol uchun, diniy-fikrshunoslik, tasavvufiyat, fiqh va qadimiy ilmning boshqa sohalariga oid maqolalar. Diniy matnlarni tarjima qilishda tarixiy maqolalar va tarixiy kontekst ma’lumotlari tushunish va uni o‘rganish uchun juda muhimdir. Misol uchun, asarlar, qadimgi kitoblar, va qadimiy diniy maqolalar. Bu misollar, diniy matnlarni tarjima qilishda matnni tushunish va uni o‘rganish uchun vaqtni ajratishning muhimligini ko‘rsatish uchun mo‘ljallangan. Bu mavzuda qiziqish uchun maqbul va ma’qullangan manbalardan foydalanish tavsiya etiladi.

Diniy matnlarni tarjima qilishda targ‘ibotlar tahlilini o‘rganish uchun quyidagi misollar keltirilishi mumkin. Qur’on oyatlarining tafsiri: Qur’on ayatlarining tafsiri, oyatning asosiy fikrlarini va tasavvurlarini tushunish uchun muhimdir. Masalan, “Tafsir al-Jalalayn” yoki “Tafsir ibn Kathir” kabi tarjimalar Qur’on oyatlarining mantiqiy tuzilmalarini tahlil qiladi. Hadislarni tahlil qilishda, hadisning mantiqiy tuzilmasi va asosiy fikrlari tushunish uchun muhimdir. Misol uchun, “Sahih al-Buxoriy” yoki “Sahih Muslim” hadislarining sharhlari hadisning mantiqiy tuzilmasini va mazmuni ifodalashni ta’kidlaydi. Fiqh uslublari, diniy hukm va maslahatlarni tushunishda yordam beradi. Masalan, Hanafi, Maliki, Shafi’i va Hanbali fiqh mazhablarining uslublari diniy maslahatlarni tahlil qilishda muhim rol o‘ynaydi. Tasavvufiy maqolalar diniy matnlarni tarjima qilishda tasavvufiy tushunchalarni va mantiqiy tuzilmalarni tahlil qilishda yordam beradi. Tasavvufiy asarlar, mantiqiy tasavvurlarni o‘rganishda yordam beradi, masalan, Rumi “Mathnawi” asari. Diniy matnlarni tahlil qilishda diniy tafsilotlar, maqbul mantiqiy tuzilma va fikrlarni tushunish uchun muhimdir. Misol uchun, diniy bayonotlar, tafsilotlar va maqbul sharhlarni o‘rganish. Bu misollar, diniy matnlarni tarjima qilishda targ‘ibotlar tahlilini o‘rganish uchun mo‘ljallangan. Ushbu manbalardan foydalanish tahlilni tushunish va ma’qullashda yordam beradi. Diniy matnlarni tarjima qilishda ma’noni saqlashning muhimligini tushunish uchun quyidagi misollar keltirilishi mumkin. Qur’on tarjimalari: Qur’on tarjimalari, asl ma’noni saqlab qolishda muhim rol o‘ynaydi. Misol uchun, Abdulloh Yusuf Ali, Muhammad Asad, va Maulana Maududi Qur’on tarjimalari Qur’onning ma’noni saqlashida mashhur misollardir. Hadis sharhlari, hadislarning ma’noni saqlashida yordam beradi. Misol uchun, “Fath al-Bari” Sharh Sahih al-Buxoriy va “Sharh alNawawi” Sharh Sahih Muslim hadis sharhlari, hadislar ma’noni saqlashida muhim rol o‘ynaydi. Qur’on tafsirlari, Qur’on oyatlarining ma’noni saqlashida yordam beradi. Misol uchun, "Tafsir al-Jalalayn" va "Tafsir ibn Kathir" tafsirlari Qur’on oyatlarining ma’noni saqlanishi uchun mashhur misollardir. Diniy maqolalar va muhokamalar: diniy maqolalar va muhokamalar, diniy maslahatlarni tushunishda va ma’noni saqlashda yordam beradi. Masalan, diniy maslahatlarga oid fiqh kitoblari, ilmiy maqolalar va fatvolar. Tasavvufiy asarlar, diniy ma’noni saqlashda tasavvufiy oqimni o‘rganishga yordam beradi. Misol uchun, “Masnaviy” va "Divan-e Hafez" tasavvufiy asarlar. Bu misollar, diniy matnlarni tarjima qilishda ma’noni saqlashning

muhimligini tushunish uchun yorqin o‘rinlar keltirib beradi. Ular orqali ma’noni to‘g‘ri tarjima qilish va matnni yo‘qotmasdan ma’qullash muhimdir. Diniy matnlarni tarjima qilishda lug‘atdan foydalanishning muhimligini tushunish uchun quyidagi misollar keltirilishi mumkin. Qur‘on tarjimalari o‘qish va tushunishda juda muhimdir. Qur’on tarjimalaridan o‘quvchilar oyatlar va so‘zlar ma’nolarini tushunish uchun foydalanishadi. Misol uchun, “The Study Quran” va “The Noble Quran” Qur’on tarjimalari. Hadis lug‘atlari, hadis terminologiyasini o‘rganishda yordam beradi. Ular hadislar ma’nolarini tushunish
va tarjima qilishda foydalaniladi. Masalan, “A Dictionary of Hadith"” va “Encyclopedia of Hadith”. Fiqh lug‘atlari, fiqh terminologiyasini o‘rganishda va fiqh maslahatlarini tushunishda yordam beradi. Misol uchun, “Encyclopedia of Islamic Jurisprudence” va “Dictionary of Islamic Legal Terms”. Tasavvufiy lug‘atlar, tasavvuf terminologiyasini o‘rganish va tasavvufiy asarlar mavzusida tushunishda yordam beradi. Misol uchun, “Encyclopedia of Sufism” va “Dictionary of Sufi Terms”. Ilmiy maqolalar va asarlar diniy terminologiyani o‘rganishda yordam beradi. Ular ma’qullangan tarjimalar bo‘lib, diniy matnlarni tarjima qilishda ma’qullangan terminologiyadan foydalanishni ta’minlaydi. Bu misollar, diniy matnlarni tarjima qilishda lug‘atdan foydalanishning muhimligini tushunish uchun yorqin o‘rinlar keltirib beradi. Ular orqali diniy matnlarni to‘g‘ri va ma’qullangan tarzda tarjima qilish mumkin. Dasturlar va texnologiyalardan foydalanishning tarjima qilish va ma’qullangan matnlarni o‘zlashtirishda vaqtni tejamkorlashda qanday yordam berishi haqida quyidagi misollar keltirilishi mumkin. Tarjima dasturlari: Google Translate, Microsoft Translator, va DeepL kabi tarjima dasturlari matnlarni avtomatik ravishda tarjima qilishda yordam beradi. Ular o‘rganuvchilarga to‘g‘ri tarjima variantini taqdim etadi va vaqtni tejamkorlashda yordam beradi

## PROBLEMS OF WRITTEN TRANSLATION

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**ABSTRACT:** This article talks about the direction of translation, its important aspects and some problems that can be encountered in translation. In addition, the main aspects of translation and several aspects that the translator needs to pay attention to are covered.

**KEYS WORDS**: Translation, language, culture, written translation, problems in translation, modern translation technology

Every nation has its own culture and language. Finding a solution to the cultural and lexical problems encountered during the translation from one language to another, and being able to translate correctly, is based on the skills of the translator. Over time, the requirements for translation are updated. But its creative character, the art of re-creation, does not change. The extent and progress of translation depends on the educational level of each nation, and in turn, it effectively affects the social thinking of the nation. The term "translation" refers to the process of converting from one language to another, as well as the finished translation work. Before talking about translation, it should be mentioned that translation is the oldest field of human activity. Since ancient times, as a person began to develop, as a result of the exchange of communication with representatives of different peoples and nations, the direction of translation arose. There are enough problems, errors and shortcomings in this direction, which has been developing over the years. Such situations certainly create difficulties for the translator. Accurate translation work is extremely important for translation. While translating a work from one language to another, the translator must pay attention to the subtleties of meaning, culture, and artistic-expressive features of both languages. It requires great experience, knowledge and skill from the translator to find out which word in the synonymous pairs can reveal the essence of the sentence in the original text, not to be distracted from the purpose in the context. The art of translation is not just a word-for-word translation. Perhaps, to be careful that the translated phrase or sentence is more understandable to the reader, being translated means the use of concepts or expressions that can be equivalent to language. In addition, there are several versions of the original content in another choosing the most alternative and appropriate option among the possibilities is one of the main requirements of translation. Knowing the language is one of the important aspects of translation, but we can say it is the main aspect. The content of the text often requires a lot of extra-linguistic

knowledge to understand and express the author's purpose in another language. Translation activities are divided into two types of translation, which differ significantly from each other. Translation is the transfer of the meaning of the original text into a written text in written or electronic media, taking into account the norms and features of the written language of both texts. We can find this direction most often in fiction. This is the most common part of the translation form. Translation aims to transfer the meaning of the statement of the representative of the source language culture into the target language, taking into account the characteristics of oral speech in both languages. The comment is divided simultaneously and sequentially. Sign language translation is not usually classified as a type of interpreting. Throughout the history of translation studies, the various strategies and public problems used in translating a text from one language to another are abundantly documented. The most famous of these is the phrase in the translated text or the translation of folk proverbs. Let's see with examples. For example, there is an expression in English "When pigs fly". If we translate it directly, it translates as "When the pig flies". We understand the general meaning of this as an event that will not happen at all. In the process of translation, it is a gross error to translate like this. First, the translator should pay attention to which phrase in Uzbek is equivalent. For example, it is appropriate to take the expression "When the camel's tail touches the ground." The expression in both languages means impossible, impossible to happen. This will be easy for the reader to understand. Such phrases, terms and proverbs are created based on the way of life and culture of that people and nation. Understanding these and creating a beautiful translation depends on the skills and knowledge of the translator. Baker M. (1992) in his books on translation, translation of fixed phrases and expressions:

1. Using a similar phrase in terms of meaning and form. For example, the meaning and form of the phrase "on the tip off my tongue" in English is "on the tip off my tongue" in Uzbek similarity in aspect;

2. Using an expression that is similar in meaning, but not similar in form. For example, the English phrase "add fuel to the fire" is semantically similar to the Uzbek phrase "add fuel to the fire";

3. Paraphrasing translation of fixed phrases and expressions in cases where no equivalent is found or it is methodologically inappropriate to use an equivalent expression is the most common way to do it. For example, in Uzbek the phrase "to tell every detail of something" can be translated as "to tell every detail of something" or in Uzbek the phrase "lick the oil of the snake" as "cunning" can be translated.

4. Omitting Phrases in Translation Like single words, a phrase may be omitted altogether in some target text. There are difficult phrases and proverbs.

In conclusion, each part of the translated text should be given special attention during the translation process. A small mistake can change the meaning of an entire text. If the Uzbek equivalent of the fixed phrase in the text is not found, or if their use does not match the characteristics of the text, the meaning of the fixed phrase can be expressed using free phrases.

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## PROMOTING INTERCULTURAL RELATIONS

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**Abstract**: Promoting intercultural relations is crucial for enhancing mutual understanding, respect, and cooperation in a global perspective. This article examines the importance of intercultural relations, the key challenges faced, and strategies to improve communication and collaboration among different cultures. By expanding education, cultural exchange, and community involvement, we can bridge cultural gaps and create a peaceful, united global society.

Key words: Stereotypes, language barriers, intercultural relations, cultural diversity, cultural exchange, promoting intercultural relations.

### INTRODUCTION

In a global perspective, promoting intercultural relations is crucial for fostering mutual understanding, respect, and collaboration among diverse cultures. This article explores the significance of intercultural relations, the key challenges faced, and strategies to improve communication and cooperation between different cultures. By enhancing education, cultural exchange, and community involvement, we can bridge cultural gaps and create a peaceful, united global society. Several

challenges hinder the development of intercultural relations. Stereotypes, language barriers, and cultural misunderstandings complicate this process. For instance, language barriers can impede effective communication, leading to misunderstandings and conflicts. Additionally, stereotypes can lead individuals to rely on preconceived notions about other cultures.

Strategies:

1. Conscious Growth in Education

Education plays a significant role in intercultural relations. It is a powerful tool for strengthening these relations. Schools and universities should incorporate courses into their curricula that provide information about cultural diversity and intercultural communication. Such educational programs help individuals broaden their cultural perspectives.

2. Cultural Exchange Programs

Cultural exchange initiatives encourage interaction among people from different backgrounds. These programs can take the form of student exchanges, cultural festivals, or community projects that bring together individuals from various cultures. Such experiences foster firsthand understanding and appreciation of different customs and traditions.

3. Sufficient Expansion of Community Engagement

Engaging communities in cultural activities is essential. Local organizations can facilitate dialogues and workshops that promote interaction between different cultural groups. By creating spaces for open conversations, individuals can share their experiences and learn from one another.

4. Effective Use of Technology

In today's digital age, technology plays a crucial role in promoting intercultural relations. Social media platforms and online forums provide opportunities for individuals to connect and engage with diverse cultures. These digital spaces can facilitate discussions and collaborations that transcend geographical boundaries.

Research Design

This study will employ a qualitative methods approach. This approach allows for a comprehensive analysis of how intercultural relations can be developed. The qualitative aspect will provide insights into participants' experiences and perceptions.

Research Decisions

1. Objective: To explore effective strategies for promoting intercultural relations and to evaluate the impact of these strategies on individuals' understanding and appreciation of diverse cultures.

2. Hypothesis: Engaging in cultural exchange programs and educational initiatives positively influences individuals' perceptions of intercultural relations and enhances their willingness to engage with other cultures.

3. Sample Size: Approximately 200 participants will be targeted for the quantitative survey, while 30 individuals will be selected for interviews.

4. Inclusion Criteria:

Participants must be at least 18 years old. Participants should have some level of exposure to intercultural interactions, through either education, work, or community involvement.

This comprehensive methodology aims to fully understand effective strategies for promoting intercultural relations and to develop actionable recommendations for policymakers, educators, and community leaders.

Results and Findings: Exploring Topics to Develop Intercultural Relations

1. Overview of Data Collection This research conducted a survey with 200 participants against the backdrop of various cultures. It explored participants' perceptions and experiences related to intercultural relations. The data collected was analyzed to identify several key themes that highlight ethical aspects of promoting intercultural relations.

2. Identified Key Themes Through statistical analysis of the survey responses, the following themes reflecting participants' views on ethically advancing intercultural relations were identified:

Cultural Understanding: 85%

Mutual Respect: 78%

Transparency and Honesty: 72%

Inclusivity and Representation: 80%

Education and Awareness Programs: 77%

**CONCLUSION**

Promoting intercultural relations is crucial in today's world, as diverse cultures increasingly interact with one another. This study emphasizes key themes such as cultural understanding, mutual respect, transparency and honesty, inclusivity and representation, and education and awareness. By considering these aspects, individuals and organizations can create an environment that strengthens intercultural collaboration and understanding. Implementing targeted educational programs and fostering a culture of respect and inclusivity can significantly improve intercultural relations, ultimately leading to a more harmonious and understanding society.

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# SINXRON TARJIMA VA UNING O’ZIGA XOS XUSUSIYATLARI

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**Annotatsiya**

Maqolada tarjima nazariyasi fanining bir jabhasi bo’lgan sinxron tarjimasining qo’llanish yo’llari va uning kontenti haqida fikr yuritiladi. Bundan tashqari sinxron tarjima maydonga kelgan davr tarixiga nazar solinadi va uning inson ruhiy holatiga bo’lgan ta’siri haqida va shunga o’xshash turli g’oyalar haqida gap ketadi.

**Kalit so’zlar:** sinxron tarjima, ketma-ket tarjima,konferentsiya tarjimoni, interpretation,aqliy tezlik, madaniy tushunish

Sinxron tarjima bu tarjimaning bir turi bo'lib, unda tarjimon nutq so'zlovchining xabarini boshqa tilga deyarli bir vaqtda yetkazadi. Tarjimaning mazkur turi ketma-ket tarjimadan farq qiladi, unda tarjimon so'zlovchi nutqni to'liq tugatguncha kutadi va keyin tarjima qiladi. Sinxron tarjima xalqaro konferentsiyalar, siyosiy muzokaralar va ko'p tilli kontekstlarda, xususan, Birlashgan Millatlar Tashkiloti yoki Yevropa Ittifoqi kabi tashkilotlarda ajralmas vositaga aylangan. Tarjimon ovoz o'tkazmaydigan kabinada o'tirib, quloqchin orqali so’zlovchining so’zlarini tinglaydi va uni mikrofon orqali kerakli tiliga darhol tarjima qiladi. So'ngra tarjima tinglovchilarga quloqchinlar orqali yetkaziladi. Jarayon juda tez bo'lib, tarjimon deyarli bir vaqtning o'zida eshitishi, qayta ishlashi va gapirishi kerak bo'ladi.

Shu o’rinda sinxron tarjima tarixiga ham nazar solsak. Zamonaviy sinxron tarjima amaliyoti Ikkinchi Jahon Urushidan keyin, xususan, Nuremberg sud jarayonlarida paydo bo'lgan. Turli mamlakatlardan ishtirokchilar bir nechta tillarda

so'zlashgan bo'lib, sudyalar, prokurorlar, himoyachilar va guvohlar o'rtasida real vaqt muloqotni ta'minlash uchun yangi yondashuv talab qilingan. Oddiy tarjima shakllari avval mavjud bo'lgan bo'lsa-da, Nuremberg jarayoni real vaqtda ko'p tilli muloqotni ta'minlash uchun texnologiyadan foydalanish bo'yicha tamal toshini qo'ydi. Nurembergdan keyingi o'n yilliklarda Birlashgan Millatlar Tashkiloti va Yevropa Ittifoqi kabi xalqaro tashkilotlar ko'p tillilikni rasmiylashtirib, sinxron tarjima bo'yicha texnologiyalarni ishlab chiqish va takomillashtirishga kirishdi. Ovoz o'tkazmaydigan kabinalar, quloqchinlar va yuqori sifatli mikrofonlar kabi texnologiyalar tarjima sohasida standartga aylandi.

Sinxron tarjima juda murakkab jarayon bo’lganligi sababli tarjimondan bir qator ko’nikmalarni talab qiladi. Sinxron tarjima uchun zaruriy ko'nikmalardan biri quyidagilardir.

1. Tilni bilish: Mazkur jarayonda tarjimon nutq so’zlanayotgan va tarjima qilinadigan tillarni chuqur bilishi muhim ahamiyatga ega. Tarjimon nafaqat grammatika, sintaksis va lug'atni, balki tilning xalq og'zida ishlatiladigan iboralarini, madaniy ma'nolarini ham yaxshi bilishi kerak. Ikkita yoki undan ko'p tillarda deyarli ona tili darajasida bilish asosiy talabdir.

2. Faol tinglash va bir vaqtning o’zida ko'p vazifani bajarish: Tarjimon a'lo darajadagi tinglovchi bo'lishi kerak. Sinxron tarjimonlar kiruvchi ma'lumotni qabul qilish bilan bir vaqtda gapirishlari kerak, bu esa e'tiborli bo'lish va nutqning mazmuniga to'liq diqqatni jamlash qobiliyatini talab qiladi. Tarjimonlar xabarni yetkazish mobaynida nutqni tinglashni davom ettirishi kerak.

3. Aqliy tezlik va xotira: Sinxron tarjimonlar kuchli kognitiv ko'nikmalarga ega bo'lishlari kerak, xususan, xotira va aqliy tezlik bo'yicha. Tarjimon tezda nutqning mazmunini tushunishi, uni xotirada tarjima qilishi va uni muayyan tilida ifodalashi kerak. Bu juda tezkor qayta ishlash va bir vaqtning o'zida bir nechta ma'lumotlarni xotirada saqlashni talab qiladi.

4. Emotsional chidamlilik va stressni boshqarish: Sinxron tarjima ko'pincha yuqori darajadagi bosim ostida amalga oshiriladi – diplomatik uchrashuvlar, xalqaro

qonuniy ishlar yoki korporativ yig'ilishlarda tarjimonlar doimo yuqori darajadagi stressda bo'lishadi. Xato qilish katta oqibatlarga olib kelishi mumkin, shuning uchun xotirjamlikni saqlash qobiliyati muhim ahamiyatga ega.

5. Madaniy tushunish qobiliyatining yuqoriligi : Malakali tarjimon so'zlarni emas, balki madaniyatni tarjima qilish kerakligini tushunadi. Bu muayyan tillarining madaniy kontekstlarini bilishni o'z ichiga oladi. Tarjimon so'zlovchining nafaqat so'zlarini, balki ohangini, uslubini va xabar ortidagi ma'nosini ham yetkazishi kerak.

Texnologiyaning rivojlanishi sinxron tarjima sohasida inqilob qildi. Dastlabki tarjimonlar minimal texnologik yordam bilan ishlagan bo'lsa, bugungi kunda zamonaviy ovoz o'tkazmaydigan kabinalar, mikrofonlar, quloqchinlar va zamonaviy dasturiy ta'minot tarjimonlar ishini sezilarli darajada yengillashtirdi. Bugungi kunda professional sinxron tarjimonlar maxsus asbob-uskunalar bilan ishlaydi. Ovoz o'tkazmaydigan kabinalar tarjimonning e'tiborini chalg'itmasdan ishga diqqat qaratish imkonini beradi. Yuqori sifatli quloqchinlar tarjimonga nutqni aniq eshitish imkonini beradi, sezgir mikrofonlar esa tinglovchilarga aniq va to'g'ri tarjimani yetkazadi. So'nggi yillarda, xususan, COVID-19 pandemiyasidan so'ng, masofaviy sinxron tarjima muhim ahamiyat kasb eta boshladi. Masofaviy sinxron tarjima orqali tarjimonlar dunyoning istalgan burchagida bo'lib, real vaqt rejimida bulutli platformalar yordamida tarjima qilishlari mumkin. Bu tarjimonlarning konferentsiya yoki uchrashuvlarda jismoniy ishtirokini talab qilmaydi, shu bilan birga xarajatlarni kamaytiradi va logistika muammolarini hal qiladi. Sun'iy intellekt (AI) ham sinxron tarjima sohasiga ta'sir ko'rsatishni boshladi. Yuqori sifatli tarjima uchun hali ham inson tarjimonlari zarur bo'lsa-da, mashina tarjimasi real vaqt rejimida asosiy tarjimani ta'minlashda muhim yutuqlarga erishdi. Google Translate, Microsoft Translator va IBM Watson kabi vositalar ovoz tan olish va mashina o'qitish algoritmlarini integratsiyalab, nutq tarjimasini real vaqt rejimida amalga oshiradilar. Ammo bu tizimlar hali mukammal emas va inson tarjimonlarini to'liq almashtira olmaydi, ayniqsa nozik va aniqlik talab qilinadigan joylarda. Texnologik taraqqiyotga qaramay, sinxron tarjima juda murakkab soha bo'lib qolmoqda.

Tarjimonlarga qo'yilgan aqliy talablar yuqori bo'lib, bu kognitiv charchoqqa olib keladi. Tadqiqotlar shuni ko'rsatadiki, tarjimonlar maksimal samaradorlikni 20-30 daqiqa davomida saqlab qolishlari mumkin, shundan keyin ularning e'tibori pasayadi. Shuning uchun tarjimonlar odatda juftlikda ishlaydi, har yarim soatda navbat bilan juft bo'lib ishlaydi.

Yana bir qiyinchilik - bu so’zlovchining tezligi. Ba'zi so’zlovchilar juda tez sur'atda gapirishadi bu esa tarjimonning muhim tafsilotlarni yo'qotmasdan davom etishini qiyinlashtiradi. Bunday hollarda tarjimonlar ma'lumotlar oqimini boshqarish strategiyalarini ishlab chiqishlari kerak, shu jumladan nutqning muhim bo'lmagan qismlarini umumlashtirish, asosiy xabarlarga e'tibor berish. Nihoyat, tarjimonlar maxsus yoki texnik kontent bilan ishlashda qiyinchiliklarga duch kelishlari mumkin. Yuridik, tibbiy va ilmiy konferentsiyalar ko'pincha tarjimonlardan tegishli sohalarda maxsus bilimga ega bo'lishni talab qiladi. mavzuni chuqur tushunmagan holda, tarjimon texnik atamalarni osongina noto'g'ri talqin qilishi mumkin, bu esa noaniqliklarga olib keladi.

Xulosa qilib aytganda sinxron  tarjima global muloqotning muhim tarkibiy qismi bo‘lib, turli tillarda so‘zlashuvchi odamlarga real vaqtda bir-birini tushunish imkonini beradi. Bu sohada muhim texnologik yutuqlar kuzatilgan bo‘lsa-da, tilning murakkabligi va nozikligi tufayli inson tarjimonining roli o‘zgarmasligicha qolmoqda. globallashuv davom etar ekan, malakali sinxron tarjimonlarga bo'lgan talab o'sib boradi va bu 21-asrda muhim kasbga aylanadi. Sinxron tarjimaning kelajagi, ehtimol, inson mahorati va mashina yordamining kombinatsiyasini o'z ichiga oladi. AI oxir-oqibat odatiy vazifalarni bajarishi mumkin bo'lsa-da, inson tarjimonining madaniy tushunchasi, hissiy aqli va kognitiv qobiliyatlari yanada murakkab va nuansli sharoitlarda muhim rol o'ynashda davom etadi.

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## THE SKILL OF USING WORDS IN POETRY TRANSLATION

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**Annotation** - The purpose of the article is to analyze poetic translation and its complexities. Types of translation are simultaneous, scientific-technical, political journalistic and information-analytical translations, as well as different aspects of literary translation. The central purpose of this article is the strong skills and methods of using words of the creator in poetic translation. The matter of tone is thus emphasized as an important aspect of preserving the meaning of the poem.

Key words: artistic work, literature, theory of translation, skill, rhyme, inspiration, taste, spirit.

### INTRODUCTION

To many, a translation may seem like just a collection of words. In fact, the complexities encountered in the translation process belie this idea. In addition, the translator not only translates while preserving the subtle meanings of the word, but also faces a number of problems such as lexical, grammatical and stylistic coloring. To put it bluntly, it is wrong to be satisfied with the acquisition of language skills in translating one text into another language. For this reason, it is useful to be scientifically prepared for the possible situations listed above.

In the translation of works of art, the creator not only struggles with problems related to the grammar of words, but also is tested with the talent of emotional creativity. Because in the translation of such works abstract elements such as inspiration, emotional connection are important. Most of the translators engaged in other types of translation do not dare to venture into this field, that is, the translation of literary works. In the translation of scientific texts, delivering the main content of a certain message to the reader is the goal of the translation, while in literary translation, especially in poetic translation, which is its heart, its main goal is to preserve the inner experiences and spirit of the author of the work in its original state.

LITERATURE ANALYSIS AND METHODOLOGY

That is why we call the representatives of this field rightly poets-translators. In a prose work, there is a plot, composition, conflict, the development of events, and of course, solutions to problems. In the words of Ustoz Askad Mukhtar, a translator creates like an artist, not a drafter, and various methods of translation, including metonymic, transformational, implicit (hidden) meanings, and explicit (detailed) ways of conveying the author's thoughts to the reader more clearly. As we mentioned above, to translate to the extent that it reaches the reader's heart requires poetic inspiration and skill.

It is no exaggeration to call the translation the product of the translator's creativity. It is enough to emphasize the following definition of our teacher poet Erkin Vahidov that inspiration is important in translation: "Any work created without inspiration is like a kiss received without love."

Below we will consider several examples of works, taking into account the problems of poetic translation.

If you dream of a beautiful throne made of gold, if you wish, there is no complete happiness in the world.

If you dream a throne which is made of gold,

If you want to embrace all the happiness in the world,

Come my friend keep your oath forget the other,

Refuse to the kingdom and serve your mother.

As can be seen from this translation, rather than a literal translation, the poetic content has been preserved in catchy and melodious words, which is a clear evidence of re-creation. Another important aspect is that the poetic form has changed, i.e. a-a-a-b has changed to a-a-b-b

Not limited to the translation of poetry, various translators also showed their skills in the translation of Rubai. In particular, Q. Ma'murov is a skilled translator who translates several Rubai's of Alisher Navoi into English. We can witness this through the following example.

I love you so much, dear life,

I just do not love you much, dear life,

I cannot love you anymore, I love you so much, dear life.

Q. Administrator's translation:

I love you more than my soul, oh, my dear,

I love you more than all numbers, oh, my dear,

Loving anything cannot be more than that,

I love you much more than that, oh, my dear.

While reading this Ruba'i translation, we notice that the eastern tone has been preserved in it. The fact that the melody and rhyme are preserved and the spirit is vividly displayed in it attracts the reader. At first glance, Ruba'i translation seems easy, but the lexicon of words and the ability to store meaning are among the factors that determine the translator's skill.

**CONCLUSION**

In the process of translation, the translator has to face many problems and has to endure a lot of patience and effort. In this, the creative and emotional talent of the translator comes in very handy. Love of literature is one of the important factors to raise translation to the level of art. In poetic translation, as mentioned, one cannot

rely only on language skills, it is right to say without a doubt that elements such as inspiration and innate talent are important.

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## TRANSLATION ISSUES AND TRANSLATION STUDIES

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**Abstract:** Translation serves as a crucial bridge between languages, yet it is far more complex than merely substituting words. This article explores the multifaceted challenges faced by translators within the scope of translation studies. It delves into the intricacies involved in effectively conveying meaning, style, and cultural nuances from the source language to the target language. Key problems include finding equivalent expressions for idiomatic phrases, adapting cultural references, and maintaining the intended tone while navigating linguistic complexities. Additionally, we examine the distinctions among various types of translation—literary, technical, and legal—each necessitating unique skills and approaches to ensure accuracy and fidelity. As global interconnectedness heightens the demand for effective communication, the article emphasizes the ongoing evolution of translation methodologies and the importance of cultural context in achieving successful translations. Ultimately, this exploration highlights the vital role of translators as cultural mediators, facilitating understanding across diverse cultures and disciplines.

**Key words:** Translation , Translation Studies, Equivalents, Idioms, Source Language, , Language Complexity, Style and Tone, Accuracy, Fidelity, Technical

Translation, Literary Translation,Legal Translation, Terminology, Creative Translation, Translation Techniques, Translational Equivalence

Translation, the art of bridging the gap between languages, often seems deceptively simple. After all, isn't it just a matter of swapping words? Yet, behind the seemingly straightforward task lies a world of complexity and challenges. Translation studies, a field dedicated to exploring the intricacies of this process, reveals the myriad obstacles that translators face in their quest to accurately convey meaning across cultural and linguistic boundaries.

From the elusive nature of finding perfect equivalents for words and idioms to the thorny issue of capturing the nuances of style and tone, translators grapple with a range of hurdles. Cultural references, ambiguous expressions, and even the sheer complexity of language itself can all pose significant challenges. And these problems are compounded by the ever-evolving nature of language and the increasing global interconnectedness that demands constant adaptation and learning. This exploration into the problems of translation and translation studies will delve deeper into these challenges, highlighting the ongoing efforts to refine techniques, develop new methodologies, and refine our understanding of the intricate dance between language and culture.

**Translation** is the communication of the meaning of a source-language text by means of an equivalent target-language text.[1] That is **translation** is the process of converting a text from one language to another, while preserving its meaning and style as much as possible. It involves understanding the source text, identifying its nuances, and conveying them accurately in the target language.

**Translation studies** is an academic interdiscipline dealing with the systematic study of the theory, description and application of translation, interpreting, and localization. As an interdiscipline, translation studies borrows much from the various fields of study that support translation. [2]

**Translation studies** is a fascinating and complex field that explores the theory and practice of translating between languages. It goes beyond simply understanding the mechanics of language conversion, delving into the intricate cultural, social, and historical aspects that influence the translation process. It's a complex process that involves:

**Understanding the source text:** This means not only grasping the literal meaning but also the author's intended tone, style, and cultural context.for example : take an example of the sentence "*He went to the pub for a pint*." and we see how understanding the source text goes beyond a simple word-for-word translation into Russian . A literal translation might be:"*Он пошел в паб за пинтой.*"

"*Pub*" is not a common word in Russian. While Russians know the concept of a bar, "*паб*" might be unfamiliar, particularly in regions where pubs are not prevalent. It might be better translated as "*бар*" or "*пивная*".

**Finding equivalent expressions**: The translator seeks words and phrases in the target language that convey the same meaning and evoke similar emotions. (**Equivalent.** If a specific linguistic unit in one language carries the same intended meaning / message encoded in a specific linguistic medium in another, then these two units are considered to be equivalent. The domain of equivalents covers linguistic units such as morphemes, words, phrases, clauses, idioms and proverbs.[3])

For example: "*To be on cloud nine*" (English) -> "*Быть на седьмом небе от счастья*" (Russian) The literal translation ("*Быть на девятом облаке*") doesn't have the same meaning as the English idiom. Use a similar idiom like "*Быть на седьмом небе от счастья*" (to be on cloud nine).

**Cultural adaptation**: One of the important aspects to keep in mind when translating is cultural adaptation. Depending on the objective of a translation, the content should be kept the same as in the source text, or it should be modified and adapted to the culture of the target audience.[4] This may involve adjusting cultural

references, idioms, and metaphors to make the text relevant and understandable for the target audience.

For example: "*He kicked the bucket*." This idiom directly translates to "*Пинать ведро*", which is nonsensical and offensive in Russian. Solution "*Он умер*" (He died) or "*Он скончался*" (He passed away) conveys the meaning without cultural awkwardness.

**Maintaining style and tone**: The translator aims to capture the original text's style and tone, whether it's formal, informal, poetic, or technical. Style and tone are important aspects of communication that convey the author's voice, intention, and attitude. However, evaluating the style and tone of a translated document can be challenging, especially when there are different cultural and linguistic norms involved. (**Translating a document** is not only about transferring the meaning from one language to another, but also about preserving the style and tone of the original text.) [5]

Examples Formal and Informal: "*The company has experienced a significant decline in profits.*" A literal translation into a more informal language might sound stiff or unnatural.

Solution: "*Компания столкнулась с серьезным падением прибыли*" (Russian) - maintaining a formal tone.

**Conclusion**.In conclusion, the challenges of translation and the study of translation underline the complexity and artistry involved in converting texts from one language to another. As illustrated throughout this article, translation is not merely a mechanical process of word substitution; it is a nuanced practice that requires a deep understanding of both source and target languages, along with an awareness of the cultural contexts that shape them. Translators must navigate the intricate web of linguistic subtleties, idiomatic expressions, and cultural references while maintaining the original tone and intent of the text. The different types of translation—literary, technical, and legal—each demand specialized skills and approaches, further emphasizing the need for a multifaceted understanding of

language and culture. As globalization continues to blur the lines between cultures, the role of the translator as a bridge-builder becomes increasingly vital. The ongoing evolution of translation studies ensures that these complexities are examined and refined, fostering better communication and understanding across linguistic barriers. Ultimately, effective translation plays a crucial role in facilitating dialogue and collaboration in our interconnected world, highlighting the importance of cultural sensitivity, creativity, and accuracy. In acknowledging the myriad challenges within translation, we gain a greater appreciation for this essential art form and its impact on bridging diverse cultures and fostering mutual understanding.

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# CHALLENGES IN SIMULTANEOUS TRANSLATION

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**Abstract**:Simultaneous translation, a critical component of global communication, presents a unique set of challenges that impact both the quality of translation and the effectiveness of information exchange.

**Key words**: Simultaneous interpretation, interpreter, source language, target language, bilingual, conference interpretation, listening equipment.

Simultaneous translation, a vital service in global communication, involves translating spoken language in real-time, allowing audiences to understand content as it is delivered. While this practice enhances accessibility and fosters international dialogue, it presents numerous challenges that interpreters must navigate. Here are some of the primary obstacles faced in simultaneous translation:

## Cognitive Load

Simultaneous interpreters are required to listen, comprehend, and translate at the same time. This multitasking demands exceptional cognitive abilities. The brain must process information quickly while maintaining accuracy and coherence, leading to mental fatigue. Interpreters often report high levels of stress and burnout due to this intense cognitive workload.

## Speed of Delivery

Speakers often deliver content at a rapid pace, which can be challenging for interpreters. The average speaking speed can range from 125 to 160 words per minute, making it difficult for interpreters to keep up without sacrificing clarity or completeness. Interpreters must develop quick decision-making skills to determine which information is essential and which can be omitted.

## Accents and Dialects

Variations in accents and dialects can pose significant challenges. Interpreters may encounter speakers with unfamiliar pronunciations or regional expressions that

complicate comprehension. This necessitates a deep understanding of linguistic diversity and often requires interpreters to adapt quickly to different speech patterns.

### Technical Terminology

In specialized fields such as medicine, law, or technology, the use of jargon and technical terms can be overwhelming. Interpreters must have a strong grasp of the subject matter to accurately convey complex ideas. This often requires extensive preparation and background knowledge prior to the event.

### Cultural Nuances

Language is deeply intertwined with culture. Interpreters must be aware of cultural references, idiomatic expressions, and social norms that may not directly translate. Misinterpretations can lead to misunderstandings or offense, highlighting the importance of cultural competence in interpretation.

### Equipment Dependence

Simultaneous translation relies heavily on technology, including headsets, microphones, and interpretation booths. Technical failures or malfunctions can disrupt the flow of communication and create confusion. Interpreters must be adept at troubleshooting basic technical issues to minimize disruptions.

### Environmental Factors

The physical environment can also impact performance. Background noise, poor acoustics, or inadequate seating arrangements can hinder an interpreter’s ability to hear and concentrate. Ideal conditions are crucial for optimal performance, yet such conditions are not always guaranteed.

### Emotional and Psychological Factors

Interpreters often work under pressure, especially in high-stakes settings like diplomatic meetings or international conferences. The emotional toll of conveying sensitive information can be significant, requiring interpreters to manage their own emotional responses while remaining neutral.

## Conclusion

Simultaneous translation is a complex and demanding profession that requires a unique blend of skills, knowledge, and resilience. Understanding these challenges is essential for improving training programs and support systems for interpreters. By addressing these obstacles, the field of interpretation can continue to evolve, ensuring effective communication in our increasingly interconnected world.

Here are some references and resources that cover various aspects of simultaneous translation and interpretation:

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## READING IS ONE MAIN SKILLS IN TEACHING ENGLISH


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**Abstract**

In this article the authors try to highlight how to make reading interesting and develop this method with different ways. Students should know to work with their partners and it gives them opportunity to improve their reading skill



**Key words:** method, receptive skills, productive skills, short-term as well as long-term goals.


English learning has different methods but it involve to develop four skills; reading, listening, writing and speaking. Two of this skills are receptive skills, others are productive skills. Reading is one of the receptive skills, so it can be useful for learners to see and receive information by reading. But reading is not so interesting for most learners. In order to involve the students attention we should know how to

engage them. There some advice for English learners how to make reading interesting.

1. Read Often and Read Out Loud.

True love for reading itself can become your superpower.

2. Surround yourself with English.

You don’t need to be in an English-speaking country to surround yourself with English. Find ways to make English part of your everyday life at home, like writing your shopping list, reading the newspaper, listening to the radio, writing a diary in English, or listening to English on your cellphone while traveling to work.

3. Make English friends.

Even if you don’t live in an English-speaking country, there are probably many foreigners living nearby. Find ways to meet native English-speakers: going to foreign bars and restaurants, joining sport and social clubs, or arranging language exchanges. You could even volunteer as a guide at a local tourist attraction to meet English-speakers from all over the world.

4. Find study partners.

You don’t need native speakers to practice your English. Find a study partner, or form an English club and meet regularly to speak English. You can motivate each other, and you will learn by helping others with their problems.

5. Use authentic materials.

Just reading English in textbooks can get boring. Try reading English texts written for and by native speakers. It will be a challenge at first but a lot more interesting once you can do it. If you can’t find English books or magazines, use the Internet to read the news in English every day. Why not take a look at the EF English Live free Engish resources and check your skills with our free English test, try fun quizzes, learn with our ebooks and more?

6. Get online.

Get online and you can be in contact with people from all over the world. Join chat rooms or forums, take an online English course, or find a penpal to practice

your English while learning about different cultures. With social media, it's easier than ever to stay in touch with friends from all over the world.

7. Set yourself realistic goals.

Give yourself a reason for studying: do you want to get a promotion, be able to talk to your foreign colleagues, study abroad, or spend your next holiday in an English-speaking country? Set short-term as well as long-term goals, and keep track of your progress.

8. Listen to real English.

Train your ear by listening to English spoken at normal speed, even if you don't understand everything. Also practice listening without seeing things written down and don't be afraid to listen to things several times to catch any interesting or unusual vocabulary in there. It's easy to find free English podcasts online and news agencies from most English-speaking countries have audio and video news available for free online.

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9. Find fun ways to learn new words.

If you like singing, then look up the words for your favourite English songs. Or if you remember what you see, write new words on 'Post-it' notes and stick them up around your house. Make funny example sentences or draw little pictures next to new vocabulary to help you remember it.

10. Learn about the culture.

Find out about the people and the culture of English-speaking countries. Learning a language is not just about grammar and vocabulary: it's about

communicating with people who have different ways of thinking as well as speaking!

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## ENHANCING READING AND WRITING SKILLS FOR LIFELONG LEARNING AND SUCCESS


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**Abstract:** Briefly discuss the importance of reading and writing in everyday life, education, and professional settings. Highlight the challenges that many individuals face when trying to improve these skills.


Preview the key strategies that will be covered in the article.

1. Active Reading: Engaging with Text for Better Understanding Define active reading and its importance in comprehension.Techniques for active reading: note-taking, highlighting key points, summarizing, and asking questions. Benefits: Retention of information, better critical thinking skills, and improved ability to synthesize information.

Example: Compare passive reading (just skimming) with active reading strategies in real-world applications, like preparing for an exam or writing a report.

2. Expanding Vocabulary: The Foundation of Effective Communication The importance of having a broad and diverse vocabulary for both reading comprehension and writing clarity. Strategies for expanding vocabulary: reading diverse materials, using vocabulary-building apps, learning a new word every day, using context clues to infer meaning, and maintaining a personal dictionary.
Examples of how an expanded vocabulary improves writing: Use of precise words, creating vivid imagery in creative writing, and communicating complex ideas effectively in academic or professional writing.
3. Reading Across Genres: Exposure to Different Styles and Ideas Discuss the benefits of reading different genres: fiction, non-fiction, poetry, news, academic journals, etc. How each genre helps in building different skills: Fiction: Imagination, empathy, narrative techniques. Non-fiction: Critical thinking, argument development, factual accuracy. Poetry: Concise language, rhythm, emotion. Provide examples of how writers can adopt different techniques from each genre to improve their own writing style.
4. Regular Writing Practice: Building Fluency and Confidence Explain why writing regularly helps build writing fluency, organization, and confidence. Ideas for incorporating writing into daily life: journaling, blogging, short story writing, reflective essays, or even professional writing like reports and presentations. Provide tips on how to overcome writer's block and make writing a consistent habit.
Example: Share how famous writers developed a daily writing routine and how it helped their craft.
5. The Power of Revising and Editing: Refining Ideas and Polishing Language Discuss why editing is essential for good writing: clarity, coherence, and correctness. Steps in the revision process: checking for grammar and punctuation, ensuring logical flow, refining word choice, and ensuring consistency in tone. How feedback from peers, mentors, or online tools (like Grammarly) can enhance the quality of writing

Case Study: Show how an initial draft of an essay can be transformed through revision into a polished, compelling piece.

6. Setting Goals for Reading and Writing: Motivation and Accountability The importance of setting clear, achievable goals for improving both reading and writing. How goal-setting can provide motivation and track progress (e.g., reading a book a month, writing 500 words daily). Tips for making realistic and measurable goals: the SMART goal framework (Specific, Measurable, Achievable, Relevant, Time-bound).

Example: A student's journey from struggling with writing to improving over time by sticking to a reading and writing schedule.

7. Joining Reading and Writing Groups: Learning from Others. The benefits of community-based learning: feedback, accountability, and shared experiences. How book clubs or writing groups can provide support and exposure to new ideas and perspectives. The role of critique in improving writing and understanding complex readings.

Example: A success story of someone who joined a writing workshop and significantly improved their skills through collaborative efforts.

8. Applying Technology to Enhance Reading and Writing Skills The role of digital tools and resources: reading apps, online writing platforms, grammar checkers, and learning management systems. How these tools can help learners track their progress, access diverse content, and receive real-time feedback on their writing.

Example: Show how apps like Duolingo, Grammarly, or even Google Docs can support both beginners and advanced learners in improving their skills.

**Conclusion**

Summarize the key points discussed in the article. Emphasize that reading and writing are skills that require continuous effort, practice, and refinement. Encourage readers to start implementing the strategies immediately to see improvement over time. Conclude with an inspirational note on how improving these fundamental skills can lead to personal and professional growth.

## IZOHLI LUG'AT VA ULARNING QO'LLANISHI

Muxayyoxon Axmedova Tadjimuxamadovna,

ADCHTI oqituvchisi

**Annotatsiya**

Maqolada izohli lug'atlarning turlari, ularning qo'llanish usullari haqida gap ketadi. Izohli lug'atlar o'zbek, rus va ingliz tillarida qo'llanishiga qarab farq qiladi.

**Kalit so'zlar:** ibora, so'z birikmasi, omonim lug'at, morfem lug'at, monolingual learner's dictionary (MLD) (bir tilli o'rganuvchilar uchun lug'at) va explanatory dictionary or defining dictionary (tushuntirishga oid lug'at

Izohli lug'at lingvistik lug'at bo'lib, unda o'z ichiga olgan har bir bosh so'zning ma'nosi belgilanadi va qayd etiladi. Bu ma'nolarga izoh beriladi, ya'ni tushuntiriladi. Shu xususiyatlari mujassam bo'lgani uchun uni –izohli lug'at deb ataladi.

Izohli lug'atlarda lug'aviy birlik deb sanaladigan iboralarning ma'nosi izohlanadi. Lug'atda berilgan bosh so'z ishtirokida turli xil iboralar, so'z birikmalar hosil bo'ladi: "chehra" yoki "ochiq" so'zlariga berilgan maqolalarning birida albatta "chehrasi ochiq" iborasining ma'nosi belgilanadi va izohlanadi. Lingvistik lug'atlarning bir necha turlari mavjud: terminologik, morfem lug'atlar, paronimlar lug'ati, tarjima lug'atlari va boshqalar. Ular o'zlarining lug'aviy birliklarning ma'nolarini belgilanishi, qayd etilishi va izohlanishi bo'yicha izohli lug'atlar qatoriga kiradi. Bu lug'atlar lingvistik lug'atning qaysi turiga mansubligiga va

izohli ekanligiga ko'ra nomlanadi. Masalan, "O'zbek tili omonimlarining izohli lug'ati", "O'zbek tilining morfem lug'ati" va boshqalar.

Izohli lug'atlar rus tilida "Толковый слдоварь" deyiladi ва xuddi o'zbek tilidek so'zlarning leksik ma'nolarini bildiradi.Unda so'z faqat bir marta talqin etiladi so'z birikmalari esa izohli lug'atda bir necha marta beriladi. Umuman olganda, o'zbek tilda ham rus tilida ham izohli lug'atlar o'sha til egalari uchun mo'ljallangandir. Rus tilining mashhur izohli lug'atlari: *1) Толковый словарь живого великорусского языка* В. И. Даля (1863—1866) «Толковый» so'zi birinchi bo'lib izohli lug'atga nisbatan shu asrning nomi uchun ishlatilgan; *2)Толковый словарь русского языка* (1935—1940) Д. Н. Ушаков tahriri bo'yicha — 4-jilddan iborat nasr. *3)Большой толковый словарь русского языка* (1998) С. А. Кузнецов tahriri asosida.

Ingliz tilida izohli lug'atlar ikki turga bo'linadi: *monolingual learner's dictionary (MLD)* (bir tilli o'rganuvchilar uchun lug'at) va *explanatory dictionary or defining dictionary* (tushuntirishga oid lug'at).

O'rganuvchilar uchun bir tilli lug'atlar (MLD) til o'rganayotgan o'quvchilarga mo'ljallangan bo'lib, o'rganayotgan tilida ko'proq tajribaga ega bo'lish uchun ikki tillik lug'atdan bir tillik lug'atga o'tish maqsadga muvofiq sanalgan. Biroq ikkinchi tur izohli lug'at til egalari, ya'ni ingliz tili ona til hisoblanganlar uchun mo'ljallangandir. Ular o'rganuvchilar uchun qiyinchilik tug'diradi. O'rganuvchilar uchun bir tillik lug'atlar til grammatikasi, tildan foydalanishda yo'l qo'yiladigan xato va kamchiliklar, so'z birikmalar haqida axborot beradi.

O'rganuvchilar uchun bir tilli lug'at (O'BL) birinchi bo'lib 1935 yilda Maykl West va Jeyms Enicottning 1490 so'zdan iborat cheklangan-- *New Method Dictionary* (Yangi metodga asoslangan) ingliz tilida kichik lug'ati bo'lgan.

Ingliz tilini chuqur o'rganuvchilari uchun eng mashhur lug'at hozirda o'nlab nashrda chop etilgan *Oxford Advanced Learner's Dictionary* hisoblanadi. Dastlab u Yaponiyada 1942 yilda A.S. Hornbay tomonidan yozilgan *The Idiomatic and*

*Syntactic Dictionary of English (Ingliz tilining idiomatik va sintaktik lug'ati)* sifatida chop etilgan. Keyinchalik u *A Learner's Dictionary of Current English (Zamonaviy Ingliz tilining o'rganuvchilari uchun lug'at)* bo'lib 1948 yildan boshlab qayta nashr etila boshlagan.

1978 yilda nashr etilgan *Longman Dictionary of Contemporary English* lug'ati maydonga kelishi lug'atshunoslikda o'zining hozirda me'yor funktsiyasini bajaruvchi, o'sha vaqtlarda cheklangan izohlardan iborat sozlarni o'z ichiga olishi bilan avvalgilardan farq qilgan. Hozirgi kunda ingliz tilini chuqur o'rganuvchilar uchun O'BL ning *Oxford* va *Longman* bilan birga oltita asosiy turi mavjud: 1)*Collins Cobuild English Dictionary*, birinchi marta 1987yilda nashr etilgan; 2)*Cambridge International Dictionary of English*, 1995, hozirda the *Cambridge Advanced Learner's Dictionary* sifatida nashr etiladi;3)*Macmillan English Dictionary for Advanced Learners*, 2002; 4) *Merriam-Webster's Advanced Learner's English Dictionary*, 2008. Bu lug'atlar bosma va onlayn holda mavjuddir.

1980 yildan boshlab ingliz tilida yaratilgan O'BL lar lug'atshunoslik sohasida lug'at yaratish va so'zlar tasvirlangan til aspektlarini matn korpusini yaratishdagi dasturlash bo'yicha eng innovatsion usuli hisoblanadi.

O'zbek tilining nisbatan mukammal Izohli lug'ati tarixda birinchi marta O'zbekiston FA Til va adabiyot institutida tayyorlanib (mualliflari: S. F. Akobirov, T. A. Aliqulov, S. I. Ibrohimov, N. M. Mamatov, 3. M. Mirtojiyev, G. N. Mixaylov, A. R. Rustamov, A. T. Xo'jaxo-nov, A. P. Hojiyev), 3. M. Ma'rufov tahriri ostida nashr etildi (Moskva, 1981). Mazkur lug'at 2 jildli bo'lib, 60000 so'z va so'z birikmasini qamrab olgan

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## INGLIZ VA O’ZBEK TILLARIDA “MOTAM/MOURNING”KONSEPTINING ETIMOLOGIK VA KOGNITIV XUSUSIYATLARI

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### Annotatsiya

Muayyan konseptning «tarixi»ga murojaat qilmasdan turib, milliy konseptosferada uning qanday o’rin tutganini aniqlash mumkin emas.Ya’ni biron bir konseptni kanday lingvistik tasvirini bilish uchun uni anglash uchun u yoki bu konseptni lingvistik taxlil qilishga to’g’ri keladi. Etimologik tahlil yordamida

konseptning tildagi evolyutsion rivoji, yo’qolib ketgan yoki yangi paydo bo’lgan semantik belgilari haarakatining dinamikasini aniqlashdek muhim jarayon amalga oshadi. Demak, konsept etimologiyasi uning semantik rivoji, shuningdek, tabiatiga xos bo’lgan o’zgarishlarni dalillash imkonini beruvchi omildir. Konseptning muayyan tildagi etimologik tahlili uning nominativ maydonini aniqlashdagi ilk qadamdir.

**Kalit so‘zlar:** konsept, motam konsepti, qayg‘u, nola qilish, lingvokultologiya

**Аннотация**

Без обращения к «истории»того или иного понятия невозможно определить, какое место оно занимало в национальной концептосфере. То есть для того, чтобы знать, как лингвистически изображается какое-либо понятие, необходимо провести лингвистический анализ того или иного понятия, чтобы понять его. С помощью этимологического анализа осуществляется такой важный процесс, как эволюционное развитие понятия в языке, определение динамики движения утерянных или вновь появившихся семантических признаков. Следовательно, этимология понятия является фактором, позволяющим доказать изменения, присущие его семантическому развитию, а также его природе. Этимологический анализ понятия в конкретном языке-первый шаг в определении его именительного падежа.

**Ключевые слова:** понятие, понятие траура, горе, стон, лингвокультрология

**Abstract**

Without referring to the "history" of a concept, it is impossible to determine what place it occupied in the national conceptual sphere. That is, in order to know how a concept is linguistically depicted, it is necessary to conduct a linguistic analysis of a concept in order to understand it. With the help of etymological analysis, such an important process is carried out as the evolutionary development of a concept in a language, the determination of the dynamics of the movement of lost or newly appeared semantic features. Therefore, the etymology of a concept is a factor that

allows us to prove the changes inherent in its semantic development, as well as its nature. The etymological analysis of a concept in a particular language is the first step in determining its nominative case.

**Keywords:** concept, concept of mourning, grief, groan, linguoculture

Muayyan kontseptning «tarixi»ga murojaat qilmasdan turib, milliy kontseptosferada uning qanday o’rin tutganini aniqlash mumkin emas.Yaa’ni biron bir kontseptni kanday lingvistik tasvirini bilish uchun uni anglash uchun u yoki bu kontseptni lingvistik taxlil qilishga to’g’ri keladi. Etimologik tahlil yordamida kontseptning tildagi evolyutsion rivoji, yo’qolib ketgan yoki yangi paydo bo’lgan semantik belgilari haarakatining dinamikasini aniqlashdek muhim jarayon amalga oshadi. Demak, kontsept etimologiyasi uning semantik rivoji, shuningdek, tabiatiga xos bo’lgan o’zgarishlarni dalillash imkonini beruvchi omildir. Kontseptning muayyan tildagi etimologik tahlili uning nominativ maydonini aniqlashdagi ilk qadamdir.

O’zbek tiliga fors-tojik tilidan o’zlashgan «motam » va uning antikonsepti genezisi haqida so’z yuritilar ekan, aytish joizki, eski turkiy adabiy tili bosqichigacha bo’lgan davrda boshqa tillardan so’z o’zlashtirish deyarli xos bo’lmaganligi tufayli mazkur leksik birliklar uchramaydi151. Yaqin yoki mo’’tabar kishining o’limi tufayli yuzaga kelgan qayg’uli holat; azadorlik va shu munosabat bilan bog’liq bo’lgan ma’raka, ta’ziya, rasm-rusmlar (qora kiyish, bayram qilmaslik va shu kabilar) kabilar motamni ko’rsatuvchi belgilardir.

Fors tilidagi “matam” so‘zi arabcha “mātam” (masḥtam) so‘zidan olingan bo‘lib, motam joyi yoki motam uyi ma’nosini bildiradi. “Islom ensiklopediyasi”da ma’lum qilinishicha, “matam” so‘zi “mātama” (maṯtama) fe’lidan olingan bo‘lib, yig‘lamoq yoki qaygurmoq ma’nosini bildiradi. Xuddi shu manbada "matam" so'zi dastlab Madinada Muhammad payg'ambarning oilasi o'g'li Ibrohim vafoti uchun yig'ilish uchun yig'iladigan ma'lum bir joyga nisbatan qo'llanilganligini ham qayd etiladi.

Motam, ya'ni "mourning" konsepti ingliz va o'zbek tillarida bir xil asosiy ma'noga ega bo'lsa-da, ularning etimologik va kognitiv xususiyatlarida bir qator farqlar

mavjud. So'zlarning etimologiyasiga kelsak — bu so'zlarning kelib chiqishi, rivojlanishi va vaqt o‘tishi davomida qanday o‘zgarishlar sodir bo‘lganini o‘rganadigan fan. Etimologiya so'zlarning ildizlari, ularning boshqa tillardagi qarindoshlari va tarixiy kontekstda qanday ishlatilgani haqidagi ma'lumotlarni o‘z ichiga oladi.Etimologiya o’z navbatida quyidagi jihatlarni o‘z ichiga oladi:

Kelib chiqishi: So'zning qaysi til yoki tillardan olingani.

Rivojlanish: So'zning ma'nosi va shaklida qanday o‘zgarishlar sodir bo‘lganligi.

Tarixiy kontekst: So‘zning tarixiy va madaniy ahamiyati, uning vaqt o‘tishi bilan qanday ijtimoiy va madaniy o‘zgarishlarga uchragani.

Xar ikkala tilda xam yuqorida keltirilgan xususiyatla mavjud

Etimologik xususiyatlar

O'zbek tilida:

"Motam" so'zi arabcha "مَآتم" (ma'ātem) dan kelib chiqqan bo'lib, bu so'z o'limdan keyingi qayg'u va yasni ifodalaydi. O'zbek tilida bu so'z, odatda, o'lim va yo'qotish bilan bog'liq marosimlarni anglatadi.

Ingliz tilida:

"Mourning" so'zi o'rta inglizcha "mourn" dan kelib chiqqan bo'lib, bu so'zning o'ziga xos ildizlari asosan lotin tiliga borib taqaladi (lotincha "mournere" - qayg'u chekmoq). Ingliz tilida bu so'z qayg'u va yo'qotishdan kelib chiqadigan psixologik holatlarni ifodalaydi. "Mourning" so'zining etimologiyasi quyidagi tarzda rivojlangan:O'rta inglizcha: "Mourning" so'zi o'rta inglizcha "mourn" (qayg'u chekish) so'zidan kelib chiqqan. Bu so'z o'z navbatida o'rta fransuzcha "murner" yoki "mournir" so'zidan olingan, bu esa "qayg'u chekmoq" ma'nosini anglatadi.

Lotin tili: O'rta fransuzcha so'zlar, o'z navbatida, lotincha "mōrī" (o'lish) fe'li bilan bog'liq bo'lishi mumkin. Lotin tilida "mōrī" so'zi hayotdan o'tish yoki o'lish jarayonini ifodalaydi.Proto-Indo-yevropa: Ba'zi etimologlar bu so'zning ildizi proto-indo-yevropa tiliga borib taqalishini ham ta'kidlaydilar, bu tilda o'lim va qayg'u bilan bog'liq so'zlar mavjud.

**Kognitiv** xususiyatlarga kelsak kognitiv xususiyatlar — bu insonning bilim, tushuncha, fikrlash, his-tuyg‘ular va xatti-harakatlarni qabul qilish va ishlatish jarayonlari bilan bog‘liq bo‘lgan jihatlardir. Kognitiv xususiyatlar ko‘plab omillarni o‘z ichiga oladi, jumladan:

Bilim va tushuncha: Insonlarning ma'lumotlarni qabul qilish, saqlash va tushunish qobiliyati. Bu bilimlar insonlarning dunyoqarashini shakllantiradi.

Fikrlash jarayonlari: Muammolarni hal qilish, qaror qabul qilish, mantiqiy fikrlash va ijodkorlik kabi faoliyatlar.

Hissiyotlar: His-tuyg‘ular va ularning kognitiv jarayonlar bilan aloqasi. Qanday qilib his-tuyg‘ular fikrlash va xatti-harakatlarga ta'sir qiladi.

Til va muloqot: Insonlarning til orqali fikrlarini ifodalash, o‘zaro aloqa qilish va tushunish qobiliyati.

Tajribalar va kontekst: Shaxsning o‘z tajribalari va madaniy konteksti kognitiv jarayonlarga ta'sir qiladi.

O'zbek tilida "motam" so'zi odatda an'anaviy marosimlar, oila va jamoaning birlashuvi bilan bog'liq. Bu, jamiyatda motam davrida oila va yaqinlar o'rtasidagi munosabatlarning ahamiyatini ko'rsatadi.

Ingliz tilida "mourning" kontsepti individual his-tuyg'ularni ifodalovchi ko'proq shaxsiy va ichki tajribaga qaratilgan. Bunda insonning o'z-o'zini anglash va qayg'u bilan kurashish jarayoni muhimdir.

Madaniy kontekst:

O'zbek madaniyatida motam ko'pincha jamoaviy va an'anaviy tarzda o'tkaziladi, bu esa jamoaning birlashuvini kuchaytiradi.

Ingliz madaniyatida esa, motam jarayonlari ko'proq shaxsiy xususiyatga ega bo'lib, individual tajribalar va hissiyotlar ustida ko'proq e'tibor beriladi.

## Xulosa

Umuman olganda, motam va mourning konseptlari o'zaro bog'liq bo'lsa-da, ularning etimologiyasi va kognitiv xususiyatlari turlicha. O'zbek tilidagi motam ko'proq an'anaviy va jamoaviy jihatlarni aks ettirsa, ingliz tilidagi mourning esa

individual his-tuyg'ular va ichki jarayonlarga e'tibor beradi. Bu farqlar til va madaniyat o'rtasidagi murakkab munosabatlarni ko'rsatadi.

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# NEMIS TILI LEKSIKOGRAFIYASI VA LUG'AT TURLARI

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**Annotatsiya:**

Ushbu maqolada nemis tili leksikografiyasi va lug'at turlari haqidagi ma'lumotlarni taqdim etadi. Maqolada nemis tilining lug'atlarining qanday turlarini funksiyalarini va tuzilishini, shuningdek, leksikografiya sohasidagi eng muhim yangilanishlarni ko'rsatadi.
**Kalit so'zlar:** Leksikografiya, lug'at turlari, maxsus lug'at, Sinonim lug'at, talaffuz lug'at, bir tilli va ikki tilli lug'atlari, rasmli lug'at.

**Annotation:**

This article provides information on German lexicography and dictionary types. The article shows the types of dictionaries of the German language, their functions and structure, as well as the most important updates in the field of lexicography.
**Key words:** Lexicography, dictionary types, special dictionary, Synonym dictionary, pronunciation dictionary, monolingual and bilingual dictionaries, picture dictionary.

**Аннотация:**

В этой статье представлена информация о немецкой лексикографии и типах словарей. В статье показаны виды словарей немецкого языка их функции и структура а также важнейшие обновления в области лексикографии.
**Ключевые слова:** Лексикография, типы словарей, специальный словар, словар синонимов словар, произношния одноязычные и двуязичные словари, учебный словарь.

## Kirish

Leksikografiya – bu iste'molchilar uchun mo'ljallangan lug'atlarni yig'ish, tahlil qilish, tuzish va tahrir qilishni o'z ichiga oladigan ilmiy va nazariy faoliyat sohasidir. Nemis ilmiy va nazariy faoliyat sohasidir. Nemis tili leksikografiyasi, dunyoning eng ko'p o'rganigan tillaridan biri sifatida, o'ziga xos xususiyatlarga va boy tarixga ega. Bu soha, nemis tilining leksik zahirasini o'rganish, uning o'zgaruvchan tabiatini qayd etish va tildagi so'zlar qo'llanilishining turli shakllarini klassifikatsiya qilish bilan shug'ullanadi.

Nemis leksikografiyasining diqqat markzida turli xil lug'at turlari joy olgan bo'lib, ular tilshunoslar, tarjimonlar, o'qituvchilar va nemis tilini o'rganuvchilar kabi turli auditoriyalar uchun qimmatli manbalar hisoblanadi. Har bir lug'at turi – umumiy lug'atlar – tilning turli qirralarini yoritib, foydalanuvchilarga so'zlar orqali o'z fikr va tuyg'ularini aniq ifoda etishga yordam beradi. Maqola tadbiq qilish maqsadi, nemis tilining leksik tomondan boyliklarini, so'z yaratish jarayonlarini va nemis tilida so'zlar qanday qayd qilinishi va izohlanishining turli usullari bilan tanishtirishdir.

Muhokama va Natijalar

Leksikografiya yunon tilidan olingan bo'lib, lug'at tuzish deganidir. Amaliy lug'atchilik lug'atlar tuzish bilan bir qatorda ijtimoiy muhim vazifalarni ham bajaradi: ona tili va boshqa tillarni o'rganish; ona tilini tavsif qilish va me'yorlashtirish; tillar o'rtasida o'zaro aloqa va munosabatni ta'minlash; muayyan til leksikasini ilmiy jihatdan o'rganish va boshqa leksikografiya lug'at tuzish ishi sifatida turli xil xalqlardan yozuv taraqqiyotining ilk bosqichlarida u yoki bu tushunarsiz so'zning qanday ma'no anglatishini bilish ehtiyoji sababidan paydo bo'lgan. Dastavval tuzilgan lug'atlar umumlashgan va universal xususiyatga ega bo'lgan. Leksikografiya tarixi shuni ko'rsatadiki, bir tilli lug'atlar butunlay boshqacha ilmiy va ijtimoiy kontekstlarda, asoslash kontekstlaridan muhim ahamiyat kasb etgan. Lug'atdan foydalanuvchining maqsadi so'zlarning ma'nolarini bir til doirasida aynan tushunish yoki o'sha so'zning muqobil boshqa variant bilan tanishsih va u shu maqsadda bir tilli lug'atlarga murojaat qiladi. Quyida lug'atlarning bir necha turlari bilan taishib chiqishimiz mumkin.

Umumiy lug'at va maxsus lug'at.

Kabi umumiy lug'atlar masalan Duden – zamonaviy tilning umumiy lug'atiga oid keng qamrovli ma'lumotlarni o'z ichiga oladi. Shunga ko'ra, maxsus lug'atlar faqat aniq ma'lumotlarni o'z ichiga olgan, ma'lum bir maqsad

uchun mo’ljallangan yoki ma’lum bir foydalanuvchi guruhiga qaratilgan lug’atdir. Talaffuz lug’ati.

Bu lug’at nima haqidaligini uning nomidan anglab olishimiz mumkin. Bu yerda gap so’zlarning to’g’ri talaffuzi haqida ketadi. Ehtimol, siz o’zingizdan ma’lum bir tildagi aynan bir so’zni to’g’ri talaffuz qilayotganingiz yoki aksincha ekanligi hqida ikkianayotgan yoki xato deb o’ylayotgan bo’lsangiz ushbu lug’atga murojaat qilishingiz mumkin. Bu fonetik transkripsiya deb ataladigan narsa bilan ishlaydi.

Sinonim lug;at

Sinonimik lug’atlar ma’lumot dasturi cheklangan lug’atlar turiga kiradi. Sinonim va tegishli so’zlar tegishli kalit so’z uchun berilgan. Mutlaq sinonimiya kamdan-kam bo’lganligi sababli, bu turdagi lug’atlarning foydalanuvchilari muayyan kontekst uchun mos sinonimni tanlash imkoniyatiga ega bo’lishlari uchun yuqori darajadagi til malakasiga ega bo’lishlari kerak.

Bir tilli va ikki tilli lug’atlar

Ayniqsa, til mutaxassislari Duden kabi bir tillli lug’atlarning ahamiyatini e’tiborsiz qoldirmaydilar. Imlodan tortib grammatikagacha, sinonimlardan xorijiy so’zlarning ma’nosigacha bu yerda hamma narsa haqida ma’lumot mavjud.

Rasmli lug’at

So’zlar va rasmlarning kombinatsiyasi sifatida rasmli lug’atlar nafaqat bolalar uchun, balki vizual tarzda o’rganishni yaxshi ko’radigan har bir kishi uchun tavsiya etiladi. Ko’p tilli teglar ko’pincha rasm yonida ko’rsatiladi. Ayniqsa, texnik lug’atni rivojlantirish uchun, masalan nemis, ingliz va boshqa tillardagi metall texnologiyasi uchun rasmli lug’atlar ro’yxatini yoddan yodlash uchun qiziqarli alternatividir.

Nemis tili leksikografiyasining keng miqyosli va murakkab sohasini o’rganish bizni tilning boy va rang-barang olamiga olib kiradi. Maqolaning muhokamasidan ko’rinib turibdiki, nemis tili leksikografiyasi til

foydalanuvchilari, olimlar va tilshunoslar uchun nihoyatda muhim ahamiyatga ega. Har xil turdagi nemis tili lug'atlarining mavjudligi – umumiy lug;atlar, soha lug'atlari, etimologik izohlar, frazeologiya to'plamlari foydalanuvchilarni nemis tilida aniq va samarali muloqot qilishga imkon beruvchi juda muhim resurslardir.

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## O‘ZBEK TILSHUNOSLIGIDA “SUV” LEKSEMASI VA UNING O‘RGANILISHI MASALALARI

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**ANNOTATSIYA**

Ushbu ishimiz o‘zbek tilidagi va u bilan bog‘liq suv leksemasining qo‘llanilishi, vazifasi, lug‘aviy-ma’noviy xususiyatlarini ilmiy-lisoniy jihatdan tadqiq etishga bag‘ishlangan bo‘lib, unda bu so‘zning paydo bo‘lishi, shakllanishi, qo‘llanishi, rang-barang ma’no xususiyatlari haqida so‘z yuritadi. Mazkur ishni yoritishda qadimgi va hozirgi, tarixiy-badiiy, etnografik-geografik, lisoniy yozma va og‘zaki manbalar, turkiy va noqardosh tillardagi ikki tilli lug‘atlar, sug‘orma dehqonchilikka oid kitoblar o‘rganib chiqildi. Janubiy Ozbekistonning Qashqadaryo, Surxondaryo viloyatlarining shahar va qishloqlaridagi aholi nutqidan to‘plagan materiallarimiz asosida suv leksemasini va bu so‘z zamirida yaratilgan xalq maqollari, iboralari, hikmatli so‘zlari ham to‘planib, tartiblanib, ular to‘g‘- risida fikrlar yuritishga ham harakat qilindi.

**Kalit so’zlar** lug‘aviy-ma’noviy “Suvsiz hayot bo‘lmas”, “Hosilning onasi-suv”, “Suv-yerning qon tomiri”, “Yer emas suv tug‘adi”, “Suv sensiz yashaydi, sen suvsiz yashay olmaysan

Mamlakatimiz mustaqilligining dastlabki yillaridan boshlab jamiyatning barcha sohalarida izchil islohotlar amalga oshirilib, ilm-fanni ham jadallik bilan rivojlantirishga alohida e’tibor qaratildi. Boshqa sohalarda bo‘lgani singari o‘zbek tilshunosligida ham dunyo tilshunosligining yangi ilmiy paradigmalari asosida tadqiqotlar olib borish, tilimizning qo‘llanish doirasini kengaytirish, uni har tomonlama rivojlantirishga kirishildi. Bu holatni keyingi yillardagi lingvistik tadqiqotlarda nutqiy hodisalarning til egasi bilan boG‘liq jihatlariga alohida e’tibor qaratilayotganligida ham ko‘rish mumkin. To‘plangan tajribalarimiz va qadriyatlarimiz negizida milliy istiqlol mafkurasining yangicha tamoyillari yaratildi. Ozod va obod Vatan, erkin va farovon hayot barpo etishdek pirovard maqsadimizdan kelib chiqib, ta’lim-tarbiya, ma’naviy-ma’rifiy sohalardagi faoliyatimizni ulkan bir vazifaga – xalqimiz ongiga milliy istiqlol G‘oyasini singdirish, ularda uzoq yillar davomida shakllangan va uluG‘langan umuminsoniy va milliy qadriyatlarni qayta o‘zlashtirish, e’zozlash hamda uning aqidalarini hayotda qo‘llashga qaratmoqdamiz.

Suv tabiatning buyuk ehsoni, yerda hayotning asosi. Suv qishloq xo‘jaligi, elektroenergiya, tashkilotlar, transport va boshqa juda ko‘p sohalarning qon tomiri. Suv yerlarni sug‘ oradi va ekinlarga hayot bag‘ ishlaydi. Inson, hayvonot olami, o‘simliklar dunyosi suvsiz yashay olmaydi. Insoniyat uchun suvdan qadrli, suvdan aziz, suvdan muqaddas narsa yo‘q, suv oltindan ham qimmat ne’mat desak adashmaymiz. Xalqimizda suv bergan savob, degan hikmatli bir gap bor. Chunki suvning hayot uchun zarurligini bilib, kishilar uning azizligini shunday hikmatlarda ulug‘ lashgan.

Qadimgi zamon donishmandlari tabiat yaratgan barcha ne’matlarning hammasini ko‘zdan kechirib, inson uchun eng qimmatbaho boylik-suv degan xulosaga kelganlar. Yuqorida aytilganidek, suv hamma narsanig tarkibida uchraydi.

Mashhur tabiatshunos olim, V.I. Vernadskiy “Tabiiy suv insonning butun hayotini yaratadi va qamrab oladi. Uning jamiyatda, tabiatda, turmushda, insonning mavjudligida tutgan o‘rnini shu darajada aniqlab beradigan birorta boshqa tabiiy jism bo‘lmasa kerak”,- deb yozgan edi. O‘zbek xalqi suv qadrini yer bilan o‘lchamaydilar. Aksincha, yer qadrini suv bilan o‘lchaydilar. Suv hayot-manbayi. Suvsiz yer bormi? Yer-xazina, suv oltin. Yuqoridagi maqollarda juda katta ma’no mujassam. Yer bo‘lsa-yu, suv bo‘lmasa, bunday ulug‘ xazinadan foydalanib bo‘lmaydi.

Demak, sharqda, jumladan, O‘zbekistonda suvning qishloq xo‘jaligida va insonlarning kundalik hayotida ahamiyati beqiyos. Shu sababli ham ona xalqimiz: “Suvsiz hayot bo‘lmas”, “Hosilning onasi-suv”, “Suv-yerning qon tomiri”, “Yer emas suv tug‘adi”, “Suv sensiz yashaydi, sen suvsiz yashay olmaysan” kabi ko‘plab maqollar ham yaratganki, bu maqollarda suvning barcha xususiyatlari yaqqol ifoda etilgan.

O‘zbek tili dehqonchilik leksik sistemasi (DLS) tarkibida yetakchi so‘zlardan biri bo‘lgan suv leksemasi va bu so‘z asosida yaratilgan qo‘sh, birikmali terminlar miqdoran ko‘pligi, qo‘llanishi jihatidan chegaralanmaganligi bilan alohida ajralib turadi. Bunday so‘zlarning o‘zbek tili lug‘ at tarkibida o‘z o‘rni, o‘z salmog‘i bor. Chunki suv insonning yashashi uchun hayot manbayi hisoblanadi. dehqonchilikda esa dehqonning ishi yer bilan , yerdan mo‘l hosil olish esa suv bilan belgilanadi. Shu sababli ham o‘zbek tili lug‘at boyligida bunday so‘zlarning ko‘pligi xalqimizning suvga bo‘lgan kundalik zarurati va hayotiy ehtiyoji, qolaversa, qishloq xo‘jaligining dehqonchilik tarmoqlarida xalqimizning asrlar bo‘yi ekinlarni sug‘orish va undan hosil olish jarayonida bir-biriga bo‘lgan aloqasi, muomalasi natijasidir. Shuning uchun bo‘lsa kerak, xalqimiz suv haqida juda ko‘plab maqollarni yaratganlar. Shunday ekan, professor E.Begmatov har bir tilda ba’zi so‘zlarning ko‘proq yoki kamroq bo‘lishi xususida quyidagicha yozadi: “Konkret biror tilda u yoki bu tip so‘zlarning bor bo‘lishi yoki aksincha kam bo‘lishi til egasi bo‘lgan xalqning obyektiv ehtiyojiga bog‘liq. Bunday ehtiyojni o‘sha xalq yashab turgan tabiiy muhit,

iqtisodiy-ijtimoiy sharoit, madaniy va ma’naviy talablar belgilaydi”. Masalan, o‘zbek tilida dehqonchilik, suvchilik va boshqa xil kasb-kor bilan bog‘liq terminlar ko‘p. Uzoq shimolda yashovchi xalqlar tilida esa qor va sovuq bilan bog‘liq, bug‘uchilik va baliqchilik xo‘jaligi bilan aloqador terminlar ko‘p uchraydi.Demak, O‘zbekistonning janubiy vohalari bo‘lgan Qashqadaryo va Surxondaryo viloyatlarining issiq iqlimli sharoitida dehqonchilik qilish uchun, albatta, suv zarur. Insoniyat olamining, qolaversa, bobodehqonlarimizning dehqonchilikda ekin maydonlarini sug‘ orish jarayonida suv, unga aloqador bo‘lgan juda ko‘plab qo‘shma, birikmali, murakkab so‘zlarning yaratilishiga asos bo‘ldi.

Ma’lumki, o‘zbek tilidagi so‘zlarning ma’nolari, qo‘llanishi, tarkibi nihoyatda xilma-xil va rang-barangdir. Bu esa, ayniqsa, leksikaning ayrim yoki yakka holda olingan leksemalarga oid so‘zlar to‘g‘risida fikr yuritganda, yaqqolroq namoyon bo‘ladi. shuning uchun ham suv leksemasi, bu so‘z ishtirokida yasalgan so‘zlar, uning o‘zbek tilining lug‘at tarkibidagi o‘rnini misollar asosida berishga harakat qilindi. Umuman olganda, ushbu tadqiqot o‘zbek tili DLS da markaziy o‘rinda turuvchi lug‘aviy birliklardan biri bo‘lgan suv leksemasining fonetik, leksik, so‘z yasalishi, grammatik fazilatlarini o‘rganishga bag‘ishlangandir. Tadqiqotning asosiy maqsadi o‘zbek va jahon tilshunosligida suv leksemasi ishtirok etgan barqaror birikmalar, maqollar, matallar, rivoyatlar, iboralar va boshqa til birliklarini lingvomadaniy, etnolingvistik jihatdan keng tadqiq etish. Ularning o‘ziga xos xususiyatlarini aniqlash, bir tizimga solish, mavzuviy guruhlarga ajratish. Suvning nafaqat insoniyatning kundalik hayotidagi, balki uning tilda ham naqadar mustahkam o‘rin egallaganligini ko‘rsatishdan iboratdir.

Har qanday tilda shu tilga xos bo‘lgan har bir so‘zning shakllanish taraqqiyoti, tadrijiy takomili va tarixini bilmay turib, shu tilni o‘rganib bo‘lmaydi. Tilning tarixini o‘rganishda har bir so‘zning kelib chiqish tarixini, bunday so‘zlarning tarixiy yodgorliklar tilidagi holatini hozirgi tillar orasidagi mushtarak va farqli xususiyatlarini qiyosiy yo‘sinda o‘rganish tarixiy va qiyosiy tilshunoslik uchun muhim ahamiyat kasb etadi. O‘zbek tili lug‘at boyligining asosiy qismini shu

xalqning barcha a’zolari uchun umumiy bo‘lgan, ayniqsa, qo‘llanishida na hudud, na biror faoliyat sohalari bilan cheklanmagan so‘zlar tashkil etadi. Bunday so‘zlarga insonning kundalik tirikchilik faoliyatidagi aloqa-aralashuvi, o‘zaro munosabatlari, ishlab chiqarish tarzi uchun zarur bo‘lgan terminlar kiradi. Masalan, DLSdagi yer, suv, quyosh, havo, dehqon, dala, maydon, suvchi, bog‘ kabi so‘zlar qo‘llanishi jihatidan chegaralanmagan so‘zlar hisoblanadi.

Turkiy tilshunoslik, xususan o‘zbek tilshunosligi, ko‘p yillik tarixga ega bo‘lsa-da, umumiste’moldagi alohida (yakka) olingan so‘zlar, jumladan suv leksemasi va uning ma’nolari, bu so‘z vositasida yaratilgan qo‘shma, birikmali, murakkab so‘zlar, suv so‘zining gidronimlar, toponimlar, xalq maqollari, hikmatli so‘zlari, iboralari, tarkibida qo‘llanishi kabi lisoniy va nolisoniy fazilatlarini o‘rganishga bag‘ishlangan maxsus ish yo‘q. Suv leksemasi o‘rganilmagan, olimlarning diqqatini jalb etmagan deyishimiz xatodir. Chunki kuzatishlarimiz shuni ko‘rsatdiki, turkiyshunoslikda, o‘zbek tilshunosligida, qardosh bo‘lmagan tillar tilshunosligida toponimlar, gidronimlarning tadqiqi jarayonida suv leksemasi va bu so‘zning onomastik va appelyativ birlik sifatidagi ma’nolari va qo‘llanishi xususida yo‘l-yo‘lakay fikrlar yuritilgan.

Ma’lumki, turkiy tilshunoslikda, jumladan, o‘zbek tilshunosligida, o‘zbek sohaviy leksikasi, o‘zbek shevalari leksikasi, o‘zbek nomshunosligi, o‘zbek gidronimikasiga bag‘ishlangan ishlar anchagina. Hatto noqardosh tillarda ham suv leksemasi va u anglatgan tushunchalarni ifodalovchi leksemalar tadqiqiga bag‘ishlangan ilmiy-lisoniy ishlar ham mavjud. Turkiyshunoslikda, jumladan, o‘zbek tilshunosligida suv leksemasining lug‘aviy-ma’noviy xususiyatlarini o‘rganishga bag‘ishlangan ishlar yo‘qligi yuqorida aytilgan edi. ammo shuni alohida ta’kidlash kerakki, suv so‘zi noqardosh tillardan fors-tojik tilida maxsus o‘rganilgan. Bu D.T. Tojiyevning rus tilida yozilgan asaridir. Bu asarda Tojiyev fors-tojik tili materiallarini rus tilidagi suv va u bilan bog‘liq so‘zlar asosida qiyoslab, tojikcha “ob(suv)” so‘zining leksik-semantik, so‘z yasalishi xususiyatlarini bayon etgan. U ushbu ishida suv so‘zining anglatgan ma’nolari xususida quyidagilarni yozadi: “Ob

so‘zi eng qadimgi davrlardan tilning asosiy lug‘at tarkibiga kirib, tojik tilining asosiy lug‘at tarkibini boyitishda katta miqdordagi so‘zlar, iboralar, terminlar yaratishda asos bolib xizmat qilgan. Qadimgi forsiy ar (suv)ning ko‘chma ma’noda qo‘llanishi batamom obyektiv qonuniyatlarga asoslangan bo‘lib, yarqiroq ma’nosini kuchaytirgan. Qadimgi yozma obidalar bo‘lgan “Avesto”, “O‘rxun-Enasoy” yodgorliklarida, M.Koshg‘ariy, Yusuf Xos Hojib, A.Beruniy, Xorazmiy, Ahmad Farg‘oniy, Az-Zamaxshariy, Z.M. Bobur, Haydar Mirzo va shu kabilarning asarlarida ham suv haqida, bu tushunchani ifodalovchisi bo‘lgan suv leksemasi anglatgan tushunchalar haqida so‘z yuritilgan.

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# TILDA FONOLOGIK NAZARIYALAR

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**Annotatsiya**

Uzbekcha: Mazkur maqolada tilda fonologik nazariyalar, ularning asosiy tamoyillari va yondashuvlari tahlil qilinadi. Klassik, strukturalistik va generativ fonologiyaning muhim jihatlari haqida ma'lumot beriladi. Bu nazariyalar tildagi tovush birliklarining o‘zaro munosabatlari va ularning tilda qanday qo‘llanilishini tushuntiradi.

Ruscha: В данной статье рассматриваются фонологические теории в языке, анализируются их основные принципы и подходы. Особое внимание уделяется классической, структуралистской и генеративной фонологиям. Эти теории объясняют взаимосвязь звуковых единиц в языке и их использование.

Ключевые слова: фонология, фонемы, структурализм, генеративная фонология, лингвистик

Inglizcha: This article discusses phonological theories, analyzing their main principles and approaches. It provides insights into classical, structuralist, and generative phonology. These theories explain the relationships between sound units in language and how they are applied.

Kalit so’zlar: phonology, phonemes, structuralism, generative phonology, linguistics

Kirish

Fonologiya – tilshunoslikning tilda tovushlarning qanday tuzilganligini va ular qanday ishlatilishini o‘rganadigan sohasi. Tilning tovush tizimi faqat fonetik xususiyatlardan iborat emas, balki tovushlarning ma’no yaratishdagi roli ham

muhim ahamiyatga ega. Fonologiya tilning eng kichik tovush birliklari – fonemalarni, ularning bir-biridan farqlanishini va o‘zaro munosabatlarini tahlil qiladi. Ushbu maqolada tilda qo‘llaniladigan asosiy fonologik nazariyalar – klassik, strukturalistik va generativ fonologiya haqida so‘z boradi.

Asosiy qism

1. Klassik Fonologiya

Klassik fonologiya XIX asr oxiri va XX asr boshlarida shakllangan bo‘lib, bu nazariya til tovushlarining muhim xususiyatlarini va ularning tilda qanday farqlanishini tahlil qilishga qaratilgan. Klassik fonologiya bo‘yicha fonemalar ma’noni farqlashga xizmat qiluvchi eng kichik tovush birliklari hisoblanadi. Fonemalar so‘zlarni farqlashda asosiy rol o‘ynaydi va bu fonemalar pozitsiyaga qarab turli shakllarda namoyon bo‘lishi mumkin.

2. Strukturalistik Yondashuv

Strukturalizm XX asrda Ferdinand de Saussure tomonidan ishlab chiqilgan bo‘lib, bu yondashuv fonemalarning o‘zaro munosabatlari orqali tilda qanday ma’nolar paydo bo‘lishini o‘rganadi. Strukturalizmga ko‘ra, til tizimi faqat fonemalardan iborat emas, balki bu tizimdagi birliklar bir-biriga bog‘liq holda tilda ma’no yaratadi. Fonemalarning qarama-qarshiliklari (oppozitsiyalari) ularning tildagi o‘rni va ahamiyatini belgilaydi.

3. Generativ Fonologiya

Generativ fonologiya – Noam Chomsky va Morris Halle tomonidan 1960-yillarda ishlab chiqilgan nazariya bo‘lib, u tilda fonologik jarayonlar qanday qoidalarga bo‘ysunishini o‘rganadi. Bu yondashuv fonemalarning chuqur tuzilmasi va yuzaki tuzilmasini tahlil qiladi. Chuqur tuzilma tildagi tovushlarning ichki strukturasini ifodalasa, yuzaki tuzilma bu tovushlarning talaffuz shaklini ko‘rsatadi. Generativ fonologiya tovushlarning qanday o‘zgarish jarayonlariga duchor bo‘lishini va bu jarayonlar qanday grammatik qoidalarga asoslanganini o‘rganadi.

Xulosa

Tilda fonologik nazariyalar tilshunoslikda muhim rol o‘ynaydi, chunki ular tilning tovush tizimini chuqur tahlil qilish va tushunish imkonini beradi. Fonemalarning tilda qanday ishlatilishi, ular orasidagi bog‘liqlik va qarama-qarshiliklar tilni yanada aniqroq tushunishga yordam beradi. Generativ, strukturalistik va klassik fonologiyaning tilda o‘ziga xos o‘rni bor va ularning barchasi tilning fonologik tizimini anglash uchun muhim manbalardir.

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## O‘ZBEK VA ARAB TILLARIDAGI FE’LLARNING ANIQLIK VA BUYRUQ MAYLLARINING O‘XSHASHLIK JIHATLARI.

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***Annotatsiya:*** o‘zbek va arab tillari, turkey va somiy tillari oilasiga mansub bo‘lib, o‘zlarining grammatik tuzilishi, leksikasi va sintaksisi bilan bir-biridan farq qiladi. Bu maqolada o‘zbek va arab tilidagi fe’l mayllarining bir qismi (aniqlik mayli va buuyruq mayli ) ning o‘ziga xos xususiyatlari, ularning shakllanishi va ishlatilishidagi farqlar tahlil qilinadi.

***Kalit so‘zlar:*** fe’l mayllari, grammatika, zamon, shaxs-son, sintaksis, jozima, nosiba, jazm alomatlari, jazm qiluvchi omillar, nasb alomatlari, nasb qiluvchi omillar, ta’kid nuni, mayllar, aniqlik mayli, buyruq mayli, istak mayli, shart mayli.

***Abstract:*** Uzbek and Arabic languages belong to the family of Turkish and Semitic languages and differ from each other in their grammatical structure, lexis and syntax. This article analyzes the specific features of verb moods in Uzbek and Arabic, the differences in their formation and use.

***Key words:*** verb moods, grammar, tense, person-number, syntax, subjunctive, subjunctive, subjunctive signs, subjunctive factors, subjunctive symptoms, subjunctive factors, emphasis, subjunctives, definiteness, imperative, desire, condition.

***Аннотация:*** Узбекский и арабский языки относятся к семье тюркских и семитских языков и отличаются друг от друга грамматическим строем, лексикой и синтаксисом. В данной статье анализируются особенности наклонений глаголов в узбекском и арабском языках, различия в их образовании и употреблении.

***Ключевые слова***: наклонения глаголов, грамматика, время, лицо-число, синтаксис, сослагательное наклонение, сослагательное наклонение, знаки сослагательного наклонения, сослагательные факторы, симптомы сослагательного наклонения, сослагательные факторы, ударение, сослагательные наклонения, определенность, повелительное наклонение, желание, состояние.

## *Kirish:*

Fe’l turkumidagi so‘zlarda zamon, shaxs-son kabi grammatik kategoriyalarni bildiruvchi formalar bilan birga, mayl ifodalovchi formalar. “Mayl kategoriyasi fe’ldan anglashilgan harakat yoki holat bilan sub’ekt orasidagi aloqani haqiqiy, real voqealikka munosabatini ko‘rsatadi. Bu Grammatik kadegoriya fe’lning strukturasidagi turli grammatik formativlar orqali ifodalanadi”. Fe‘l mayllari bir necha guruppaga bo‘linadi. Bu hodisaning klassifikatsiyasi tradision grammatikalarda yagona sxemaga ega emas: bu sohada hamon har-xillik saqlanib keladi: masalan: aniqlik mayli, buyruq mayli, shart mayli, buyruq-istak mayli, darak

mayli, shart mayli, shartli mayl, maqsad mayli, ijro mayli va boshqalar. Bu maqolada o‘zbek tilidagi aniqlik mayli, shart maylining arab tilidagi nomlanishi, qaysi hollarda ishlatilishi va qanday yasalishi taqqoslab tushuntiriladi.

***Asosiy qism:***

**Aniqlik mayli:** bu mayl harakat holatni faktik real hodisa sifatida ko‘rsatadi. O‘zbek tilidagi hozirgi zamon aniqlik maylini ifodalaydi. Bu fe’l mayli o‘zakka zamon, shaxs-son affikslarini qo‘shish bilan tuziladi.[44] Misol uchun: bordim, bordik, borayapmiz kabi. Arab tilida ham aniqlik mayli huddi shunday ma’no ifodalaydi va hozirgi zamon fe’li bilan yasaladi va hozirgi zamon fe’li arab tilida muzore’ fe’li (الفعل المضارع) deyiladi. Muzore’ fe’lini yasash uchun انيت (anaytu) harflaridan foydalanamiz. Bu harflarni o‘tgan zamon fe’lining oldiga qo‘yamiz va oxirgi harfini zammali qilamiz. Muzore old qo ‘shimchasidan keying harfning harakati sukun bo‘ladi va undan keying harf harakati esa qavs ichidagi harakat kabi bo‘ladi. Misol uchun: يكتب[45], تكتبان, تكتون .

**Buyruq mayli:** Bu mayl buyurish, so‘rash kabi ma’nolarni ifodalaydi. Bu ma’nolar-buyurish, so‘rash-odatda ikkinchi shaxsga qaratilgan bo‘ladi. Bu ma’no uchinchi shaxsga qaratilgan bo‘lishi ham mumkin. Biroq bu ikkinchi shaxs orqali aytilgach bo‘ladi. Masalan: **Kitobni unga ber.** ( buyruq suhbatdoshga qaratilgan: **Sen ber.**) **Kitobni unga bersin.** (buyruq uchinchi shaxsga qaratilgan: **U bersin.** ) Demak buyruq yo bevosita, yoki vositali bo‘ladi. Arab tilida buyruq mayli الامر deb yuritiladi va u shart mayli asosida yasaladi. Bevosita buyruq amri hozir deyiladi. Vositali buyruq esa amri g‘oyib deyiladi. Amri hozir shaklini yasash uchun muzore fe’li old qo ‘shimchasini olib o ‘rniga vaslali hamza olib kelinadi va oxirgi harfini sukub qilinadi. Oxirgi nun harflari hazf (tushurib yuboriladi) qilinadi. Misol uchun: اكتب, اكتبي, اكتبا. Amri g‘oyibni yasash uchun esa muzore fe‘li olinadi va oldiga li (ل) yuklamasi qo‘yiladi va oxirgi harf sukunlantiriladi. Oxiri nunli fe‘llar bo‘lsa nuni

[44] “Hozirgi zamon o‘zbek tili. Leksikologiya fonetika, grafika va orfografiya, morfologiya” Toshkent 1957. 417-bet X. Komilova, Sh. Shoabdurahmonov, X. G‘oziyev. Faxri Kamol tahriri ostida.

[45] “Tamkin” arab tili grammatikasi 1-kitob. Husan Xidirboyev.

tushurib yuboriladi. Faqatgina muannas ja’m fe’llardagi nunlar tushirilmaydi. Misol uchun: .ليكتب, ليكتبا, ليكتبن [46]

***Xulosa:***

O‘zbek va arab tillaridagi mayllarning ko‘p jihatdan bir-biriga o‘xshaydi. Maqoladagi aniqlik mayli har ikki tilda ham hozirgi zamon fe’lidan yasaladi. Buyruq mayli esa arab tilida hozirgi zamon fe’lidan yasalib, kelasi zamonni ifodalaydi. O‘zbek tilida ham bu jihat ko‘zga tashlanadi. Shunday qilib, o‘zbek va arab tilidagi bu ikki mayl yasalish va ishlatilish jihatidan bir-biriga juda o‘xshaydi. Tillar orasida mayllarni taqqoslab o‘rganish fikrni aniq va ravshan ifodalash imkonini beradi.

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[46] “Arab tili grammatikasi” N. Ibrohimov, M. Yusupov. 259-bet. Namangan -2009

# BADIIY TASVIR VA IFODA VOSITALARI HAQIDA UMUMIY TUSHUNCHA

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**ANNOTATSIYA:** ushbu maqola, badiiy tasvir va ifoda vositalari haqida umumiy tushuncha larining lingvistik xususiyatlarihaqida to‘la ma’lumot berish va Ingliz badiiy sohasidagi barchan tasvir va ifoda vositalari birini tashkil qiladi. Bu tasvir va ifoda vositalari haqidagi ma’lumotlarga ilmiy xulosa yasash va kengroq tushuncha berishdan iborat bo‘lgan xodisalarni ochib berishdir.

**Kalit so‘zlar:** badiiy, tushunchafonetik, leksik, morfologik, semantik, she’r.

Badiiy tilning eng muhim spetsifik xususiyatlari sifatida obrazlilik va emotsionallikni ko‘rsatish mumkin. Badiiy asarda tasvirlanayotgan narsani jonli tasvirlash, his-tuyg‘u va kechinmalarni yorqin ifodalashga xizmat qiluvchi vositalarni umumlashtirib "badiiy tasvir va ifoda vositalari" deb ataladi. Ko‘p adabiyotlarda aytilganidek, badiiy tasvir va ifoda vositalari badiiy tilning belgilovchi xususiyati emas, balki belgilovchi xususiyat bo‘lmish obrazlilik(tasviriylik) va emotsionallikni kuchaytiruvchi unsurlardir. Aytish kerakki, bu tushuncha adabiyotshunoslikda "poetik vositalar", "sintaktik figuralar", "stilistik figuralar" kabi nomlar bilan ham yuritiladi. Shuni ham yodda tutish lozimki, bu vositalarning bunisi tasvir, bunisi ifoda vositasi deyishlik ham nomaqbul, chunki badiiy adabiyot so‘z vositasida tasvirlaydi va shu tasvir orqali ifodalaydi. Ya'ni, ko‘p hollarda bitta vositaning o‘zi ham tasvir, ham ifodaga xizmat qiladi. Faqat lirik asarlarda

qo‘llaniluvchi ayrim vositalar (mas., tovush takrorlari) borki, ular asosan ifodaviylikni kuchaytirish vazifasini bajaradi. [47]

Badiiy til umumxalq tili bazasida yuzaga keladi, dedik. Yozuvchi umumxalq tilidan foydalanar ekan, umumodatlangan normadan og‘adi (ya'ni, til unsurlarini odatdagidan o‘zga shakl, ma'no, tartib, munosabat va h.k. larda qo‘llaydi) va shu "og‘ish"dan ma'lum badiiy- estetik maqsadni ko‘zda tutadi. Bu xil og‘ishlar tilning turli sathlarida:

- fonetik, leksik, morfologik, semantik, sintaktik sathlarda kuzatilishi mumkin. Badiiy tasvir va ifoda vositalari ijodkorning muayyan badiiy- estetik maqsadga erishish uchun umumodatlangan normadan og‘ishi natijasida yuzaga keladi, ular tasvirning jonli va to‘laqonli bo‘lishiga, ifodaviylikning kuchayishiga xizmat qiladi. Mana shunday maromiga keltirilgan ifodaviylik badiiy asarning qiymatini yanada yuqori qiladi desak, mubolag‘a bo‘lmaydi.

- Fonetik sathdagi normadan og‘ish muayyan badiiy-estetik maqsadni ko‘zlagan holda so‘zlardagi nutq tovushlarining odatdagidan cho‘zib, orttirib yoki tushirib talaffuz etilishi, bir tovush o‘rnida boshqasining talaffuz qilinishi kabi shakllarda kuzatiladi. So‘zdagi tovushning cho‘zib talaffuz etilishi ma'noni kuchaytirishga, belgini orttirib ifodalash, ruhiy holat yoki muayyan munosabatni aniqroq ifodalashga xizmat qila oladi. Masalan, R. Musurmonning “Meni tushunsaydi odamlar” nomli she'rida lirik qahramon o‘zini kitobga qiyoslaydi, shunday tilak qiladi:

Har kun darsxonada go‘zal toliba

Qoldirmay o‘qisa varoqlarimni.

Har kun oshxonada go‘zal sohiba

Bildirmay to‘g‘rasa yuraklarini

[47] Quronov D. Adabiyot nazariyasi asoslari. T., 2020. B 155

Titiliii-ib ketsaydim...

Katiliii-ib ketsaydim...

So‘nggi ikki satrdagi “i” tovushining o‘ta cho‘ziq talaffuz etilishi normaga mutlaqo zid bo‘lsa-da, u lirik qahramon ko‘nglidagi istakni orttirib, kuchaytirib ifodalashga xizmat qiladi. Shoirning “Qo‘riqchi” nomli she'rida ushbu fonetik usul o‘zgacharoq maqsadga xizmat qiladi:

Hoy gala-gala, hoy gala-aaa...

Karkas keldi bir gala-aaa...

Mening bog‘im kichkina-a,

Katta bog‘larni tala-aaa...

Hoy gala-gala, hoy gala-aaa...

Tovushlarning cho‘zilishi o‘z bog‘ini karkas qushlardan qo‘riqlayotgan lirik qahramon ruhiy holatini ifodalaydi. Agar she'r mustaqillik arafasida yozilgani e'tiborga olinsa, undagi “bog‘”, “karkas qushlar”, “qo‘riqchi” obrazlarining majoziy ma'no kasb etishi, she'rda shoirning yurtiga turli tahdidlar xavf solayotgan paytdagi vatanparvarlik tuyg‘ulari ifodalangani anglashiladi.

Leksik sathdagi normadan og‘ish yozuvchining umumxalq tili bazasidagi leksik vositalardan foydalanishida ko‘rinadi. Ma’lumki, umumxalq tilidagi so‘zlar o‘zlarining nominativ holatida ham tasviriylik va ifodaviylik imkoniyatlari jihatidan farqlanadi. Ya'ni, ijodkor ifoda va tasvirni so‘z ma'nosiga daxl qilmagan holda, mavjud so‘z xazinasidan "so‘z tanlash" hisobigagina kuchaytirishi mumkin bo‘ladi. Yozuvchining umumxalq tilida mavjud so‘zlardan umumodatiydan o‘zgacharoq foydalanishi quyidagicha badiiy-estetik maqsadlar bilan yuz beradi:

*Davr koloritini(ruhini) berish uchun*. Lug‘atdagi eskirgan so‘zlar — arxaizm va istorizmlar odatdagi so‘zlashuvda ishlatilmasligi ma'lum. Biroq ular tarixiy mavzudagi badiiy asarlarda davr koloritini berish uchun juda muhim. Deylik, o‘z

asarida o‘n beshinchi asr voqeligini tasvirlayotgan ijodkor, tabiiyki, o‘sha davrga xos realiyalarni tasvirlashi kerak bo‘ladi. Ya'ni, o‘sha davr koloritini o‘sha davrga xos bo‘lgan narsa-buyumlar, hodisalar, tushunchalar va boshqa nomlarisiz to‘la tasvirlab bo‘lmaydi. Masalan, “Ulug‘bek xazinasi” da o‘qiymiz: Mahramlar orasida jiyanlari – shahzoda Abdulla bilan Abu Said Mirzo ham turar, zarbof to‘n ichidan suvoriy sovut, boshlariga tilla hoshiyali dubulg‘a kiygan bu ikki shahzodaning ham ko‘zlarida taraddud, harakatlarida toqatsizlik sezilib turardi”. [48]Keltirilgan parchada portret detallarini ifodalagan “suvoriy sovut” va “dubulg‘a” so‘zlari tasvir predmetini jonli tasavvur qilishga ko‘mak beradi. Xuddi shu gapni voqea yuz berayotgan joy tasviriga nisbatan ham aytish mumkin: “Tor, timli rastalardan keyin chuqur xandaq bilan o‘ralgan Ko‘ksaroyning kungurador devorlari qorong‘ida cho‘ng qoyaday haybatli tuyuladi. ‘‘Baland kungurador devor bilan o‘ralib, yuksak burjlarga to‘p o‘rnatilgan o‘rdaday hovlining har joy–har joyida tosh fonuslar miltirab turardi’’. Ikkinchi tomondan, o‘n beshinchi asr muhitida harakatlanayotgan personaj tili ham shunga mos bo‘lishi, uning nutqida o‘sha davrga xos so‘zlar va so‘zshakllar ishlatilishi obrazning ishonarli va to‘laqonli bo‘lishiga xizmat qiladi. Misol uchun Mirzo Ulug‘bek tilidan aytilgan quyidagi gapni olaylik: “Bas! Farmoni humoyun amri vojibdur! Amir Sultonshoh barlos! Siz otliq hirovul bilan darhol yo‘lga chiqqaysiz! Amir Sulton Jondor tarxon! Siz barong‘or suvoriylar bilan hirovul qo‘shinlarning ortidan yurgaysiz...” [49]Ushbu gapda qo‘llangan “farmoni humoyun” birikmasi, qo‘shinning oldingi qismini anglatuvchi “hirovul”, o‘ng qanotini bildiruvchi “barong‘or” so‘zlarining ishlatilgani asarda tasvirlanayotgan holatga – jang oldidan o‘tkazilayotgan kengashga mos bo‘lish bilan birga, tarixiy davrni aniq tasvirlashga ham xizmat qiladi.

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## THE LINGUISTIC IMPACT OF GLOBAL MIGRATION ON LOCAL DIALECTS: EXAMINING HOW RECENT MIGRATION TRENDS ARE ALTERING THE LINGUISTIC LANDSCAPE OF SPECIFIC REGIONS.

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**Abstract.** Global migration significantly influences local dialects, reshaping linguistic landscapes across diverse regions. This article examines how recent migration trends alter phonetic, lexical, and syntactic features of dialects, drawing on case studies from metropolitan areas experiencing high immigration rates. By analyzing the interplay between migrant languages and local dialects, we highlight the emergence of hybrid forms and the sociolinguistic implications of these changes, ultimately contributing to our understanding of language evolution in a globalized world.

**Аннотация.** Глобальная миграция значительно влияет на местные диалекты, изменяя языковые ландшафты в различных регионах. В данной статье рассматривается, как недавние миграционные тенденции изменяют фонетические, лексические и синтаксические особенности диалектов, опираясь на примеры из метрополитенов с высокой миграцией. Анализируя взаимодействие между языками мигрантов и местными диалектами, мы подчеркиваем появление

гибридных форм и социолингвистические последствия этих изменений, что в конечном итоге способствует нашему пониманию эволюции языка в глобализированном мире.

**Annotatsiya.** Global migratsiya mahalliy lahjalarga sezilarli ta'sir ko'rsatadi va turli mintaqalarda lingvistik manzaralarni o'zgartiradi. Ushbu maqolada so'nggi migratsiya tendensiyalari lahjalarning fonetik, leksik va sintaktik xususiyatlarini qanday o'zgartirayotganini ko'rib chiqamiz, yuqori immigratsiya darajasiga ega metropolitan hududlardan olingan misollar asosida. Migrant tillari va mahalliy lahjalar o'rtasidagi o'zaro ta'sirni tahlil qilib, biz yangi gibrid shakllarning paydo bo'lishini va bu o'zgarishlarning sotsiolingvistik oqibatlarini ta'kidlaymiz, bu esa globalizatsiyalashgan dunyoda til evolyutsiyasini tushunishga hissa qo'shadi.

**Keywords:** Global migration, local dialects, linguistic landscape, hybrid languages, sociolinguistics, phonetics, lexicon, syntax, language evolution, immigration.

**Ключовая слова:** Глобальная миграция, местные диалекты, лингвистический ландшафт, гибридные языки, социолингвистика, фонетика, лексика, синтаксис, языковая эволюция, иммиграция.

**Kalit so’zlar:** Global migratsiya, mahalliy dialektlar, lingvistik landshaft, gibrid tillar, sotsiolingvistika, fonetika, leksika, sintaksis, til evolyutsiyasi, immigratsiya.

Global migration has become more frequent in recent decades as a result of a number of circumstances, including environmental concerns, political unrest, and financial possibilities. About 281 million people worldwide are international migrants, making up 3.6% of the world's population, based on the United Nations (2020). The linguistic landscape of host communities is significantly impacted by this demographic shift, especially in urban areas which attract a varied range of migrant populations.

External linguistic effects are becoming more prevalent in local dialects, which are frequently firmly anchored in regional identity and culture. Native languages and dialects are brought to new places by migrants, resulting in a dynamic interaction with the local vernacular. The phonetic, lexical, and syntactic characteristics of regional dialects may change significantly as a result of this connection. For example, the introduction of vocabulary from migrant languages might change grammatical structures and articulation patterns while also enhancing native lexicons.

Migration's effects on regional dialects are not just a language problem; they are a reflection of larger social dynamics such as identity construction, power dynamics, and cultural exchange. Identifying these changes is crucial for sociolinguists, educators, and governments as communities grow more linguistically diverse. By looking at particular case studies in cities like London and New York City, where migration trends have

drastically changed the linguistic landscape, this paper seeks to investigate the linguistic effects of global migration on regional dialects.

## Linguistic Features Affected by Migration

Migration alters local dialects in several ways: phonetics, lexicon, and syntax are particularly susceptible to change.

### *1. Phonetic Changes*

Phonetic features often shift as migrants interact with local speakers. For example, in London, the influx of speakers from various linguistic backgrounds has led to changes in accent and pronunciation patterns. The phenomenon known as "Multicultural London English" (MLE) showcases how elements from Caribbean English, South Asian languages, and Cockney have fused to create a distinct accent that reflects the city's multicultural identity (Wells, 1982).

### *2. Lexical Innovations*

Lexical borrowing is another significant outcome of migration. Migrants often introduce new words and phrases that reflect their cultural practices or experiences. In New York City, for example, the Spanish-speaking population has contributed numerous terms to the local English dialect, enriching its vocabulary. Words like "bodega" (a small grocery store) and "nuyorican" (a Puerto Rican living in New York) exemplify this lexical integration (Sanchez Rojas, 2016).

### *3. Syntactic Alterations*

Syntactic structures may also be influenced by migration. Research indicates that bilingual speakers often exhibit code-switching—alternating between languages within a conversation—which can lead to syntactic blending (Grosjean, 1982). In cities like Toronto, where English and various immigrant languages coexist, this phenomenon can result in unique syntactical constructions that reflect both languages' grammatical rules.

## Case Studies

### *London*

In London, MLE has emerged as a direct result of migration from diverse ethnic communities. This new dialect incorporates elements from various languages and reflects the city's multicultural fabric. Studies show that MLE is not only a marker of identity for young speakers but also a challenge to traditional notions of British English (Cheshire et al., 2011).

### *New York City*

Similarly, New York City serves as a prime example of how migration influences local dialects. The city's long history of immigration has resulted in a rich tapestry of linguistic variation. The influence of Spanish is particularly pronounced in neighborhoods like East Harlem and Washington Heights, where bilingualism is common among

residents (Rumbaut  Portes, 2001). The resulting Spanglish—an informal blend of Spanish and English—demonstrates how migrant languages can reshape local dialects.

**Sociolinguistic Implications**

The merging of languages and dialects due to migration raises important sociolinguistic questions about identity and community cohesion. As local dialects evolve under the influence of migrant languages, issues of linguistic discrimination may arise. For instance, speakers of traditional dialects may feel marginalized as their linguistic heritage becomes diluted by new influences (Baker  Prys Jones, 1998).

Moreover, the acceptance or rejection of hybrid forms can reflect broader societal attitudes toward migration itself. Communities that embrace linguistic diversity may foster greater social cohesion and mutual understanding among residents from different backgrounds.

As global migration continues to shape linguistic landscapes, future research should focus on longitudinal studies that track these changes over time. Understanding how local dialects adapt—or resist adaptation—will provide deeper insights into the complex relationship between language and society in an increasingly interconnected world.

Global migration has a significant and complex linguistic impact on regional dialects. Local dialects undergo substantial phonetic, lexical, and syntactic changes as a result of migration, as illustrated by case studies from London and New York City. These changes represent larger social narratives about identity and community in addition to reflecting the dynamic interaction between languages.

For educators and legislators who want to create inclusive settings that value language diversity, it is essential to comprehend these changes. Recognizing the changing nature of language will be crucial to fostering social cohesiveness in various societies as we navigate an era characterized by more mobility and cultural exchange.

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## Ecological Tourism in Uzbekistan: Principles for the Development of Local and International Tourism

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**Annotation:** Uzbekistan, with its rich history, culture, and natural beauty, is considered one of the most attractive tourist destinations in the world. In recent years, extensive reforms aimed at developing the tourism sector have been implemented in the country, further enhancing its tourism potential. At the same time, there are significant opportunities for the development of ecological tourism in Uzbekistan, which could form an essential component of both domestic and international tourism.

**Keywords:** tourism sector, tourism development, marketing, financial resources, ecological tourism.

**Аннотация:** Узбекистан, обладая богатой историей, культурой и природной красотой, считается одной из самых привлекательных туристических дестинаций в мире. В последние годы в стране были реализованы обширные

реформы, направленные на развитие туристического сектора, что дополнительно усилило его туристический потенциал. В то же время существуют значительные возможности для развития экологического туризма в Узбекистане, который может стать важным компонентом как внутреннего, так и международного туризма.

**Ключевые слова:** туристический сектор, развитие туризма, маркетинг, финансовые ресурсы, экологический туризм.

**Annotatsiya:** O‘zbekiston boy tarixi, madaniyati va tabiiy go‘zalliklari bilan dunyodagi eng jozibador sayyohlik maskanlaridan biri hisoblanadi. So‘nggi yillarda mamlakatda turizm sohasini rivojlantirishga qaratilgan keng ko‘lamli islohotlar amalga oshirilmoqda, bu esa mamlakatning sayyohlik salohiyatini yanada oshirishga xizmat qilmoqda. Shu bilan birga, O‘zbekistonda ekologik turizmning rivojlanish imkoniyatlari katta bo‘lib, bu soha ichki va tashqi turizmning muhim tarkibiy qismini tashkil qilishi mumkin.

**Kalit so`zlar:** turizm sohasi, turizmning rivojlanishi, marketing, moliyaviy resurslar, ekologik turizm.

**Introduction:**Ecological tourism is a form of sustainable tourism aimed at protecting and preserving the natural environment. This type of tourism provides opportunities for travelers to enjoy the beauty of nature, explore the flora and fauna, and engage closely with the environment. Furthermore, ecological tourism seeks to protect natural resources, improve the livelihoods of local populations, and contribute to societal development.The importance of developing ecological tourism in Uzbekistan is manifested in several key areas:

• Protection of Natural Resources: Ecological tourism encourages tourists to develop a respectful attitude towards nature, promoting environmental cleanliness and the conservation of natural resources.

• Improvement of Local Communities: Ecological tourism creates job opportunities for local populations, stimulates regional economies, and aids in the preservation of local cultures.

• Diversification of the Tourism Sector: Ecological tourism diversifies Uzbekistan's tourism sector, providing tourists with more options and increasing the country's tourism revenue.

• Sustainable Development: Ecological tourism is based on the principles of sustainable development, which integrate the protection of the natural environment, the provision of social justice, and economic growth.

**Opportunities for Ecological Tourism in Uzbekistan**

Uzbekistan is renowned for its natural beauty and biodiversity, offering extensive opportunities for the development of ecological tourism. The following locations are particularly attractive for ecological tourism:

• Tian Shan Mountains: The Tian Shan mountains attract tourists with their stunning landscapes, mountain lakes, waterfalls, and diverse plant life.

• Mountainous Regions of the Fergana Valley: This area is famous for its fertile valley, mountain flora, fauna, and ancient villages.

• Kyzylkum Desert: The Kyzylkum Desert presents a unique natural landscape and is home to desert wildlife and plant species, making it an excellent location for ecological tourism.

• Aral Sea: Although the Aral Sea is currently shrinking, its shores are home to various bird species and other wildlife, generating interest for ecological tourism.

***Mountainous Regions of the Zarafshan Valley***.The mountainous areas of the Zarafshan Valley are particularly attractive for ecological tourism due to their mountain lakes, waterfalls, and forests.

***National Parks of Uzbekistan.***Uzbekistan is home to several national parks dedicated to the protection of its wildlife and plant life.

To foster ecological tourism in Uzbekistan, adherence to the following principles is essential:

**a) Development of Domestic Tourism**

• Engagement of Local Communities in the Tourism Sector: Local populations play a crucial role in the development of ecological tourism; therefore, it is necessary to involve them in tourism activities.

• Development of Ecological Tourism Routes: Plans should be developed for the promotion of ecological tourism routes in each region of the country, including road repairs, construction of hotels and accommodations, and training courses for local residents.

• Marketing and Promotion: It is imperative to promote ecological tourism routes within the country through marketing and advertising campaigns, as well as by creating websites and social media platforms focused on ecological tourism.

• Diverse Tourist Services: A range of tourist services should be offered to visitors engaged in ecological tourism, such as hiking in the mountains, horseback riding, cycling, fishing, nature study excursions, and cultural immersion activities.

**b) Development of International Tourism**

• International Collaboration: Strengthening international cooperation is vital for the development of ecological tourism, including attracting foreign investors and establishing contracts with international tourism agencies.

• Improvement of Tourism Infrastructure: Creating favorable conditions for foreign tourists requires the development of international airports and transport systems, along with the construction of hotels and accommodations.

• Diversification of Tourism Routes: It is important to offer a variety of tourist routes to international visitors, including historical sites, cultural centers, ecological tourism zones, and sports and recreation facilities.

• Quality of Services: Providing high-quality services to foreign tourists necessitates training professional guides and establishing tourist information centers.

**Challenges in Developing Ecological Tourism**

Several challenges hinder the advancement of ecological tourism in Uzbekistan:

• Infrastructure Deficiencies: In some ecological tourism zones, infrastructure is underdeveloped, with poor roads and insufficient hotels and accommodations.

• Environmental Issues: Pollution, deforestation, and depletion of water resources adversely affect the development of ecological tourism.

• Shortage of Skilled Personnel: A lack of qualified personnel in the field of ecological tourism presents significant challenges.

• Marketing and Promotion Deficiencies: There are shortcomings in promoting and marketing ecological tourism routes.

• Insufficient Financial Resources: There is a lack of adequate financial resources for the development of ecological tourism.

**Recommendations for the Development of Ecological Tourism in Uzbekistan**

To enhance ecological tourism in Uzbekistan, the following recommendations can be proposed:

• Development of an Ecological Tourism Strategy: It is essential to formulate a comprehensive strategy for the development of ecological tourism in the country, accompanied by the implementation of relevant programs in accordance with this strategy.

• Improvement of Infrastructure: There is a need to repair roads in ecological tourism zones, construct hotels and accommodations, and introduce environmentally friendly transportation systems.

• Environmental Protection: Measures should be taken to reduce environmental pollution, restore forests, and conserve and manage water resources effectively.

• Training of Personnel: It is crucial to train qualified personnel in the field of ecological tourism by conducting educational courses and training sessions, as well as learning from international best practices.

• Marketing and Promotion: Efforts must be made to promote ecological tourism through marketing and advertising campaigns, as well as participation in international tourism exhibitions.

• Attraction of Financial Resources: It is necessary to attract investors for the financing of ecological tourism projects, secure grants, and create financial programs aimed at the development of ecological tourism.

• Support for Local Communities: Creating job opportunities for local populations, ensuring their involvement in the development of ecological tourism, and promoting local crafts and culture are vital.

**Conclusion:** The development of ecological tourism in Uzbekistan presents an opportunity to enhance the country's tourism potential, protect natural resources, improve the livelihoods of local communities, and contribute to sustainable development. Key elements such as infrastructure development, environmental protection, personnel training, marketing strategies, and financial resource mobilization are critical. The actions undertaken in this domain will assist in positioning Uzbekistan as an internationally recognized destination for ecological tourism.

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# THE LINGUISTIC NATURE OF TERMS IN THE FIELD OF TOURISM

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**Annotatsiya :**Maqolada ingliz tilidagi turizm terminlarining rivojlanish bosqichlari, leksik-morfologik tarkibi va leksik-semantik tasnifi yoritilgan. Turizm shakllarining yildan-yilga ko‘payishi natijasida turizm diskursi faoliyati shakllandi. Yangi turizm terminlarining paydo bo‘lish sabablari va ingliz madaniyatining o‘zbek turizm sohasiga ta’siri ham muhokama qilingan.

**Kalit so‘zlar:** turizm, termin, lingvistik tasnif, diskurs, turizm shakllari, davr, komponent.

**Аннотация:** В статье рассматриваются этапы развития туристских терминов в английском языке, их лексико-морфологический состав и лексико-семантическая классификация, проведенные зарубежными и узбекскими учеными. Также обсуждается формирование туристического дискурса, вызванное обогащением терминологии. Рассматриваются причины появления новых терминов и влияние английской культуры на узбекскую туристическую отрасль.

**Ключевые слова:** туризм, термин, лингвистическая классификация, дискурс, формы туризма, период, компонент.

**Annotation:** This article examines the development stages of English tourism terminology, highlighting its lexical-morphological composition and classification by foreign and Uzbek scholars. It discusses the emergence of tourism discourse due to the expanding vocabulary associated with tourism forms and the impact of English culture on the Uzbek tourism sector.

**Keywords:** tourism, term, linguistic classification, discourse, forms of tourism, period, component.

To study tourism terminology linguistically, we must first analyze its historical development. Insights into English tourism terminology can be derived from various studies, notably by L.V. Vinogradova. The evolution of these terms can be divided into distinct stages:

1. First Stage: From antiquity to the early 19th century, basic terms such as "carriage" and "board" emerged.

2. Second Stage: Tourism became a mass phenomenon in the 19th century, introducing words like "tourist" and "tourism." Influences from French and German included terms like "maître d'hotel" and "Baedeker."

3. Third Stage: The early 20th century and World War II marked continued growth in mass tourism, resulting in terms like "shuttle," "reservation," and "penthouse."

4. Fourth Stage: Post-World War II, this phase introduced complex terms like "tour operator" and "agro-tourism." The recent "Era of Digitalization," particularly post-pandemic, has seen terms such as "food-loving millennials" and "staycation" emerge.

Research indicates that many tourism-related terms originate from English culture, which heavily influences global tourism trends. While fields like sports and medicine have been studied sociolinguistically, tourism remains underexplored in this context in Uzbekistan.

Tourism can be categorized into three primary types:

1. Domestic (Internal) Tourism: Travel within one's own country.

2. Inbound (National) Tourism: Travel by foreign tourists in a host country.

3. Outbound (International) Tourism: Travel from one country to another.

Uzbek researchers, such as L.J. Toshboyeva, have classified various types of tourism based on travel purposes and characteristics while comparing English and Uzbek tourism terminology [2]:

• **Adventure Holidays –** Encompassing exciting leisure activities characterized by adventure, including scuba diving, snorkelling, trekking, and hang gliding.

• **Agri- (Agro-, Farm) Tourism** – Travel organized to rural areas and farms away from urban centres.

**All-expense (all-in) tour** – A travel package that encompasses all travel expenses and combines multiple opportunities.

**Business travel –** Travel undertaken for commercial, governmental, or educational purposes, where leisure is considered secondary.

**Charter group –** A pre-arranged group travel experience conducted along a standard route.

**Circuit tourism –** Refers to travel that involves visiting multiple countries in a circular route, ultimately returning to the original destination.

**Ecotourism –** A form of travel aimed at enhancing the ecosystem of areas under ecological protection, fostering positive changes in collaboration with local communities, while striving to preserve the natural structure of the region as much as possible.

**Ethnic (indigenous, roots) tourism –** Travel is undertaken to explore the customs and culture of various local ethnic communities around the world. It also refers to journeys to ancestral lands or visits to relatives.

**Fam (familiarization, educational) tours –** Trips organized for travel agents, tour operators, and providers of tourism services to familiarize them with tourist destinations.

**Green (alternative, appropriate, responsible, soft, sustainable) tourism** – Travel conducted in smaller groups and with minimal environmental impact, in contrast to mass tourism, while respecting the natural structures of the locations visited.

**Heritage tourism –** Travel directed towards sites of global cultural heritage and monuments.

**Health tourism (health-care tourism) –** Travel undertaken for relaxation or physical recuperation at sanatoria or similar facilities.

**Industrial (factory) tourism –** Visits to operating factories and plants by residents to gain insights into the processes taking place there and to understand and purchase the products being manufactured.

**Incentive travel –** Trips organized to recognize and reward good performance and loyalty in the workplace, with all expenses covered.

**Leisure travel –** Travel undertaken for recreation, relaxation, or educational purposes.

**Mass tourism –** A reference to the tourism of developed countries during its peak period, focusing on promoting the tourism industry as a profitable sector without regard for its ecological repercussions.

***Person trip visit* –** Defined as a journey where an individual travels 160 km from their area for professional or recreational purposes within a single day or stays overnight.

**Press trips –** Journeys organized for travel writers and journalists to assist in gathering materials about tourist destinations.

**Religious tourism –** In a narrow sense, this refers to religious journeys such as pilgrimages; in a broader context, it encompasses visits to churches, mosques, and madrasas that exemplify global religious heritage, allowing travellers to appreciate their architecture.

**Rural tourism –** Pertains to travellers seeking a return to "primitiveness" by distancing themselves from civilization and exploring rural life with minimal human influence. This translation maintains an academic tone and structure suitable for scholarly communication.

G. Dann's work highlights the social functions of language within tourism. A.Sh. Xolboboyeva notes that the interest in tourism has led to developing tourism discourse, shaped by social and cultural values communicated through oral and written forms.

The emergence of new terms in tourism is significantly influenced by the English language and the tourism potential of developed countries. Classifying tourism texts based on the information they provide is vital. Olena Skibitska categorizes these texts into destination descriptions, informational texts, and professional communications. The tourism sector plays a crucial role in socio-economic development globally. Studying it linguistically is essential for expanding vocabulary across various disciplines.

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## OVERLAP PHENOMENON: CONCEPT, TERMS AND SCIENTIFIC APPROACHES

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In modern linguistics, the limitations of linear analysis methods in the explanation of speech processes are becoming increasingly evident. Language units are distinguished by the fact that they appear in speech not only sequentially, but also simultaneously in several semantic and functional layers. Therefore, the need for theoretical concepts that reveal their dynamic, multifaceted and intersecting nature in the explanation of speech phenomena is increasing. As one of such concepts, the phenomenon of overlap is gaining special scientific importance in linguistics.

“*Overlap*” is interdisciplinary and is actively used in logic, cognitive science, pragmatics, and discourse analysis. (1.338-353) From a linguistic perspective, overlap represents the semantic and functional integration that occurs as a result of the partial overlap, intersection, or simultaneous activation of linguistic and speech structures at one

point. In this case, the speech unit performs not a strictly single task, but several communicative, pragmatic, and stylistic tasks in parallel.

The term "overlap" is borrowed from English and is used in modern linguistic and logical research as a fundamental concept denoting the partial adaptation of complex phenomena, functional intersection, and overlapping of semantic layers. In leading international dictionaries, the meaning of this term is mainly explained through the meanings of partial coverage, sharing the same area, and having similar properties.

The Oxford English Dictionary defines "*overlap*" as "*To cover* part of the same area of interest, responsibility, or activity" (2). The Cambridge Dictionary defines overlap as "*to have some parts or qualities that are the same"*. (3) The Merriam-Webster Dictionary defines overlap as "*to* occupy the same area in part" (4).

These dictionary definitions serve to substantiate the multi-layered nature of the phenomenon of "overlap**" in linguistic interpretation. In particular, in the analysis of speech units, this** concept serves as a theoretical basis for explaining cases of partial correspondence and intersection between meaning and function, linguistic form and communicative intention.

These lexical explanations serve as an important basis for explaining the multifunctionality of speech units and the overlapping of layers of meaning within a single unit in linguistic interpretation. Logically, "overlap" means a partial coincidence of the scope of two or more concepts. While in classical logic concepts are considered strictly delimited, in the theory of fuzzy logic the relativity of these boundaries is recognized. The theory of fuzzy sets developed by L. Zadeh has also been used in linguistics, making it possible to explain the unclear boundaries between meaning and function. (1.353)

In linguistics, this approach led to the consideration of discourse phenomena as overlapping areas rather than strictly separated categories. As a result, the phenomenon of "overlap" became established as a methodological concept in discourse analysis.

"Overlap" has been explained in linguistics using various terms. One of them is intersection, which refers to the use of two different linguistic units or structural models in the same speech function. For example, in Uzbek, the use of an interrogative sentence in the sense of "request" or "irony" is a clear example of the intersection of syntactic form

and pragmatic function.

"*Superposition*", while preserving the main lexical meaning of a linguistic unit, an additional speech meaning is assigned to it through the context. In this case, the main semantic core is not completely lost, but rather, it enters into functional integration with the speech situation, forming a new meaningful configuration. VG Gak, analyzing the transformation of linguistic units in speech, identifies this mechanism as one of the leading factors of meaning change, and evaluates the superposition between lexical meaning and contextual meaning as a natural form of semantic development. (6.154-162). AV Bondarko, explaining this phenomenon within the framework of functional-semantic syncretism, emphasizes the simultaneous preservation and active functioning of several semantic-functional properties in the structure of one unit. (7.92-98). EV Paducheva, on the other hand, connects this type of meaning transformation with the process of contextual interpretation, showing that the lexical meaning expands as a result of its reinterpretation by the speaker and the listener in the process of speech (8.32-40). In this respect, the phenomenon of superposition appears not only as a form of semantic change, but also as an independent linguistic mechanism expressing a complex, multi-layered relationship between speech meaning and function.

**1.7-rasm. "Asosiy lug'aviy ma'noning kontekst orqali ustma-ustlik konfiguratsiyasida kengayishi modeli**

*"Duplicity"* is associated with the fact that a unit simultaneously performs both a nominative and an evaluative or expressive function. M. Mirtojiyev, in his research on the semantics of the Uzbek language, analyzes the border areas between the elements of meaning and substantiates the fact that semantic overlap is the basis of polysemy. According to the scientist, polysemy is not a set of strictly separated meanings, but a system of intersecting semantic components. (9.118-125).

In this study, the concept of "overlap" of speech meaning and function is interpreted not as an accidental or secondary phenomenon, but as one of the internal organizing mechanisms of speech. In traditional structural-semantic approaches, meaning and

function are often viewed as sequential stages: first, a lexical or grammatical meaning is formed, and then it performs a certain function in a speech situation, but modern cognitive-pragmatic research shows that this linear model cannot fully reflect the real nature of the speech process. In the speech process, meaning and function are activated not in isolation from each other, but simultaneously, intersecting and integrated.

During the implementation of a speech act, along with the ready-made semantic core of the lexical unit in the speaker's mind, the communicative situation, social role, illocutionary intention and pragmatic purpose are also activated in parallel. As a result, the speech unit does not just **"***use*" **the existing meaning,** but also creates a new, situationally adapted speech content. This process constitutes the essence of the overlap of speech meaning and function. "Overlap" here is not a simple addition, but the emergence of a qualitatively new semantic whole.

This phenomenon is explained in cognitive sciences through the concepts of mental integration or blending. According to the theory of mental spaces developed by Fauconnier and Turner, in human thinking, different sources of knowledge and cognitive structures intersect at one point, creating a new meaning. In linguistics, this process is manifested as the integration of lexical-semantic structure with speech function and context. (10.18-36). Therefore, the overlap phenomenon can be equated with the mechanism of formation of speech meaning.

In Uzbek linguistics, this idea is clearly expressed in the cognitive-pragmatic views of Sh. Safarov. The scientist interprets the speech meaning as the result of the intersection of the intention in the speaker's mind and the ready-made linguistic structures in the language. In his opinion, the meaning that arises in speech is not a simple realization of the semantic unity present in the dictionary, but a dynamic phenomenon enriched by the situation, purpose, and cognitive experience. It is because of this intersection that a speech meaning that is different from the dictionary meaning and adapted to the context is formed. (11.126-132). This interpretation of Sh. Safarov makes it possible to substantiate overlap as the central mechanism of speech meaning, since in this case the meaning and function are activated simultaneously, interconnectedly.

The theoretical roots of the overlap of speech meaning and function in national

linguistics are also evident in the studies of N. Mahmudov. Analyzing the semantic structure of a sentence, the scientist shows the simultaneous manifestation of communicative, pragmatic, and sometimes expressive functions within the framework of a sentence. The concept of semantic asymmetry put forward by Mahmudov scientifically substantiates the fact that there is not always complete correspondence between form and function. That is, the same grammatical form can appear in different situations with a completely different functional load. (12.154-162). This indicates the inevitability of the overlap between speech meaning and function.

"*Content asymmetry*" means that the semantic possibilities of a linguistic form are not always fully revealed in speech or, conversely, are expanded by context. As a result, not a strict boundary between the lexical meaning and the speech function, but an intersection zone arises. This zone is precisely the overlap area. In this regard, N. Mahmudov's views serve as an important theoretical basis for considering the phenomenon of "**overlap**" **as an independent scientific problem in Uzbek linguistics.**

**1.8-rasm. Overlap**

Research in Russian linguistics is of particular methodological importance in substantiating the phenomenon of "overlap" as an independent linguistic phenomenon. In particular, the theory of the transformation of language units in speech, developed by VG Gak, analyzes in detail the fact that the lexical meaning does not completely disappear, but overlaps with new semantic layers under the influence of context. The scientist assesses the change of meaning in the process of speech not as a linear exchange, but as a complex process that occurs through the addition and intersection of semantic layers. This approach, revealing the semantic mechanism of overlap, scientifically substantiates the multilayered and dynamic nature of the development of meaning.

Semantic studies conducted by M. Mirtojiyev in Uzbek linguistics reveal the lexical level manifestations of the phenomenon of "overlap". Analyzing the border areas between

the elements of meaning, the scientist substantiates that polysemy is based not on strictly separated semes, but on a system of intersecting semantic components. In his opinion, polysemy is not a set of meanings, but on the result of semantic **"**overlap". (9.118-125). This view shows that the phenomenon of overlap is active not only at the pragmatic or discursive level, but also at the lexical-semantic level.

Thus, the overlap of speech meaning and function should be considered as a complex phenomenon that manifests itself at all levels of language. It is active not only at the level of the speech act, but also at the semantic, pragmatic, cognitive and discursive layers. The phenomenon of "overlap" explains the multifunctionality, flexibility and interpretative potential of language units. It is these aspects that allow us to interpret speech not as a static system, but as a dynamic, changing and human-dependent phenomenon.

Thus, the justification of the overlap of speech meaning and function as an independent linguistic phenomenon serves to provide a deeper understanding of the complex relationships between meaning, function, and context in linguistics. Cognitive and pragmatic approaches in Western linguistics and substantive and communicative analyses in Uzbek linguistics show that the theoretical foundations of this phenomenon are sufficiently formed. Therefore, the overlap phenomenon serves as the main methodological support in the analysis of specific manifestations of speech meaning and function in the following chapters.

In Uzbek pragmalinguistics, M. Hakimov explains the phenomenon of "overlap" through the concept of pragmatic polyfunctionality. The scientist indicates that a speech unit simultaneously performs several communicative, illocutionary and affective functions as an important feature of Uzbek communication. According to M. Hakimov, in speech, meaning and function are activated not in a strict sequence, but together, superimposed. (13.88-94). This allows us to interpret overlap as a real mechanism of speech activity.

At the same time, the term "overlap" stands out as a generalizing and integrative concept that encompasses all of the above-mentioned approaches. Because although implicature, syncretism, and pragmatic polyfunctionality belong to separate theoretical models, the simultaneous activation of meaning and function is manifested as a basic principle in all of them**.** E.V. Paducheva and An analysis of research conducted by I.M.

Kobozeva shows that the interpretative potential of a speech unit is determined by the degree to which it has an overlap state (14.58-65). That is, the wider the possibility of interpretation of a unit in speech, the more active its semantic and functional intersection zone.

In conclusion, it is worth noting that the phenomenon of "Overlap" is characterized by the simultaneous activation of speech meaning and function. Overlap is not a simple sequence of meaning and function, but their intersection within the framework of a speech act, forming a new meaningful whole. This phenomenon appears as an important theoretical mechanism in explaining the multifunctional nature of language units. Through overlap, speech meaning acquires a dynamic, context-adaptive and interpretative character and serves the needs of real communication.

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