

The Versatility Of Genres Of Tourism Discourse

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Abstract

The present article is devoted to examine the tourist discourse as a type of institutional discourse, which is a complex of multi-genre formation, as well as the genre-specific nature of the guide.

Keywords: tourist discourse, tourist guide, genre, linguoculture, translator.

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INTRODUCTION

As we know, nowadays, tourism is a sphere of international culturally mediated communication. The multi-functional genres of tourist discourse provides a professional environment for the translator. The quality of our translations in the field of tourism depends not only on the success of marketing strategies, but also the image of an alien country in the minds of foreigners. A travel guide is a journey into the cultural and linguistic space of both your own and someone else's linguoculture, the success of which depends on the level of formed linguistic and cultural competence. To get acquainted with someone else's cultural and historical reality, you need a translated version of the guide.

Tourism discourse like any other type of institutional discourse is a complex multi-genre formation. Currently, such types of tourism are relevant: business, educational, shop tourism, sports, extreme, historical, pilgrimage, literary, gastronomic, and many others, due to professional interests, hobbies, fashion, etc. The phenomenon of tourist guides is their functional diversity: informative, advertising, entertaining. On the one hand, they are an informative type of text, as they are aimed at transmitting information about culturally significant objects, events, places, personalities, etc. in a way that is as clear as possible and corresponds to the wishes of potential recipients. On the other hand, such texts serve an

advertising function, since the purpose of their creation is to attract tourists to a particular region. It should be noted that the second function will be implemented only under the condition of optimal and pragmatically adequate information of potential tourists, which is achieved by choosing certain verbal and non-verbal means. Guidebooks, being exciting reading material, also implement an entertainment function.

MATERIAL AND METHODS

The translation program of actions is known to be conditioned by the communicative, discursive, and textual-typological features of both the source and target texts. The translator takes into account the conventional parameters of the text type, in this case, the multi-vector nature of the guide and generates a translation in accordance with the pragmatic expectations and linguistic and cultural characteristics of the target culture.

From the point of view of the pragmatics of one of the dominant translation activities, translating a travel guide is a difficult task, since the risk of not meeting the expectations of foreign-speaking tourists is high. Adequacy to the intentions of potential recipients (tourists) is achieved both on the verbal (textual) and non-verbal (non-textual) levels. The guide is based on realized texts, where the participation of non-verbal components has both aesthetic and pragmatic value. Differences in the design,

location of materials and volume of textual information accepted in different cultures can lead to cognitive dissonance of a foreign-language tourist. Therefore, the translator must take into account the recipient's belonging to a certain cultural type of Nations. In science, it is proposed to divide cultures into high and low contextual, depending on the degree of information saturation of communication and detailed information that may not be contained in the source text. Violation of the pragmatic program occurs most often at the textual level: incorrect, inadequate translation of realities and proper names; lack of explanation, commentary on the sociocultural components of the text; distortion of the facts of the original text; inconsistency with the volume of the original text, etc. The translator sees the text in two ways: on the one hand, through the prism of his own perception, on the other through the eyes of a potential recipient. The reason for dissonance in the perception of the translation text may be incorrect translation of socio and ethno cultural information, that is, the translator's errors in the cultural adaptation of the translation text.

The socio and ethno cultural dimension of the original text and translation is also a dominant feature of translation activities and a reference point for choosing a translation strategy. To achieve functional and pragmatic adequacy, it is more important to preserve the aesthetics of the text from the point of view of the target culture, rather than the original text. It is important for the translator to be aware of the cultural traditions of travel that have developed in different countries and in accordance with this, to pragmatically correctly adapt the situational context of the original in the translation text. The linguistic and cultural specificity of the guide is primarily due to the implementation of a pragmatic function the creation of a positive image of a foreign country. For this purpose, stylistically marked language tools are used: epithets, comparisons, superlative adjectives, metaphor and metonymy, stable figurative designations of countries and cities, reverse word order, enumerations, and elliptical constructions. Along with the frequent use of thematic terminology in the texts of travel guides, their distinctive feature is the abundance of names of realities: names of geographical and social objects, holidays, regional and national brands, traditions, etc.

RESULTS AND DISCUSSION

The discursive and genre-specific nature of the guide requires a specific program of actions from the translator. The goals of communication within any of these subspecies of tourist discourse are related to the construction of cognitive and behavioral strategies of tourists in contact with other sociocultural space, one of the representatives of which is the translator. In almost all these types of tourism, one of the participants is a translator, whether it is written or oral genres of tourist communication. The sociocultural pragmatics of a translator's communicative action depends on many factors of the institutional context. The implemented nature of communication within the framework of tourist discourse, implemented in the conventional program of the communicative situation, determines the huge role of the corresponding competence of the translator and dictates the choice of translation strategies and tools.

In contrast to a guide-interpreter, an interpreter accompanying a foreign delegation at tourist sites provides only translation services within the framework of a given cultural program. It should be noted that, despite the function of exclusively language mediation, an ordinary translator has the same high requirements as a guide-interpreter. As for the main characteristics of translation, there are small differences, primarily at the level of the type of translation activity and the purpose of translation. The translator, as we know, is a translator of cross-language intercultural communication in most institutional discourses. Translation action is determined by the conventions and tasks of communication in General and the pragmatic programs of communicants in particular. In developing the necessary translation strategy and making an adequate decision, the translator also focuses on the discursive features of a specific communicative act, since the discourse dictates the translator to choose the appropriate language means from a variety of possible options for the verbal formalization of this act.

Thus, the translator is required, first of all, knowledge in the field of translation technology, practical skills and skills that form his professional competence in the field of interpretation. It should be noted, however, that when accompanying tour groups of business delegations, the translator also takes into account the pragmatic factors of the communication situation that set certain translation strategies and ensure the success of communication.

CONCLUSION

Summing up our arguments, it seems necessary to emphasize once again the role of translation mediation in international business and other tourism. As you know, we perceive the environment and situation through the prism of our ideas, experiences, worldviews, national cultural stereotypes, and so on. Getting into a foreign language culture, a person extrapolates their ideas to various situations in a foreign language intercultural context and often feels a certain dissonance, a discrepancy between expectations and the real result.

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