

PROBLEMS IN TRANSLATING TOURISM ADVERTISING TEXTS

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Abstract *This article analyzes the problems of equivalence encountered in translating tourism advertising texts from English into Uzbek. It examines linguistic, cultural, emotional, and stylistic differences between the two languages and highlights the importance of adaptation and dynamic equivalence approaches in the translation process. The significance of the translator's intercultural competence and creative approach for the effective translation of tourism advertising texts is emphasized. The article also provides practical recommendations for addressing the major issues encountered during translation.*

Keywords *Tourism advertising texts, equivalence problems, translation theory, cultural adaptation, dynamic equivalence, linguistic differences, stylistic differences.*

Introduction

Due to globalization processes, the tourism industry has been rapidly developing, increasing the importance of translation as a means of communication among representatives of different nations and cultures. Particularly, the effective translation of tourism advertising texts plays a crucial role in attracting foreign tourists, shaping the country's image, and generating economic benefits. However, numerous challenges arise when translating such texts. This article generally analyzes the main problems encountered in the translation of tourism advertising texts and their underlying causes.

Main Part

1. Characteristics of Tourism Advertising Texts

Tourism advertising texts are typically short, vivid, and emotionally charged, aimed at creating a positive impression on the reader. These texts often incorporate cultural traditions, national values, and natural beauty. Therefore, it is essential not only to ensure linguistic accuracy but also to achieve cultural compatibility when translating them.

2. Main Problems Encountered During Translation

2.1. Linguistic Problems

Certain words and expressions commonly used in tourism advertising texts in English do not have exact equivalents in Uzbek. For example, the phrase "breathtaking view" may sound unnatural if translated literally into Uzbek. In such cases, alternative expressions such as "hayratomuz manzara" ("breathtaking scenery") or "ko'zni qamashtiruvchi tabiat" ("dazzling nature") must be used.

2.2. Cultural Differences

The same advertising message can be perceived differently by audiences from different cultural backgrounds. For instance, the English phrase "Enjoy our traditional pub life!" loses its intended effect if directly translated into Uzbek ("Bizning an'anaviy pab hayotimizdan zavqlaning!"), since pub culture is foreign to Uzbek society. In such cases, it is necessary to adapt the content to create a culturally acceptable equivalent.

2.3. Loss of Emotional Impact

Tourism advertising texts often appeal to the audience through emotional engagement. Retaining this emotional richness during translation can be challenging. Rather than translating words directly, attention must be paid to conveying their emotional and cultural connotations.

2.4. Stylistic Differences

The stylistic approaches of English and Uzbek advertising texts differ considerably. While English tends to use short, direct sentences, Uzbek advertisements often favor descriptive and embellished expressions. Thus, achieving stylistic adaptation is crucial to ensure that the translated text sounds natural and suits the Uzbek advertising style.

3. Approaches to Translating Tourism Advertising Texts

3.1. Adaptation Method

Adaptation involves preserving the original meaning of the advertising text while presenting it in a manner that is understandable and culturally appropriate for the target audience. This method is especially important when there are significant cultural differences between the source and target audiences.

3.2. Dynamic Equivalence

Dynamic equivalence focuses on conveying the overall effect and meaning of the text rather than performing a literal translation. In the context of tourism advertising, this approach is highly effective, as the emotional and persuasive impact of the text is paramount for attracting tourists.

4. The Role of the Translator

A translator of tourism advertising texts must act not only as a language specialist but also as an intercultural mediator. The translator must deeply understand the content, cultural context, and aesthetic aspects of the source text and convey them in a manner that resonates with the target audience.

Conclusion

The translation of tourism advertising texts is a complex and responsible task that requires not only linguistic knowledge but also cultural awareness and creativity. Linguistic ambiguities, cultural differences, emotional and stylistic disparities represent the main challenges in this process. To overcome these issues, translators should effectively apply adaptation and dynamic equivalence approaches. Moreover, analyzing



and culturally contextualizing each tourism advertising text individually can significantly enhance its effectiveness.

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