



## MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS

### STRUCTURAL-SEMANTIC AND LINGUOCULTURAL STUDY OF TOURISM-RELATED LANGUAGE UNITS IN ENGLISH AND UZBEK

*Supervisor: G‘aniyeva Toxiraxon Alisher qizi*

*teacher of ASIFL*

*[tohiraganiyeva43@gmail.com](mailto:tohiraganiyeva43@gmail.com)*

*0009-0003-0544-4428*

**Maxmudova Nozimaxon Zoxidjon qizi**

*student of ASIFL*

*[nozimaxonmaxmudova05@gmail.com](mailto:nozimaxonmaxmudova05@gmail.com)*

*0009-0009-7077-5753*

**Abstract:** This thesis examines the structural, semantic, and linguocultural characteristics of tourism-related lexical units in English and Uzbek. The study analyzes the morphology, syntax, and semantic fields of key tourism terms in both languages, identifying major similarities and differences in their formation, usage, and meaning. Special attention is given to culture-bound expressions, metaphors, and idioms that reflect the unique worldviews of English- and Uzbek-speaking communities. Using a comparative linguistics methodology, the research explores translation challenges arising from linguistic asymmetry, semantic gaps, and culturally specific concepts. The theoretical framework is based on linguoculturology and Conceptual Metaphor Theory, which help explain how metaphoric language influences travelers' perceptions and narrative constructions in tourism discourse. The findings contribute to a deeper understanding of cross-cultural communication in tourism and offer practical recommendations for translators, educators, and tourism content creators aiming to ensure terminological accuracy and cultural adequacy in multilingual tourism contexts.

**Keywords:** tourism terminology; structural semantics; linguoculture; English–Uzbek comparison; conceptual metaphor; translation challenges; culture-bound terms.

**Annotatsiya:** Ushbu tezis ingliz va o‘zbek tillaridagi turizmga oid leksik birlıklarning strukturaviy, semantik va lingvomadaniy xususiyatlarini o‘rganadi. Tadqiqot har ikki tildagi asosiy turizm terminlarining morfologiyasi, sintaksi va semantik maydonlarini tahlil qilib, ularning shakllanishi, qo‘llanishi va ma’nosidagi o‘xshashlik hamda farqlarni aniqlaydi. Ayniqsa, ingliz va o‘zbek til jamoalarining dunyoqarashini aks ettiruvchi madaniy bog‘liq birliklar, metaforalar va idiomalar alohida ko‘rib chiqiladi. Qiyosiy tilshunoslik metodologiyasi asosida olib borilgan ushbu ish tarjimada uchraydigan til tafovutlari, semantik bo‘shliqlar va madaniy xususiyatlarga oid muammolarni yoritadi. Tadqiqotning nazariy asosi lingvomadaniyatshunoslik va Konseptual metafora nazariyasiga tayanadi; bu esa turizm diskursida metaforik tilning sayyoхlar tasavvuri va matn yaratishga qanday ta’sir ko‘rsatishini tushuntirishga yordam beradi. Tadqiqot natijalari turizm sohasida madaniyatlararo kommunikatsiyani



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*chuqurroq anglashga xizmat qiladi va tarjimonlar, pedagoglar hamda kontent yaratuvchilar uchun terminologik aniqlik va madaniy moslikni ta'minlash bo'yicha amaliy tavsiyalar beradi.*

**Kalit so'zlar:** *turizm terminologiyasi; strukturaviy semantika; lingvomadaniyat; ingliz-o'zbek qiyosiy tahlili; konseptual metafora; tarjima muammolari; madaniy bog'liq birliklar.*

**Problem Relevance:** Tourism has its own specialized discourse, rich in evocative vocabulary and culture-specific references. In a globalized industry, English functions as a lingua franca for tourism, while Uzbek carries local cultural nuances. However, direct translations often falter when conveying cultural meaning. Recent research highlights how key tourism-related lexical units in English and Uzbek exhibit distinct structural and semantic traits, and how translating these terms poses challenges due to linguistic differences and cultural nuances [1-2]. Studying these units is crucial for improving cross-cultural communication, ensuring that the charm and intent of tourism language are preserved across both languages.

**Objectives:** This thesis aims to achieve the following:

**Structural and Semantic Analysis:** Examine the morphology and syntax of tourism terminology in English and Uzbek, and compare their semantic fields (e.g. terms for hospitality, heritage, ecology). This includes identifying how each language forms new tourism terms (through compounding, borrowing, affixation, etc.) and how meaning is constructed within each lexicon.

**Linguocultural Comparison:** Investigate how cultural values and imagery are embedded in tourism language. The study compares idioms, metaphors, and connotations in English vs. Uzbek tourism discourse to understand how each culture portrays travel experiences. Special attention is given to culture-bound terms (for example, traditional accommodations or local attractions) that have no direct equivalent in the other language, highlighting translation gaps and adaptations.

**Translation and Application:** Identify challenges translators face in this domain – semantic ambiguity, lack of equivalent terms, and different pragmatic expectations – and propose strategies for effective translation and localization of tourism content. This includes recommendations for consistent terminology usage, improved dictionary entries, and creative translation techniques to maintain cultural relevance[2-2].

**Methodology:** The research will employ a comparative linguistics approach. A bilingual corpus of tourism materials (brochures, websites, guidebooks in English and their Uzbek translations, and vice versa) will be analyzed. Structural analysis will involve parsing examples of tourism-related texts to identify common patterns (such as the frequent use of descriptive epithets in English vs. potentially suffixal derivations in Uzbek). Semantic analysis will catalog key terms and their meanings in context, using lexicographic resources and field-specific dictionaries. A contrastive analysis will then

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map how English concepts are rendered in Uzbek and where they diverge. Qualitative case studies of specific translations will illustrate typical issues (e.g. translating figurative slogans or culturally loaded phrases). The study also incorporates a brief survey of translators to gather insights on practical challenges. This mixed-method approach (combining quantitative corpus analysis with qualitative interviews) ensures a holistic understanding of both systemic linguistic differences and real-world translation practices.

**Theoretical Framework & Key Concepts:** The analysis is grounded in both structural semantics and linguocultural theory. It draws on the idea that language structure influences meaning – English's analytical structure versus Uzbek's agglutinative nature may lead to different ways of forming tourism terms – and that linguistic units are carriers of culture. From a linguocultural perspective, every term or metaphor in tourism discourse reflects the culture's worldview and values. For instance, Uzbek tourism descriptions might emphasize hospitality and oriental heritage through specific phrases, whereas English texts might use universal travel metaphors. To decode such imagery, the thesis employs Conceptual Metaphor Theory as outlined by George Lakoff and Mark Johnson. Lakoff and Johnson's seminal work argues that metaphors are not merely literary flourishes but fundamental cognitive tools that allow us to understand one concept in terms of another[3-1]. These conceptual metaphors are deeply rooted in culture; indeed, they form part of a shared cognitive framework within a culture, emerging from collective cultural experiences and knowledge[3-10]. By applying this theory, the study will examine how English and Uzbek tourism marketing both utilize metaphors (e.g. journeys as adventures, destinations as paradises) but potentially frame them differently. Prior studies in tourism discourse support that metaphorical language powerfully shapes travelers' perceptions – for example, strategic use of metaphors in travel advertising has been shown to make descriptions more vivid and memorable, effectively distinguishing one destination from another[4-3]. This thesis builds on such insights, exploring how each language's metaphoric and narrative preferences in the tourism genre reflect and reinforce cultural themes.

**Significance:** Academically, this work will fill a gap in contrastive linguistics by providing a detailed structural-semantic and cultural comparison of English and Uzbek tourism lexicons. Practically, its findings can guide translators and content creators: by understanding common pitfalls (such as false friends or culturally untranslatable words) and recognizing when to domesticate language or borrow terms, professionals can produce more accurate and engaging multilingual tourism content. The study also aims to contribute to lexicography and terminology standardization in Uzbekistan's burgeoning tourism sector[2-3], suggesting consistent translations for key terms and incorporating culturally appropriate equivalents. In sum, by illuminating how tourism language units operate and interact with culture in two typologically different languages, the thesis will aid in bridging linguistic and cultural gaps – ensuring that the allure of a Silk Road silk



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carpet or a sun-soaked beach is not lost in translation but conveyed with equal resonance to both English and Uzbek audiences.

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