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# Section 1. General Philology and Linguistics

*Sagatova Zarima Bakhtiyarovna,*
*Doctoral student, Karakalpak State University*
*named after Berdakh, Uzbekistan.*

## THE CONCEPT CAT AS A FRAGMENT OF THE ENGLISH AND KARAKALPAK LANGUAGE PICTURE OF THE WORLD

**Abstract.** In this paper, we study and compare ways of actualizing the concept of «cat» in phraseological units with the zoonym component in the English and Karakalpak language pictures of the world.

**Keywords:** concept, proverb, phraseological unit, linguoculture, characteristic, linguistic picture of the world.

*Сагатова Зарима Бахтияровна*
*Докторант, Каракалпакского Государственного Университета*
*имени Бердаха, Узбекитан.*

## КОНЦЕПТ КОШКА КАК ФРАГМЕНТ АНГЛИЙСКОЙ И КАРАКАЛПАКСКОЙ ЯЗЫКОВОЙ КАРТИНЫ МИРА

**Аннотация.** В данной работе изучаются и сопоставляются способы актуализации концепта «кошка» во фразеологических единицах с компонентом зоонимом в английской и каракалпакской языковых картинах мира.

**Ключевые слова:** концепт, пословица, фразеологизм, лингвокультура, характеристика, языковая картина мира.

### Введение

Язык — это сложная, многосторонняя и многофункциональная постоянно развивающаяся система, в которой находят отражение все изменения, происходящие в обществе. На современном этапе развития лингвистики язык рассматривается как антропоцентрическая система, поэтому возникновение во второй половине XX века когнитивной лингвистики привело к появлению в науке категорий, позволяющих изучать взаимосвязь языка и культуры народа, которая устанавливается в мышлении носителей языка. Большой интерес вызывают вопросы, затрагивающие проблемы национального языка и национальной картины мира, особенности концептуализации и категоризации явлений окружающей действительности, а также их отражение в языке. Поэтому изучение концептосфер различных языков

и отдельных концептов стало одним из основных направлений лингвистики последних десятилетий. Понятие «картина мира» представляет собой целостную совокупность образов действительности и в коллективном сознании относится к числу основных категорий лингвокультурологии [3]. Каковы составные части картины мира и какова их природа? Эти смысловые образования неоднородны и представляют собой образы и понятия. Образы, с точки зрения психологии, — это картины, сформированные в сознании (pictures formed in the mind), при этом мы имеем в виду расширительное понимание слова "картина": любое перцептивное, объективно существующее или придуманное психическое образование. Одним из основных методов отражения языковой картины мира является анализ культурных концептов, как фразеологических единиц и пословиц.

**Методология и методы исследования**

В английском, как и во многих других языках, наиболее «богатыми» в отношении фразеологическими единицами являются животные, приближенные к человеку, — это прежде всего собаки и кошки. С ними человек общается как с себе подобными и поэтому наделяет их достаточно широким спектром эмоций, многие из которых находят свое выражение во фразеологических единицах. Избранный для анализа предмет исследования предполагает использование дескриптивного, концептуального, сопоставительного методов исследования пословиц и фразеологизмов английского и каракалпакского языков с компонентом «кошка».

На современном этапе развития лингвистики преобладают когнитивный и лингвокультурологический подходы к языку. Соответственно выделяется лингвокогнитивный и лингвокультурологический подходы к изучению концептов. Различие между данными

подходами состоит в том, что с точки зрения первого направления концепт рассматривается как единица ментальной сферы. Второе направление в качестве главного признака концепта выдвигает его культурную обусловленность и культурную значимость (ценность) [8]. Когнитивный подход дает нам возможность представить функционирование языка непосредственно в его связи с окружающей действительностью. Традиционно отбор и исследование свободных и устойчивых словосочетаний со словом «кошка» проводится на основе информации, содержащейся в соответствующих словарных статьях толковых словарей, словарей пословиц и поговорок, словарей фразеологизмов и т.п. [12]. Онтологическая сущность данного концепта в том, что в мире ею соответствует некий реальный, объективно существующий материальный объект (предметная, или вещественная, реалия), а лингвистическая сущность — в том, что именем-экспликантом концепта выступает существительное.

**Результаты исследования и их обсуждение**

Чаще всего при реализации во фразеологической единице концепт «cat» маркирован лексемой, непосредственно номинирующей животное (зоолексемой/ зоокомпонентом). Это случаи наиболее прототипичной реализации концепта, обозначаемой как прямая (непосредственная) его репрезентация: as nimble as a blind cat in a barn — necessarily nimble; clumsy (шустрый). Специфическими для реконструируемого зооконцепта является примеры её одновременной актуализации в пределах одной устойчивой единицы, т.е. случаи двойной (совместной) репрезентации концепта. Фразеологизм может содержать указание на противопоставление кошки и собаки (обычно как враждующих между собой животных), однако в случае если такое противопоставление

отсутствует, кошка с собакой упоминаются вместе просто как нечто нераздельное, когда один объект предполагает наличие другого: dogs' meat and cats' meat — means food cheap and nasty; The cat and dog may kiss, yet are none the better friends. Кошка и собака составляют в языке контрастивную пару. Контраст характеризует закрепившуюся в языке вражду между этими животными, отношения взаимного неприятия, что позволяет использовать концепты cat и dog для языковления «оппозиционных» отношений и относить их вербализации к противопоставляемой в языке паре.

Концепт cat (кошка) вербализуется многозначным словом в английском языке. Все значения данного многозначного слова можно разделить на три семантических поля, составляющих смысловое содержание данного концепта: животное, человек (как правило, женщина), предмет. В английском языке слово cat базовое, многозначное, но непроизводное Лексема cat (кошка) представлена 4 лексико-семантическими вариантами: 1. A small animal with soft fur, often kept as a pet or for catching mice (маленькое животное с мягким мехом, которое часто содержится как домашний любимец или для ловли мышей); 2. A wild animal of the cat family (дикое животное из семейства кошачьих); 3. A whip with many knotted cords, formerly used for punishing wrong-doers /short for cats'-nine-tails/ (плетка, состоящая из множества веревок с узлами, используемая в старину для наказания провинившихся /сокращенная форма от слова cats'-nine-tails/); 4. An old-fashioned woman, an insulting word for a woman who you think is unkind or unpleasant (старомодная женщина, оскорбительное слово для женщины, которая, на ваш взгляд, не добрая или неприятная). To cat — значения данного глагола, как бить плетью, блевать, злословить, взять на якорь, искать связь с проституткой или распутной женщиной и другие. Необходимо отметить, что в каракалпакском языке, образованных от слова кошка, нет ни одного глагола. От слова пышық (кошка), наполняющего семантическое поле и яв-

ляющегося словом-омонимом в разных значениях в каракалпакском языке тоже не существует. В толковом словаре каракалпакского языка было дано следующее значение к слову пышық (кошка): жолбарыс, арыслан туқымлас сүт емизиўши үй ҳайуаны (млекопитающее домашнее животное из родства тигра, лва). На каракалпакском языке фразеологические и паремиологические единицы с компонентом зоонимом пышық составляет на много меньше количеств чем зооним ийт (собака) несмотря на то что кошка тоже является одно из самых близких человеку животных. У каракалпаков принято связывать пышық с женским полом, а ийт с мужским и это можно увидеть в следующих примерах: ийт өкпелер ийеси билмес, пышық өкпелер бийкеси билмес (собака обижена хозяину не видать, кошка обижена хозяйке не видать) — ситуация когда человек не чувствует что его родные, близкие обижены на него; қул Қудайын танымас, пышық бийкесин танымас (насытывшая кошка не узнает свою хозяйку).

В процессе метафоризации могут быть использованы как внешнее сходство, так и внутренняя характеристика животного, а именно: довольство, гордость, самодостаточность, независимость, притворство, слащавость.

Носители английского языка отмечают такие черты характера, как:

- Слабость: weak as a kitten — способ описать кого-то как хрупкого или слабого
- Злоязычие: be a damn cat — сплетница
- Не верность: be a tom-cat — бабник
- Высокомерие: conceited as a barbers cat — тот, кто имеет высокое мнение о себе или своей важности
- Любопытство: curiosity killed the cat — любопытный (говорят, когда вам следует позаботиться о том, чтобы заглянуть во что-то слишком глубоко. Вы можете найти что-то, что вас беспокоит. Вы не должны быть любопытны; вы можете найти что-то, что вы не хотите знать)

- Молчание: has the cat got your tongue? — фраза, используемая по отношению к кому-то, кто мало что может сказать о чем-то. Происхождение этого идиоматического высказывания остается неясным. Возможно, это произошло из историй о ведьмах, чьи кошки крали язык своих жертв, чтобы они не рассказывали об этом другим
- Спокойствие: be like a cat — спокойный (кошка в английском языке является символом спокойствия и любви к комфорту); cool cat (речь идет о ком-то, кто очень спокоен или медленно приходит в ярость)
- Довольность: look like the cat that got the cream (означает что вы или другой человек очень довольны собой и тем, чего вы достигли)

К характеристикам поведения кошки носители английского языка относят: умение кошки бесшумно передвигаться.

as delicately as a cat — бесшумно по-кошачьи

Можно выделить: ловкость, гибкость и упругость кошачьей походки, исключительная зоркость: walk like a cat on eggs — проявлять большую осторожность и внимание в деятельности; байдың пышығы да қоян алар (у богача и кошка ловит заяц) однако следующий пример имеет семантическую контрастивность примеру каракалпакского языка: a cat may look at a king (что человек с низким социальным статусом все же имеет права. Применяются минимальные права человека).

Сравнение рассмотренных ниже составляющих образа кошки в английском и каракалпакском языках позволило выявить ряд различий, которые нужно учитывать при переводе: no room to swing a cat — пышық мурны батпайтуғын жер — на первый взгляд эти фразеологизмы схожи друг другу, но весьма не так. Англичане имеют в виду тесное или замкнутое пространство, а каракалпаки густоту чего-то в определенном месте.

В англоязычной культуре похотливость является одной из наиболее ярко выраженных характеристик кошки. Она присуща как представителям мужского, так и женского пола. Так, в американском варианте английского языка слово «cat» обозначает женщину легкого поведения. В британском варианте английского языка слово tomcat употребляется для обозначения любителя женщин, бабника. В каракалпакском языке похотливость также является характеристикой кошки. Однако она присуща только представителям женского пола. Так, слово «пышық» и словосочетание «пышықтай сүйкелиў» употребляется, только когда говорят о сластолюбивой женщине.

**Заключение**

Сопоставительный анализ концепта «кошка» на английском и каракалпакском языках показал, что, несмотря на тот факт, что восприятие образа кошки у носителей каракалпакского языка в основном совпадает с восприятием образа этого животного у носителей английского языка, стопроцентной параллелизации не наблюдается. Хотя в некоторых случаях и наблюдается полное совпадение высказываний, большая часть рассмотренных высказываний не имеет абсолютных эквивалентов. Богатство средств языковой репрезентации концепта «кошка» в каракалпакском языке подтверждает его значимость так, как и для английского менталитета. Хотя удивительно, что в то время, когда у англичан в средние века отношение к кошкам было отрицательным и это было связано с тем, что их считали спутниками ведьм и причастными к черной магии, кошек уничтожали, а каракалпаков кошка имеет особое положение, так как кошка является единственной животной, которому разрешен войти в мечеть. И сегодня, кошки давно уже живут вместе с людьми и в последнее время стали кумирами во многих странах.

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*Gavharoy Isroiljon qizi*
*Phd., Andijan State Institute of Foreign languages,*
*Uzbekistan*

# CONCEPTIVE PECULIARITIES OF TOURISM TERMINOLOGY IN UZBEK AND ENGLISH

**Annotation.** The article deals with the issues of understanding the terms of tourism terminology in lexical cognition, the largest type of cognitive linguistics, and their cognitive analysis. The cognitive aspect of understanding the terms of business tourism and complete exploration the field, the cognitive study of business tourism terms from the world experience is also an important step in the development of the industry and models of tourism language and language learning are presented. Understanding the term of tourism, when knowledge is interpreted as a cultural phenomenon, refers to the extent which this form of knowledge conforms to the norms inherent in the culture of a particular social group. The author analyzes the theory of social comparative advantages of tourism in conceptive context, the theories of outstanding western sociologists for the tourism analysis as social phenomenon. In this article the author analyzed the theory of social comparative advantages of tourism terminology and opportunities in Uzbek and English, learning the theories of outstanding western sociologists for the tourism analysis as social phenomenon.

**Keywords:** contemporary linguistics, concept, cognitivist-linguist, Clear thinking, concrete environment, Formal thinking, Practical thinking, Lingvocreative or language-forming thinking, Linguistic concept thinking, Conceptual model, Demographic model, Model based on test results.

**Introduction**

In contemporary linguistics, the concept of cognitive direction and concept is widely used. What is the cognitive manifestation of linguistics, which is the base of cognitology, and what are its research objects, goals and tasks? In the history of every science, there are periods of growth, progress, and development, as well as periods of crisis and decline. The occurrence of such a situation requires scientists to look at the studied object with a new look, to approach it from a point of view different from the previous ones.

It was noted in the first pages of this brochure that cognitology is the basis of the theory of knowledge, the science of human cognitive activity. Therefore, the main goal of cognitive linguistics is to determine the participation and share of the language system in the cognitive process. Determining the role of language units in the formation and "processing" of linguistic activity of acquired knowledge is one of the manifestations of cognitive analysis. Linguistic activity is directly related to cognitive activity, it is an integral part of it. But cognitive linguistics, unlike other branches of cognitology, deals with issues such as how a person learns the language system and the factors that activate this system and regulates the rules of their use. A cognitivist-linguist is interested in the role and functions of linguistic phenomena in thinking. But this interest is not simple. He (cognitivist) looks for the causes of the relationship between linguistic and intellectual activities, and to understand the content and content of the communication texts-linguistic structures that are the result of these causes. He tries to analyze. So, cognitive linguistics

is basically a field of science that researches and "explains" human linguistic activity in terms of cause and effect. [Demyankov, 1994] Such research is carried out in two directions: a) performance of speech activity and the emergence of its product; b) recognition of the products of this activity. The performance of the specified tasks is largely related to the application of the chosen direction and style directly to the language material. One of the developed branches of cognitive linguistics is cognitive lexicology. In order to contribute to the development of this field, we provide a cognitive analysis of tourism terms below.

**Method**

Alongside with semantic componential analysis, quantitative analysis, observation and interpretation, comparative contextual analysis, written linguistic interview, and associative experimental methods as well were used.

**Discussion**

It is known that the discussion of the problem of the relationship between language and thought, which has been going on for many years, has caused various problems. In order to prove that the reflection of reality in the brain does not occur only as a result of verbal thinking, B.A. Serebrennikov proposed to distinguish between linguistic and non-linguistic types of thinking [1983:154.103–110 pages] These are as follows:

*1. Clear thinking is a generalized image (opposite) of reality that occurs in a clear, concrete environment:*

*2. Formal thinking — recalling the entire reality or objects-events existing in the memory depending on a particular environment, conditions:*

*3. Practical thinking — thinking directly related to purposeful actions:*

*4. Lingvocreative or language-forming thinking, that is, this type of thinking is directly related to the expressions of the language system:*

*5. Linguistic concept thinking — this type of thinking is distinguished by the fact that the emergence of the concept of reality is related to the stage before the speech act.*

We can also see the principles of tourism terminology in the generalized reflection of reality that occurs in concrete thinking — specific, concrete environment, for example: in tourism, this type is manifested in gender relations. When traveling to England, America, Germany, France and many other tourist countries, it is not a secret to all of us that men and women are shown gender equality, but there are differences in the communication of gender relations in Eastern countries, especially in Eastern countries such as Malaysia, India, Arab countries, and Uzbekistan. Uzbek women do not engage in direct verbal communication with men. In other words, for example, accommodation of tourists in hotels is carried out separately from men in Uzbeks or Eastern countries. Uzbek home hotels in tourist areas consist of indoor and outdoor courtyards.

In English, it is not possible to ask a woman's age in a verbal relationship, this attitude does not correspond to the etiquette of conversation, but it is normal to comment on aspects such as her appearance, dress, makeup (compliment-flattering). In Uzbeks, this situation is the opposite, it is not a sin to ask their age, but it is unusual to comment on aspects such as their appearance, clothes, makeup (compliment-flattering). Uzbeks often find it appropriate to talk about their family situation, children, and marriage, and English ladies find this kind of conversation easy. In English, the continuation of the conversation after greeting and asking about the situation is also one of the usual verbal methods of the speech process, in Uzbeks, after greeting, the continuation of the conversation is carried out by asking about family and children, father and mother, brothers and sisters.

We can see the situation related to the linguistic concept thinking and the separate separation of this type of thinking, the emergence of the concept of reality is related to the stage before the speech act: *"Shodlik/ happiness hour"* dictionary meaning *happy hour — a period of time* usually in the early evening, when the term *"drinks are sold cheaply in a bar or a pub"* refers to the technique of business promotion,

which is carried out by offering drinks at a discounted price in hotels, restaurants and other organizations, in order to attract customers in tourism conditions, in most cases, during one of the evening hours.

A concept is a mental structure, it is a specific form (type) of mental activity. The concept is formed as a result of generalization of objects belonging to a certain class and logical activity that separates this class in relation to the set of common and distinguishing features of the objects included in it. [1989:36.91.].

The term "concept", which is a derivative of logical activity, and "concept", which is widely used in cognitive linguistics, also become invisible as a unit of thought. The starting point of both of these is related to the perception and image representation of the object-event in reality. The resulting emotional image, at first, has a separate, individual form in each person. For example, *"flower"* is *"rose"* for one person and *"basil"* for another person. At the higher stages of emotional and thinking activity, the individual image moves away from the concrete object and turns into a purely logical "mental" phenomenon. This feeling and thinking of reality, the emergence of a generalized and partially abstracted image causes the creation of the same code-symbolic symbol for everyone. The logical structure that appears in this way was developed by psychologist N.I. Jinkin proposes to call it *"universal subject code*-USC". The scientist includes the occurrence of this phenomenon among the hereditary and genetic characteristics of the human brain. According to him, mental ability creates understanding, judgment, comes to various conclusions and opinions to describe reality and show the reason for human activity. The execution of these logical actions does not depend on the language of the person. For the same reason, the intellect (mind) performs a general control function, which is coding in the form of a universal object code. [1982:82.88.].

**Results**

A concept is also a unit of thought and is based on a generalization of concept, image and linguistic meaning. The formation of the concept begins with the birth of an individual image and ends with the emergence of a linguistic unit. The famous philosopher and psychologist J. Fodor, while studying the process of perception of reality in the mind and processing of this perception in thought, compares this process to the language of thought. will have, and this structure is a reference to the repetition of the syntactic form of a natural language unit. [1975:169.110.]. In terms of pilgrimage tourism, you can see lexemes related to the concept of pilgrimage: in Uzbeks — *house, mausoleum, inner and outer house, tomb, grave, cemetery, pilgrimage; such as tomb, stone tomb, church, dark and death tour* in English.

A concept is a mental structure, which is a quantum or generalization of knowledge of different contents and forms. [1985:103.90.]. Concepts form the basis of various categories formed in the human mind, serve as a reference point for them. Usually, as general features of the concept, it is noted that it does not have a clear structure in terms of its internal structure. However, this statement is not very true. After all, the image of the subject, which is the basis of the concert, is clear enough, and its secondary parts are abstract, and they interact around a single basis (nuclear basis). For this reason, the systemic features of the concept structure become invisible when they are structurally complex and are perceived as a whole mental structure.

Subject-knowledge, which is gathered through the conscious perception of events and the formation of an image in their imagination, is formed in different ways and has a different character. This directly leads to the formation of concepts of different groups and structures. The grouping of concepts is based on their linguistic expression. Along with lexical and phraseological concepts, researchers prefer grammatical analysis.

In linguistics, the understanding of tourism terminology and the purpose of tourism terminology, cognitive analysis is carried out in 3 different

models: *1. Conceptual model; 2. Demographic model; 3. Model based on test results*, etc.

*Conceptual model:* it is known from the experiences of foreign language teachers that some students and language learners learn a new language faster and easier in a conceptual model. Of course, the natural motivation and enthusiasm of language learners to learn a foreign language is an exception. According to Rubin [1981:147.2, 31, 117 p.], cognitive factors such as verbal intelligence, phonological processing ability, ability to store terms in long-term memory, and strong passion and interest in learning a foreign language are cognitive factors that accelerate learning a second foreign language. The first factor verbal intelligence is implemented in words, written and spoken discourse in language learning, especially in the study of business tourism terms. At this point, it is appropriate to recall Harvard Gardener's theory of potential. [Howard Gardner, 1993: 169–172b]. Pedagogically, there are the following activities of teaching tourism terminology and they are: a) Formal and informal listening comprehension during conversation; b) reading aloud or silently, writing, storytelling, research, poetry, drama, humor, illustration, news and commentary; v) organization of debates, artistic reading, public speaking, improvisation of unprepared speech; g) teaching to make speeches in newspapers, magazines and press; d) Organizing interviews, talk shows and interviews, role-playing games, drama, storytelling; e) finding a solution to a puzzle, crossword, vocabulary games, quick sayings; j) preparation and presentation of presentations; z) creating slogans, finding case problems. Conclusion instead of the last word; or) through interactive activities such as creating a vocabulary bank.

The second cognitive factor, namely the factor of long-term memory retention of tourism terms in a foreign language, creates strong desire and enthusiasm in language learners and develops listening comprehension skills. In this regard, skills such as listening, hearing, understanding, comprehension, analysis of words and correct pronunciation are developed. According to this factor, there is a demand to speak the language as a natural foreigner. In tourism terminology, this factor is characterized by being a leader, because it is necessary to understand foreigners and communicate with them at a high level in order to welcome tourists and return them to their country with excellent thoughts about our country.

One of the third most important cognitive factors in learning a foreign language is full and perfect mastery of the vocabulary system. Learning and long-term retention of words, phrases, phrases and terms is an unquestionable leading factor in teaching and learning tourism terms.

Learners' access to tourism terminology-related words, phrases, phrases and terms. It is necessary to distinguish between paradigmatic and syntagmatic aspects, which will be discussed in detail in the following chapters. Slomov [2012:157.13b.] states that this factor is related to the semantics and pragmatics between the foreign language and the native language. The cognitive factor of comparing words, phrases, phrases, and terms in both the mother tongue and the language being studied, to find out the differences or similarities, requires 2 different needs from language learners. One of them is Audible similliarities, the ability to correctly understand and use words and phrases that are similar in meaning and pronunciation; The second factor (mnemonics) is mnemonics, which is the acquisition of memorization of the words, phrases, phrases and terms that we need to learn, that is, the terms of business tourism through a reality, a song, a poem, a situation, a real situation, and a movie. Later, vocabulary building activities can be learned from specific topics or texts.

In general, we can see that the contextual model in cognitive learning and teaching of language is inextricably linked with the development of linguistic competence and skills. Cognitive learning of tourism terms is also one of the important steps in the development of the field and tourism is carried out by learning languages.

*2. Demographic model*: cognitive analysis in the demographic model is related to demographic age, growth and decline of the population, social status, lifestyle and origin. It is known. In the first years of our independence, the average age of the population of Uzbekistan was 35–40 years, but today it is 60–70 years old. The development of the tourism terminology in tourism studies is one of the most important qualities in tourism. The high demographic age of the population is a clear example of the development of religious tourism in our country. Every year, the number of Hajj and Umrah trips in our country increases by 30%. This is proof of our opinion.

*3. Model based on test results*: model based on test results is mainly carried out in three different sizes in tourism terminology; Such as cognitive, affective and emotional and active movement dimensions [1993:63.121,215b.].

*1. Cognitive dimensions (cognitive dimensions)* (consists of understanding the semantics and essence of the ST concept, tourism development factors, types, internal and external tourism potential, tourism terminology development, etc. through open tests and questionnaires);

*2. Affective dimensions (Affective dimensions)* (performed through tests and questionnaires to develop tourists' feelings and thoughts, desire to travel again after the trip);

*3. Dimensions of active movement* (Conative dimensions) (dimensions of active movement are visible in the spheres of services and transport in the realization of the purpose of tourism and tourism terminology.

The interlinguistic meaning of tourism terms are determined by the fact that the tourism industry is in the leading position in the country. There are 6 sectors in business tourism: Accomodation; Providing tourists with great adventure and recreation (Adventure Tourism and Recreation); Holding various fairs and conferences in the development of tourism (Events and Conferences); Food and Beverages for tourists visiting the country; Excellent performance of tourist services (Tourism Services); If there are issues such as the organization of transport services (Transportation), in Uzbekistan there is an interpretation of these sectors as follows in the following forms.
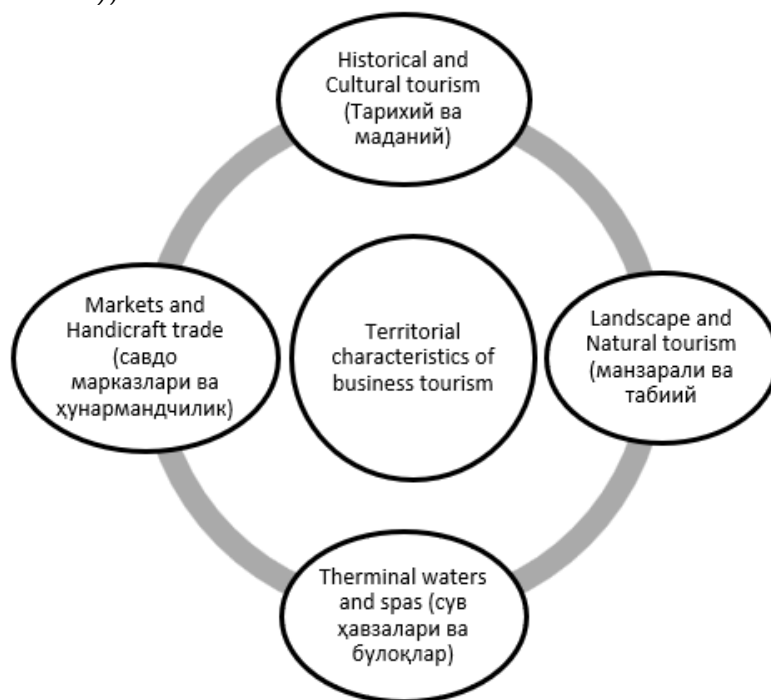
Picture 1. Territorial characteristics of business tourism

The factors of tourism development can be described in the following sources. (a) historical and cultural factors (historical objects, national cultural activities); (b) natural landscapes and natural resources (natural scenic spots, for example, Aydarkol in Curkhondarya and a giant long-lived fir tree); (d) Gastronomic tourism — national dishes and local crafts and shopping sources (handmade pottery, embroidery); (e) reservoirs and agricultural works (for example, the presence of healing natural mineral springs rich in boiling minerals from underground in the village of Kiziltepa, Fergana, and melons, watermelons, fruits and hakazos from agricultural products grown naturally in our country). For example: melon, Mirzachol melon, kirkma, obinavvot, bosvoldi, melon furush, khandalak, melon sail, Chust knife, Shahrikhan knife, karch, bowl, cutting, slicing, tilik, melon rind, melon molasses, melon (qiyom) jam. These terms may be of special importance from the point of view of tourism. For tourists: *a) Polish products specific to Uzbekistan; b) Protection of national agriculture or crafts; c) sweet; g) art of cutting (carving fruits and vegetables), not a sharp, cold weapon; d) can leave positive impressions like natural consumption.*

Terminology is one of the most studied issues in Uzbek linguistics. [1974:176. pp.3–6]. However, the current development of our linguistics requires the research of terminology not only at the lexical, grammatical, syntactic level, but also at the pragmatic and cognitive level. Especially, the research of this phenomenon in the interaction between language and speech reveals its unique new features. Because the system raises the problem of researching the issue of lexical terminology described in detail in lexicology and current semasiology and onomosiology from a new perspective [1982:133.79.]. Therefore, it is necessary to analyze this phenomenon in relation and opposition (opposition) at the stage of language and speech [1995:145.17.]. At the stage of language, terminology exists as a specific pattern and forms commonality with the meaning of name and expression.

*Grammatical characteristics of foreign words:* All lexemes in the language have lexical-grammatical characteristics. Each lexeme is made up of a lexical-grammatical meaning relationship.

In the fields of science and technology, a new concept should be taken into account, it should be taken into account that the subject or concept is called by the name of the language of the nation in which it was created. In the second stage, language morphemes existing in the Uzbek language are used to form words related to these subjects or concepts. For example, English words such as computer, handball, football, tractor, action, tank were adopted into Uzbek language. New words were created using the affixes -chi and -dor, which are present in Uzbek language, to name people related to these concepts and objects. For example, a football player, a handball player, a tractor driver, a tank driver. In some cases, there are also forms that have been fully accepted and assimilated with the English version: congressman, businessman, bartender, manager, engineer, designer.

Neologisms are also created by combining words. Combined terms are adapted to the Uzbek language based on the existing possibilities of the Uzbek language. For example, business card, block system, laser disc, broiler factory, ribbon printer, laser printer, farm etc.

Most of the words are accepted without any change in the language being learned. These are related to a certain field. For example, disc, internet, cup, dollar, business, park, record, sport, etc. But such words cannot be accepted without any change at all. because these words are adapted to the pronunciation and writing of the Uzbek language. The reason these are taken as they are is because there are no lexemes to replace these words. Sometimes this can lead to funny situations when trying to use translation variants of words. Summarizing all the above forms of acquisition based on an external source in the emergence of words, we can show five different cases in neologisms.

*1. Root words*

*2. Words formed by adding suffixes*

*3. Words in the form of adverbs*

*4. Words in the form of a phrase*

*5. Words formed by shortening words*

*Derivative words in the root case.* Such words are words that have been assimilated without any additions, that is, as they are in another language. For example: Tour, tourist, tourism, tour operator, travel agent, tourist bureau, tourism industry. as mentioned above, the production of such words is adapted to English pronunciation and writing without writing the exact English form.

*Possessive words formed by addition.* Many words can be formed in this way. Because it is possible to make words by suffixes, and most of the new words are words made by affixes. In this case, two different situations are observed. For example: agrarian, agrofirm, agrotourism, agrobusiness, agrosystem. First, artificial words that are borrowed from the English language are exactly that.

*Phrasal verbs.* The creation of new words by combining existing words or borrowed words is also common in neologisms. Our observations show that among the words borrowed from the English language, there are compound words formed using the following lexical units: *Adult tourist, circle/round trip, airport art, ghost town, Industrial business, mental map.*

In addition, we observe the formation of words with adverbs consisting of some words:

*super (super) — supermarket, super salon, super game*

*macro (macro) — macroeconomics, macrostatistics*

*mini (mini) — minifootball, minimarket*

*tele (tele) — teleconference, telecast*

*tetra (tetra) — tetrameter, tetralogy*

*video (video) — video camera, video clip*

*agro (agro) — agrobiology, agrochemistry*

*bio (bio) — biochemistry, biosphere*

As it can be seen from the above examples, in the formation of compound words, exactly the methods of copying or copying are used.

*Borrowings in the form of a phrase.* There are also borrowings in words that have been borrowed from the English language, and such words are often formed by the method of semi-synonyms. For example:

*computer software audit firm*

*investment fund local investment*

*women's leader children's football*

*Abbreviations.* During the years of independence, many cooperative enterprises, corporations, associations and companies were established in the Republic of Uzbekistan. at the same time, direct contacts were established with foreign socio-economic organizations and companies. As a result, abbreviations representing their names began to be actively used in our speech. We will show some of them:

*Unesco is derived from the English word, and it (United Nations Educational Scientific and Cultural Organization) corresponds to the United Nations Educational, Scientific and Cultural Organization in Uzbek.*

*UNICEF is the United Nations Children's Fund.*

*SFE — Students in Free Entertainment, that is, means Student Free Enterprise.*

But it should be noted that such abbreviations cannot provide information for the general public, because these abbreviations are mainly taken from the English language, so the meaning they express remains incomprehensible to people who do not know the English language. Uncertainty of information is the cause of dissatisfaction of many people. Therefore, I believe that it is necessary to look for ways to express them based on Uzbek possibilities, without blindly adopting such abbreviations.

**Conclusion**

Summarizing the above points, in general, it is necessary to analyze each unit in the language from a lexical and grammatical point of view. It turned out that the study of the grammatical features of words borrowed from the English language can provide rich material for larger scientific research. In general conclusion, we can mention that the model of contextual character in the cognitive learning and

teaching of language is inextricably linked with the development of linguistic skills and abilities. Cognitive learning of business tourism terms is also an important step in the development of the industry and is achieved through the study of tourism languages and dialects.

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*Umrzakov Islomjon Isroilovich,*
*Namangan State University*
*Doctoral student (PhD)*

# A SPECIAL INTERPRETATION OF SOUTH-NORTH RELATIONS IN THE WORKS OF WILLIAM FAULKNER

**Abstract.** William Faulkner's work was also influenced by the Southern Renaissance in the themes of his works, but unlike the southern writers of this period, William Faulkner broke the southern literary "laws" that northerners should be depicted only as "naughty Yankees".

**Keywords:** historical novel, New South, plot lines, episode, Southerners, idealization, fiction, play drama, Southern traditions and customs, Southern Renaissance.

In order to study the literary activity of each writer, analyze his works, fully understand and evaluate the essence of the work, first of all, it is necessary to study the era, country, society in which the writer lived. Moreover, the writer describes the problems of the society in which he lives, the issues that concern him, the people around him and their world.

Almost all of Faulkner's novels and stories, with the exception of one or two, are devoted to the social, political and economic conditions of the American South, the way of life, the feelings and experiences of southerners, happy and unhappy days, especially crisis of Southern Society.

Along with other writers of that era, William Faulkner also created a work on a historical theme. In 1938, his novel "The Unvanquished" was published. Nearly all of Faulkner's writings reflect the events of the Civil War or the Restoration period, but this topic is central in "The Unvanquished". The novel is based on short stories such as "Ambuscade", "Retreat", "Raid", "The Unvanquished", "Vendée", "Drusilla" and "An Odor of Verbena".

When it comes to the facts, the conclusions drawn from the facts, the vivid details of the origin of the facts, a generous story is extremely stingy. History notes as a fact that the North defeated the South in the United States Civil War. But it does not explain in detail all the living, vital, psychological aspects of it. However, this fact alone can serve as a knot for the creation of a great work by a highly talented writer with strong powers of observation and imagination.

Like other southern writers, Faulkner based his novel on the history of a family that lived during the Civil War. Although he, like his contemporaries, turned to the historical theme, the novel "The Unvanquished" was ideologically very different from the works of Caroline Gordon and Stark Young. According to I.B. Arkhangelskaya, unlike other «southern» novels, "The Unvanquished" does not depict happy and peaceful pre-war days. There are no images of war between the South and the North. True, the novel expresses the robberies committed by the army of northerners behind the front. However, as in other historical works, not all Southerners are portrayed as brave and noble in "The Unvanquished". The terrible sides of the «New South» are also shown by the writer. This is mainly because, the fact that old Mrs. Millard was killed by «new southerners» — Ab Snopes and Grumby is a vivid example of this.

Motives such as violence, cruelty, and revenge are Faulkner's unique style of creating works, and the plot of the novel "The Unvanquished" is made up of these issues.

Although plot lines such as murder and revenge occupy a large place in the novel, the main point of view of the author was not the events themselves, but human psychology, the reaction of some southerners to these events. In particular, the inner experiences of the hero, Bayard Sartoris, form the basis of the dramatism of the entire work. Bayard Sartoris, like the main characters of the works of southern writers of that time, was brought up on the basis of the «old southern» customs and traditions.In the work, we can see episodes that describe the positive qualities of people's characters. For example, Miss Rosa, the grandmother of Bayard Sartoris, is embodied as a pious woman, so this is a sign that the young Bayard had a special place in his upbringing: ... *She got out of the chair, holding to us. We didn't know what she was trying to do. We just stood there while she held to us and to the chair and let herself down to her knees beside it. It was Ringo that knelt first. Then I knelt too while she asked the Lord to forgive her for telling the lie. Then she rose; we didn't have time to help her. "Go to the kitchen and get a pan of water and the soap," she said. "Get the new soap."* [1, 34–35]

In this passage, there is an episode about a woman who lied and said that her grandson, who fired a rifle against the northerners, was not at home, and then begged God for forgiveness for her lies.

Another example: *"Granny got out slow and turned to Ringo. 'Get out,' she said; then she looked at me. 'You too,' she said. 'Because you said nothing at all,' We got out of the wagon. She looked at us. 'We have lied,' she said.*

*'Hit was the paper that lied; hit wasn't us,' Ringo said.*

*'The paper said a hundred and ten. We have a hundred and twenty-two,' Granny said, 'Kneel down.'*

*'But they stole them 'fore we did,' Ringo said.*

*'But we lied,' Granny said. 'Kneel down.' She knelt first. Then we all three knelt by the road while she prayed. The washing blew soft and peaceful and bright on the clothesline. And then Louvinia saw us; she was already running across the pasture while Granny was praying".*[2, 82]

In this passage, the writer describes that not lying to invaders is a sign of culture and piety characteristic of the southerners.

Another example: *Then Granny went upstairs and when she came back down she had on her Sunday black silk and her hat, and there was color in her face now and her eyes were bright.*

*"Is we gonter leave tonight?" Ringo said. "I thought we wasn't going to start until in the morning."*

*"We're not," Granny said. "But it's been three years now since I have started anywhere; I reckon the Lord will forgive me for getting ready one day ahead of time."* [1, 37]

As is obvious from the above examples, the writer described the southerners as people who follow their customs and traditions. Young Bayard Sartoris was brought up in such a family.

As can be seen from the title of the novel, in « The Unvanquished « the writer is to some extent on the side of the southerners and does not take the path of impartiality in the interpretation of historical events. Bias is also observed in the interpretation of some traditions of southern society. For instance, the relationship between whites and Negro slaves. The novel seems to have established friendly relations between white and black people: *"But now it was that urgent even Ringo was a nigger too, because Ringo and I had been born in the same month and had both fed as the same breast and had slept together and eaten together for so long that Ringo called Granny "Granny" just like I did, until maybe he wasn't a nigger anymore or maybe I wasn't white boy anymore, that two of us neither, not even people any longer..."* [1, 7].

Elsewhere, the writer emphasizes the kindness of whites to black people through the conversation between Mrs.Rose Millard and a black woman with a child: *"I'll get out here," she said. Granny stopped the wagon and she got out. There was nothing at all but the thick gum and cypress and thick underbrush still full of shadow.*

*"You go back home, girl," Granny said. She just stood there. "Hand me the basket," Granny said. I handed it*

*to her and she opened it and gave the woman a piece of bread and meat."* [1, 85]

As you can see, in Faulkner there are cases of idealization of the period before the Civil War, emphasis on the fact that whites and blacks lived in mutual alliance, of course, this situation is not characteristic of all his works. However, in "The Unvanquished" it is clearly visible.

However, it should be noted that, unlike contemporary writers, Faulkner had a different view of the new era that arose as a result of the conquest of the South by the North. In many of his works, he describes the need to look at events from an objective point of view, that the changes taking place in society are inevitable and there is no turning back, and that the old traditions are becoming ugly in front of the new views of the new generation.

The images of Dick, a Yankee colonel from the north, and Rosa Millard, an aristocrat from the south, reflect the writer's humanistic ideas. This is mainly because, despite belonging to mutually hostile parties, these two people knew how to love people and listen to their hearts. With these characters, they differed from the images of southern writers of that time. These qualities are clearly expressed in their conversations: *Now he was about to go too, we could tell it even beneath the skirt; this time it was Granny herself:*

*"There is little of refreshment I can offer you, sir. But if a glass of cool milk after your ride — "*

*Only for a long time he didn't answer at all; Louvinia said how he just looked at Granny with his hard bright eyes and that hard bright silence full of laughing.*

*"No, no," he said. "I thank you. You are taxing yourself beyond mere politeness and into sheer bravado."*

*"Louvinia," Granny said, "conduct the gentleman to the diningroom and serve him with what we have."* [1, 33]

By depicting a northern officer as a noble knight lending a helping hand to aristocratic Southern women, Faulkner undermines the southern literary "law" that northerners should only be portrayed as

"naughty Yankees": [3, 99] *They carried her into the tent and put her in a chair. She hadn't moved, she was sitting there with her eyes closed and a strand of wet hair sticking to her face when Colonel Dick came in. I had never seen him before, only his voice while Ringo and I were squatting under Granny's skirt and holding our breath, but I knew him at once with his bright beard and his hard bright eyes stooping over Granny and saying, "Damn this war. Damn it. Damn it."*

"They took the silver and the darkies and the mules," Granny said. "I have come to get them."

According to I.B. Arkhangelskaya, Rosa Millard does not fit the image of a traditional "southern lady".

In our opinion, Faulkner shows that the traditional society is doomed in the novel "The Unvanquished". It can be clearly observed in the actions of the heroes of the book. For example, at the beginning of the narrative, Mrs. Millard was afraid to lie and use offensive words, but later she changed: *Grarmy looked at us. Then she came and put her hand on me and then on Ringo. "Go upstairs" she said.*

"How did you and Joby manage to get those horses?" Father said.

*Grarmy was looking at us. "I borrowed them,"* she said. "— upstairs and take off your –"

"Who from?" Father said.

*Grarmy looked at Father for a second, then back at us. "I dont know. There was nobody there. — take off your Sunday clothes,"* she said [1, 71].

The achievement of the work is that any fact, any event described by Faulkner is selected from the period itself, «invented» and «fictional» events are not separated from the incidents that actually happened in history.

It is possible to cite many facts showing that the same theme has been frequently repeated by different writers in the literature. Many literary works can be created on the same theme. A clear example of this is the books dedicated to the Civil War in the history of the United States of America. However, the writer should be able to say something new on a repeated topic. Otherwise, the author's work will

be devoid of novelty. In our opinion, Faulkner was able to say something new in this work about the Civil War, unlike his contemporaries.

Although the work is rich in plots the writer is more interested in human psychology than the actual events. It is the inner experiences of the protagonist Bayard Sartoris that form the center of the dramatism of the entire book. Unlike his father, grandmother and stepmother, Bayard looks at reality differently. Although he follows the traditions of the South in some cases, he does not feel hatred towards the Northerners. While preserving his honor and pride, Bayard refuses to seek revenge for his father, which was a new tradition not typical of Southern literature.

Through the artistic images he created, Faulkner describes the tragedy not only of the southerners, but of the entire American society. The social and moral problems faced by the American youth in the twenties and thirties of the last century will continue to test the descendants of the next generation.

It is known from the science of literature that a novel does not appear by writing any daily life occurances and various events that happened among people. A real work should reflect the turning points in the history of the society and the spiritual life of the people. In Faulkner's works, regardless of the genre in which it was written, we observe such a literary phenomenon. That is why his works have not yet lost their artistic value.

The Southern Renaissance gave rise to unique writers who contributed their immortal and rare works to literature not only in the United States, but also in the world. Most Southern writers tried to draw attention to the country's tragic history and create literary works that portrayed the South as being right in the Civil War.

The system of images such as "beautiful southern ladies", "gentleman of the south who respects and follows the traditions and values of the country", "a black slave loyal to a white master", "impoverished white people" in the works of most writers of the South is a common feature of Southern literature.

Writers of the Southern Renaissance wrote about the anxieties and sufferings of history that weighed heavily on the shoulders of their countrymen. They were concerned with the themes of maintaining homogeneity and equality in a conservative society, in which a person and his inner world, family or church were considered insignificant. And finally, the writers of this period addressed the topic of slavery and slavery. Although they witnessed the complications of the slavery system, they were able to bring a great deal of objectivity to the subject that set them apart from writers of the past.

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*Khabibullayeva Zarnigor*
*Master's student of foreign language and literature,*
*Andijan State Institute of Foreign Languages, Uzbekistan.*

# EFFECTS OF SOCIAL STUDY ON TERMINOLOGY

**Abstract.** Terminology is a special in the construction of the current Uzbek literary language, It is distinguished by its position and status. In the language of terminology there are two worldviews about the role of vocabulary. Firstly according to the idea, terminology is an independent layer of the lexicon of the literary language if it is recognized in the style, according to the second doctrine, it is a literary language word that its wealth is separated from its composition, it is evaluated as a "separate" object and types of speech (dialect, slang, live conversation).

**Keywords:** Uzbek terminology system, term, translation, periodization, intralinguistic and extralinguistic factors, local dynasty, Turkic, Sugdian, Sanskrit, Chinese, Persian-Tajik, Arabic, Russian-international layer, frequency of use, vocabulary, battery.

**Introduction**

Terminology is a special in the construction of the modern Uzbek literary language, It is distinguished by its position and status. In the language of terminology, there are two worldviews about the role of vocabulary. First according to the idea, terminology is an independent layer of the lexicon of the literary language if it is recognized in the style, according to the second doctrine, it is a literary language word that its wealth is separated from its composition, it is evaluated as a "separate" object and types of speech (dialect, slang, live conversation).

According to V.P. Danilenko, terminology means independent functional type of general literary language, i.e. traditional scientific language (the language of science, science or technology) is meant (Danilenko 1977;8). The language of science alive as one of the functional systems of universal language along with the concepts of colloquial language and the language of fiction stands.

Marked (marked) and unmarked The theory of (unmarked) units is logical (logical) division a new step in development and improvement. 30s of the XX century Prague Linguists, who closely dealt with this issue in the years School (PLM) members (N. Trubetskoy, R. Yakobson) in the years machine word processing (EHM), i.e coding and recoding of texts, data using a machine Searching is like translating text from one language to another proved to be highly productive in processes. Unmarked units with a zero indicator, and units with a mark carrying additional information relative to unlabeled units it was found to differ in terms of Term and terminological lexicon concepts from each other distinction is necessary.

The scope of use and distribution of terms is certain limited by terminological system, they are human activities which can be acts and occurs in a specific manner within the framework. The terminological lexicon is a narrow specialty in a non-professional speech context that has moved to the sphere of public communication covers commonly used words and phrases. The term that has passed into the universal language is its own terminology, departs from the terminological field and system, terminology differs from the characteristic.

There are many definitions of the term in the scientific literature comments are made. In almost all definitions, the term is described as a word or phrase expressing a special scientific and technical concept.

According to O. Vinokur, the term is always clear and obvious. The language of the system of terms is formed consciously. After all, the term itself, it does not appear spontaneously, but it is necessary, there is a need for it in society is created due to its existence.

**Materials and methods**

According to A.S. Gerd, the term is the development of science the main features of existing concepts at a certain stage has a special terminological meaning that clearly and fully reflects is a natural and artificial language unit, that is, a word or combination of words (Gerd 1991;1–4). O.S. Akhmanova said that the terminology is a science which emerges only when it reaches its highest level of development, that is, after the term has acquired a specific scientific expression is recognized. An important tool for distinguishing a term from a non-term is, it is impossible to describe it on a scientific basis. V.G. Gak of the term In addition to giving a definition, it reveals its essence and a language of the term determines its place in the vocabulary. It is a dictionary of the term in scientific works objects to being considered as a separate type of units and term-function is a form of the use of lexical units advances the idea.

Mathematics, geometry, geodesy, geography, medicine, special names due to the development of specific sciences such as astronomy diverse terminological systems have begun to form. Undoubtedly, Uzbek terminology is a period of scientific and technical revolution in the 20th century, it is serious both in terms of quantity and quality experienced changes. Such changes are intralinguistic and under the influence of extralinguistic factors, it occurs in the general Uzbek literary language determined by the processes. It should be noted without exaggeration that Uzbek is the state language granting the status (1989) and the Republic of Uzbekistan Gaining Independence (1991) is a comprehensive study of the language of science and technology provided development.

The activation process of the terminological lexicon of the Uzbek language state building of the republic, economic, social, scientific, cultural and spiritual development, as well as various aspects of social life with the need to express many new phenomena and concepts closely related. That's why it's so fast at the moment and a growing number of terminological systems improvement, raising to a higher level in front of the Uzbek terminology is one of the pressing issues that cannot be postponed. It is no secret that the vocabulary of any language is relatively large independent, i.e. non-terminological (words with independent meaning and auxiliary words), universal (special lexemes specific to representatives of the scientific field) and terminological (special lexemes related to specific terminological systems) consists of layers (Mol 1973; 41; Danilenko 1977; 27–20).

**Result and discussion**

Terminological lexicon of the Uzbek language, as observed in other languages original Uzbek (Turkish), adaptation (Sughd, Chinese, Arabic, Persian — Tajik, Mongolian, Russian-international), simple, by all common literary language words that are used today and have been in use since ancient times formed on the basis of production models and term production templates. It should be emphasized that the current field of the Uzbek language terms that appeared much later in the system of terminology Old Turkic language, Old Turkic language and Old Uzbek literary language the presence of lexical units is important. The phenomenon of socio-economic and socio-political aspects and representing concepts socio-political and socio-economic terminology is a kind of incident that occurs in the daily life of the people and closely connected with events.

Methods of word formation of foreign language terms (word builder models) to replace them with new creations based on them recipient (addressee), sender from the Uzbek language dictionary in the process (addressee), letter of recommendation (characteristic), order (zayavka), price list (price list), reference (spravka), citizenship (poddanstvo), inviolability (immunity), businessman (predprenimatel), repairman (restorator), resurrection (Tib. оживление), natural person (fizicheskoye

litso), treasurer (kasir), intelligent such as network (comp. smart network), key naming (comp. indexing). many terms have found a solid place.

Concepts are certain in the terminology system of the Uzbek language because there is no alternative, it is possible to express them in one word limited. A few words about the concept coming from abroad to explain or describe using is contrary to the requirements of the terminology. Here it is in such cases, what is the form of Russian-international terms in the donor language if it is so, it will be accepted into the Uzbek language in the same form. For example: budget — budget, credit — credit, atom — atom, hydrolocation — hydrolocation, deduction — deduction, coat of arms — coat of arms, auditor — auditor, repatriation- repatriation, fraction — fraction, surplus-surplus, integration-integration, diplomacy-diplomacy, technology-technology, solar-solary, dentistry-dentistry, thymidine-thymidine, hers-hers, volt-volt, amperage, mentality-mentality, oxygen-oxygen, carbon-carbon, etc.

We observe the same situation in the system of linguistic terms: accent, articulation, phonetics, phoneme, diphthong, reduction, metathesis, dissimilation, logography, affix, pragmatics, syntagmatics, semantics, idiom, infinitive, gerund, semiotics, synergetics, mentalinguistics, morphology, concept, gestalt, biolinguistics, discourse, etc.

Science, technique and with the intensity of production It is developing in the developed countries of the world The ongoing processes of globalization and integration are the glue of languages access to communication created the basis for the enrichment of their lexical fund.

For example, today's life is modern information communication networks, in particular the Internet, and terms used in this field it is impossible to imagine without the system. Terminology of the Uzbek language the Internet terms included in its composition are mainly appropriations and divide them into two, i.e. overlay, package, paging, tract, petebyte, ping, pixel, plugin, gigabyte, terabyte, exabyte, cross-browser, etc. and yakor, massif, magistral, borrowed from the Russian language, division into groups such as gateway, font, and adaptation is self-explanatory. In this case an anchor instead of an anchor, a dam instead of a gateway, a letter instead of a font, a highway note that it is possible to recommend the use of slang lexemes instead we will. Addition to the words representing the names of sports societies and clubs, make terms that mean members of these societies or clubs: cotton grower, dynamo operator, navbahor operator, kylizum driver, locomotive driver, nasaf driver etc. The impact of extralinguistic factors, such as recent science, as a result of rapid development of technology and information technologies.

**Conclusion**

In Uzbek language, with the affix -chi, things are objects, items, devices the amount of naming terms increased even more. Uzbek military terminology is one of the first such cases recorded in the system, including the bomber (bombardirovshik), fighter aviation (istrebitelnaya aviatsiya), stormtrooper (attack aircraft), photo-reconnaissance aircraft (photo-reconnaissance aircraft), masking fire, masking smoke (maskiruyushiy dim), tralchi tank (tank-tralshik) terms are included.

In the composition of zoological terms, dragonfly is derived from the word nina, fish zoonym-derived fish, as well as mammal(s), we observe the use of units such as rodents.

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# Section 2. Applied Linguistics

*Gafurova Gulrukh Bakhtiyorovna*
*Senior teacher, Department of Foreign languages,*
*Jizzakh state pedagogical university, Uzbekistan.*

## EQUIVALENCE AND PRAGMATIC ASPECTS OF TRANSLATION OF JOURNALISTIC TEXTS

**Abstract.** The author of this article explores the place and growing role of newspaper and journalistic texts both in intralinguistic and intercultural communication, and on the other hand, the problem of various compensations as one of the means of pragmatic adaptation of newspaper and journalistic texts is currently an underdeveloped area. The currently existing definitions of the pragmatic equivalence of journalistic translations are not clear enough and do not always reveal the essence of the linguistic mechanism of this transformation. It also considers the linguistic features of translation as a type of pragmatic adaptation and the construction of its typology, as well as the description of the functional and stylistic features of newspaper and journalistic texts.

**Keywords:** publicist, newspaper, journalistic, pragmatics, pragma, adaptation, compensation, vernacular, dialectisms, parallelism, ellipsis, parcellation, alternation.

**Introduction**

Language is the most important means of human communication. In a number of cases, the use of language is the main component of action. Therefore, it is quite justified to study language as an instrument of action. It is in this aspect that linguistic phenomena are considered within the framework of the emerging modern direction of linguistics — linguistic pragmatics, or pragmalinguistics. Today, pragmalinguistics is a field of linguistic research that has as its object the relationship between linguistic units and the conditions for their use in a certain communicative-pragmatic space.

**Materials and methods**

With the development of translation studies, the requirements for the quality of translation are increasing. However, if earlier scientists usually focused on the differences between the systems of the languages of the original and the target, today, among the criteria for assessing the quality of translation, translators are increasingly citing not only the degree of closeness to the original, the quality of the language design of the text, but also the ability of the translation to achieve the goals set by the author, but adequate a translation that preserves the pragmatics of the original is considered. The study of the pragmatic aspect of translation was devoted to the works of such scientists as N.D. Arutyunova, V.N. Komissarov, A. Neubert and others. Since the pragmatics of translation has not yet been sufficiently studied, this area of research remains one of the priorities.

The pragmatics of a journalistic text implies an active position of the addresser in relation to the addressee, because the assessment of certain events and the main persons involved in these events, as a rule, is included in the intentions of the author. The pragmatic orientation of the press is characterized by universality on the one hand and specialization on the other. Based on differences in style, subject matter, and content, the English-language press is classified as "high-quality" (news press), "medium" (opinion press), and "mass" (tabloid, "yellow" press) [4, p. 46]. The study analyzes the "quality" press, designed for the addressee, who, having read the news report, the position expressed in the newspaper, develops and forms his own opinion and vision of the modern world around. The sources of practical material were language units extracted from English-language newspapers and magazines.

Only such a translation can be considered adequate, in which all the intentions of the author are conveyed, in compliance with all the resources of imagery, rhythm, color [6, p. 28]. To achieve the adequacy of the translation, one should take into account the pragmatic factors of translation, in which scientists attribute the genre and stylistic features of texts in the original and translation languages to their unequal pragmatic value.

Note that the ability of a text to evoke a certain attitude towards the message in the recipient, to exercise a pragmatic influence on the recipient of information (cause certain feelings, emotions, induce certain actions) is called the pragmatic potential of the text. Depending on its communicative intention, the source chooses language units for transmitting information that have the necessary subject-logical and connotative meaning, and organizes them into statements in such a way as to establish a necessary semantic connection between them [10].

The pragmatic potential of the utterance is realized differently in different languages, so one has to resort to pragmatic adaptation of the translation by making the necessary changes to the text.

That is why, in the process of translation, the translator performs the function of a filter (passing from the original into the translation, which will be accessible to the understanding of the secondary recipient), a magnifying glass (strengthening in the text of the translation what can pass unnoticed, but at the same time is fundamentally important for this work) and a transformer (having transferred the elements of the original text to another cultural and linguistic dimension, they cannot be adequately perceived and understood by readers) [9, p.65].

The evaluation of the quality of a translation depends on the understanding of the concept of pragmatic equivalence. The equivalence of the meaning of two statements is ensured by the identity of the consequences that these statements provide. According to Y. Nayda, it is dynamic equivalence that is focused on ensuring the equivalence of the impact on the reader of the translation and the original [12, p. 18–25]. It is believed that pragmatic equivalence exists when the translation adequately reproduces the value system of the original within the framework of the main pragmatic categories of the text [7, p. 306]. In this case, pragmatic equivalence can exist without semantic and syntactic equivalence.

Achieving pragmatic equivalence is a complex creative process, during which the most diverse facts of social and linguistic practice, the traditions of literature are relevant. The problems associated with this are clearly manifested in the translation of the titles of works of art.

The author's individuality, the uniqueness of the worldview, the uniqueness of the linguistic form form one of the central pragmatic categories of the text — intentionality. The intentionality of the text reveals the creative nature of the use of language and is realized through the choice of language means that have a certain value — axiological, cultural-historical, aesthetic. The preservation of the system of these values within the framework of the pragmatic category of intentionality is one of the conditions for pragmatic equivalence in translation.

The image of the character of the source text in the translation texts made by different translators can acquire different interpretations, which leads to a difference in the nature of the impact on the reader. The reason for this is the difficulty of reproducing the communicative-pragmatic content of the character's image, which is understood as such a set of important features of the artistic image, which is reflected in the depths of consciousness of the one who perceives the translated text. These signs are expressed in the text with the help of various language means, which have the potential to implement the author's communicative and pragmatic attitudes. All this creates a communicative pragmatic effect.

**Results and discussion**

Thus, the translator needs to take into account the individuality of the author's style, the explicit and implicit intentions of the original creator, pragmatic presuppositions and attitudes towards the person / what he is reporting.

Since subtle relationships are established in a text with an aesthetic direction between different levels of expression and content, the translator should identify these levels, convey them in translation and be able to put them in the same relation to each other as they are in the original.

Starting work on the translation, the translator has to make a choice: focus on the author of the output speech message, identifying himself with him and his reader with the recipient of the original and trying to cause a similar communicative effect in his recipient, or focus only on his reader, trying to create such a communicative effect that provides a new communicative situation.

In the latter case, when the translator deliberately changes the communicative effect that the author of the original message was trying to achieve, one speaks of the pragmatic transformations of Anufriev S. S. [13].

In turn, pragmatically conditioned transformations aim to achieve a communicative effect in the translated text, equivalent to that found in the original text. As a result of transformations of this type, the pragmatic meaning of the original unit is preserved [1].

The anthropocentric views of the translators gave impetus to the study of not so much languages as their application in order to ensure successful communication. Therefore, today the focus of scientists is increasingly becoming not language systems, but communicants, their intentions, communicative effects of statements.

Communicators, participants in the dialogue of the created text, are the author and the reader. This, in fact, led to the formulation of requirements not only for the translator, but also led to research on the role of the reader. This is how the concept of the "model reader" appeared — the reader whom the author (or translator) imagines and appeals to, a hypothetical audience programmed in the structure of each text. The author needs to provide a sample of a possible reader who is able to interpret statements in the same way as he interprets them.

The same applies to the translator, before creating a translation text, he must clearly present his readership, since "the pragmatic process of interpretation is not an empirical case, independent of the text as a text, but is a structural element of its generative process."

The formation and development of the pragmatics of translation, and in particular the pragmatic aspect of translation, was influenced by the general theory of speech communication, the theory of communicative influence, the scopos theory and the theory of speech acts.

Scopus theory proceeds from the fact that translation is primarily a type of practical activity, and the success of any activity is determined by the extent to which it achieves its goals. Therefore, the criterion for the success of the translator's activity is the achievement of the goal of communication, which is set by the author of the original. Thus, the translation process depends on hierarchically set goals (Scopus) that influence what should remain and what can be

neglected in translation. At the same time, according to the Scopus theory, the translation should have an equivalent effect on the target audience as the original.

Despite the fact that the weak point of the Scopus theory is the lack of a boundary between the facts of translation and pragmatic adaptation, the reasoning about the hierarchy of Scopus that guides the translator, applying transformations in order to achieve an equivalent communicative effect, is valuable for literary translation.

One of the theoretical prerequisites for the pragmatic aspect of literary translation can be considered the general theory of language communication. This theory is based on the principle of relevance, which involves achieving the maximum benefit with the minimum effort.

Translation is related to the principle of relevance in the following way: the intended interpretation of the translation should resemble the original in such a way that it is adequately relevant to the audience, and therefore will provide an adequate communicative effect.

Thus, the translation must be formed in such a way that it produces the intended interpretation, and not force the audience to think about the information for a long time.

That is, the translator is not recommended to bother the text with an excessive number of notes, and in order for the translation to be understandable to the reader, the use of pragmatically determined transformations is presented.

As for the theory of communicative influence, in the process of translating a work of art, one should strictly adhere to the principle of Grice's cooperation, namely the postulates of quality (distortion of the content of the original is unacceptable in translation), quantity (translation should contain no less and no more information than necessary), relevance (the translator should ensure the transfer of the thematic coherence of the original work) and the method (the statement in the target language should be clearly formulated, ambiguity in the translation is

necessary only when the corresponding intention of the author is traced in the original).

There is a connection between the study of the pragmatic aspect of translation and the theory of speech acts, because the interaction of a speech act and context is the core of pragmatic studies.

Therefore, it is clear that translators should understand what is acceptable for the culture of the recipient in expressing praise, when expressing sympathy, when congratulating or apologizing [2, p. 43–48]. Also important is the concept of conventionality, which is considered as independent of the speaker ways to ensure recognition of the purpose of the statement by listeners.

We are talking about the need to take into account the situational context in choosing a match, the presence of which in the translation text would not cause a feeling of unnaturalness and would convey the full meaning of the original. Therefore, translators should pay special attention to the translation of conventional acts, which are inherent in the "character of a ritual or ceremony".

To designate the conventional norms of speech behavior, the concept of a pragma, that is, a pragmatic function, is used. One pragma in the source and target languages can be embodied in different forms. It happens that a pragmeme presented in one language is absent in another [3, p. 3–42].

It is also worth noting that the appearance in pragmatics of the concept of a text act caused a new understanding of the speech act as such, which not only matters for a certain statement, but also contributes to the deployment of the whole text.

One of the most important components of newspaper discourse is the headline. Headings are focused on the reader and his background knowledge, and hence the pragmatic focus, which consists in informing the addressee of some information about the text, influencing him, arousing the desire to read the article. Headlines in English and American newspapers are the most diverse in function, form, and the use of lexical means. The connection between the title and the

text is realized with the help of keywords that carry special pragmatic possibilities and contribute to the achievement of the planned pragmatic effect.

One of the most important text-forming categories closely related to pragmatic adequacy is modality. In the expression of the author's modality, the artistic means of the language play a decisive role. They influence the effectiveness of contacts with the reader and predetermine the achievement of high pragmatic adequacy.

The wide representation of metaphor in the English publicistic discourse gives grounds to consider it as the most frequently used way of developing linguistic semantics, which allows not only to designate new realities, but also to characterize already known phenomena in a more fresh and original way.

To create a journalistic image, a journalist resorts not only to metaphor, but also to other artistic means, such as metonymy, synecdoche, oxymoron, litote, hyperbole, paraphrase, irony, etc.

The specificity of the syntax of newspaper discourse lies in the use of repetitions, parallelism, ellipsis, parcellation, alternation of the length of statements and grammatical constructions characteristic of this style.

The phenomenon of English-language newspaper discourse lies in the presence of discursive actualizers — lexical neoplasms that are not currently described lexicographically and present a certain difficulty in translation.

In the modern English language of newspaper discourse, hyphenated multicomponent chain formations are also frequent, indicating a strict economy of the language, as well as the process of democratization of the language throughout the world.

It should be noted that in addition to a large number of foreign borrowings, in modern English discourse, the influences of the colloquial version of the language, vernacular, dialectisms and youth slang are noticeable.

The system of introductory elements deserves special attention. It can be considered as a communicative-pragmatic category with the general content of the subjective, evaluative attitude of the speaker to the statement. Inserted elements introduce into the main statement a pragmatic comment that is significant for the author, without which an adequate perception of the transmitted information is impossible [5, p. 18].

Studying and taking into account pragmatic maxims makes it possible to increase the efficiency and effectiveness of a journalistic text and ensures its high information content.

**Conclusion**

Thus, as a result of the review of the theoretical material, we found out that it is expedient to study the common pragmatically conditioned transformations in English-Russian literary translation.

It has been established that the connection between the theory of speech acts and the pragmatics of translation is manifested through the need to apply transformations caused by the difference in speech clichés, features of conversation in certain communicative situations in Russian and English in order to ensure the adequacy of translation.

Descriptive translation is used to explain those lexical units that have emerged as a result of certain social and cultural phenomena reflect the traditions of the native speakers of the original language.

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*Abduvaliyev Maxamatjon Arabovich*
*Candidate of Philogical sciences, Professor,*
*Andijan State Institute of Foreign languages, Uzbekistan.*

# SYNTACTIC REPRESENTANTS OF THE CONCEPT OF CONCESSION IN ENGLISH AND UZBEK

**Annotation.** The present article is devoted to the contrastive study of the so called simple and composite syntactic constructions, expressing concessive relations existing in the inner and outer world. Such syntactic representatives can be groupped into two groups: those expressing concession explicitly and those expressing concession implicitly. Each of the representants differs from others in regard with their functions, semantics, structures and stylistic use. Contrastive study of such problems give a chance to disclose isomorphic, allomorphic and specific features of the syntactic repesentants of word languages.

**Key words:** syntactic constructions simple and composite sentence, syntactic representants, concession, cocessive, explicit, implicit, functions, semantics, structures, stylistic use, contrastive study.

**Introduction**

Concession as a universal product of mental activities of human being finds its linguistic objectification in all world languages. Actually, the concept of concession is the sum of knowledge on the existing relations among the objects of the inner and outer world. Concession, admittance, agreement, permission and others make up the most important characteristic features of the concept. They may be verbalized with the help of language and speech units and form the nominative field of concession.

The field is represented by the units belonging to different lexical morphological and syntactic levels. Syntactic constructions with simple and composite structure that express the concept of concession were the object of a great number of research works. But a number of issues related to semantic and structural, pragmatic and cultural problems are still remaining disputable in modern linguistics. Study of the problem in the materials of non-related languages is sure to bring essential theoretical conclusions to linguistic conceptology.

Even so, it should be noted that the scholars are not unanimous in the description and classification of predicative syntactic units expressing concession in world linguistics, in particular, non-predicative clauses with concessive the component. For example: in world linguistics, logical-grammatical (formal) and structural semantic directions can be observed regarding the classification of the complex sentences, for example, in the late 17th and early 18th centuries in English linguistics, approaching from the point of view of representatives of the logical trend, its dichotomous simple and compound classification was developed. This method of subordinatied the language to the laws of logic, the speech was divided into simple and complex types. This can be described in the following models: N comcase +V=SJ (judgement); N comcase + N comcase or more +V+ V or more=CJ.

In the 70s of the last century, a structural-functional classification of complex sentences appeared in traditional English grammar. (R. Quirk and others, 1982: 269–302). R. Quirk and others

divide (Dependent clauses- DC) into three types (finite, non-finite, verbless clauses) according to their structure, and functional of the clauses into subject, object, compliment or adverb clauses (Quirk and others 1982: 269–271; 274–280).

In Russian linguistics, scientists who classified complex sentences from the point of view of logical-grammatical trend, scientists N.I. Grech, I.I. Davidov, F.I. Buslaev studied the language, in particular, parts of sentences as problems of logic. They tried to explain the laws of language based on the laws of logic. The description of complex sentences from the point of view of similarity to simple sentence parts can be found in the work of «General Comparative Grammar of the Russian Language (1852)» by I.I. Davidov and «Historical Grammar of the Russian Language (1858)» by F.I. Buslaev.

Against the idea that every part of the sentence is represented by a dependent clause, another, more precisely, formal-grammatical approach appeared at the beginning of the past century. A.A. Potebnya, a bright representative of it, in his work «Correspondences on the grammar of the Russian language (1874)» emphasizes that in the study of the complex sentence, the main attention should be paid to the superordinate and dependent clause connectives (conjunctions and connectives). F.F. Fortunatov, A.A. Shakhmatov, V.A. Bogoroditsky and others focused on creating a classification of complex sentences by researching the structural-semantic relations between the superordinate and dependent clause parts of complex sentences.

**Method**

Alongside with semantic analysis, contrastive typological, observation and interpretation, comparative contextual analysis and modelling as well were used.

**Discussion**

The tradition of describing sentence structure based on logical approaches, which was leading in Western European linguistics until the middle of the 20th century, entered Turkology, especially Uzbek linguistics, through Russian linguistics. Opinions were expressed that the main clause is part of any sentence, and they are equal to the subject and predicate elements of the sentence. In the syntactic theories of Turkic languages, various disputable points arose between the theoretical ideas and the features of the existing concrete syntactic constructions (Ўша асар –Ст.332–334.).

In languages such as English, German, and French, where the person-number category of verbs is not developed, main clauses appear as a necessary element of the sentence, while in Turkish languages where the person-number categories of the verb are developed, including Uzbek, the subject of the sentence acquires a facultative character.

Acquaintance with English, Uzbek, Russian, German and other language grammars, dissertations, scientific treatises and analysis of the collected language materials show that the relations of concessive can be expressed through different types of phrases, simple and compound sentences (Kimball L. G. Structure of English sentence, New York, Chicago, American book company 1900). Regarding the semantic types of complex sentences with adverbial clause of concession, the views of linguists are different, and it can be observed that their classification is based on different approaches. Jiri Nosek, relying on the semantics of subordinators connecting adverbial clauses of concession to superordinate clauses, divides adverbial clauses of concession into four main groups and they are complex sentences with pure concession; complex sentences with challenging concession, complex sentences with generalized concession; complex sentences with total concession.

According to J. Nosek, complex sentences with adverbial clauses of concession with «though, although and albeit» express pure concession, while complex sentences with challenging concession have a stable and unchanging formula, which is the imperative form of the verb «be» from the pronominal subject «it» will consist of «it» It is followed by the

pronominal subject (it or that) connected by «as» and the modal verb may.

Generalized concession, according to J. Nosek, is expressed by complex sentences with adverbial clause of concession with however requiring an adverb after itself and its archaic form «howsoever». He believes that the main reason why other complex sentences with adverbial clause of concession with «soever, whatever, whoever, whichever» cannot belong to this group is that they come as an adverbial modifer of complex sentences with adverbial clause of concession with however.

The parts of the complex sentence with adverbial clauses of concession expressing total concession are connected by means of «even though, even if, even when». «The complex sentence with adverbial clauses of concession connected with «even though» indicates the maximum concession, the condition «even if» represents complete non-obstacle, the complex sentence with adverbial clauses of concession connected with «even when» has the meanings of temporality and concession, in which the meaning of the condition states that it has passed to a full concession.

Similarly, J. Nosek shows the existence of complex sentences with adverbial clauses of concession connected by the connectives «if, when, while» using the following examples: *I don't care if I lose; He walks when be might ride.*

He tried to to prove that concession can also be expressed not only by «in spite of the fact that», but also by «for all», but also by the example of «For all he seems to dislike me, I still like him».

P.B. Zandvoort, taking into account the existence of contradictory relations between the components of complex sentences with adverbial clauses of concession, calls such sentences concrete complex sentences with adverbial clauses of concession. Although he did not comment on the semantic types of complex sentences with adverbial clauses of concession, P.B. Zandvoort «when» time and concession, «if» condition and concession, «for

all» concession or restriction, «as» time, cause, comparison, manner and writes that concessive dependent clauses can come as superordinate clauses. (Zandvoot,1996:220)

R. Quirk and others give the following definition to complex sentences with adverbial clauses of concession: «Complex sentences with adverbial clauses of concession express a contradiction between two situations (conditions), that is, the content of the main clause is unexpected from the point of view of the subordinate clause.» Although he hadn't eaten for days he (nevertheless) looked very fit. (Quirk, 1982: 282)

The authors of the modern English grammar consider complex sentences with adverbial clauses of concession as complex sentences with adverbial clauses of alternative condition-concession and universal condition-concession, which contain the subordinators «weather … or…», in their opinion, these subordinators serve to express the meaning of the condition together with the meaning of the alternative in the structure of connecting the dependent clause to the superordinate clause. They illustrate this in the following examples: Weather they beat us or we beat him, we'll celebrate tonight; Whether or not he finds a job in New York, he's moving there.

By complex sentences with adverbial clauses of universal condition and concession, the authors mean complex sentences with adverbial clauses of concession connected by means of conjunctions with «Wh» content (whatever, whoever). This means that complex sentences with adverbial clauses of universal condition and concession belonging to this group freely choose one of several conditions: She looks pretty whatever she wears. The meaning of this category of adverbial clauses of concession is clearly distinguished by the meaning of time and place, which the following authors described through examples: wherever you like, you can keep a horse. The locative meaning of this sentence is "You can keep a horse at any place where you may live", its meaning of condition and conces-

sion "It doesn't matter where you live, you can keep a horse not a nessarily in that same place". The sentences as "It doesn't matter wh and no matter wh are divided into types of adverbial clauses of universal condition and concession: *No matter It doesn't matter ow hard I try, I can never catch up with him* (Quirk, 1982: 285).

Well-known Russian experts in English syntax, N.A. Kobrina and E.A. Korneeva, give the following definition to complex sentences with adverbial clauses of concession, which are linguistic verbalizers of concessive relations: «There is a contrast between the superordinate clause and dependent clause of complex sentences with adverbial clauses of concession, the actions expressed in the superordinate clause or the fact are carried out or happen regardless of the condition expressed in the dependent clause» (Kobrina, 1965:168). They are based on the relationship between complex sentences with adverbial clauses of concession and superordinate clause. Accordingly, they distinguish 4 types of complex sentences with adverbial clauses of concession, that is, recognized clauses of adverbial concession, clauses of open concession, disjunctive concession or alternative concession and hypothetical or rejected concession. (Kobrina, Korneeva, 1965: 168).

According to them, in the first type of sentences, although the content of the superordinate and dependent clauses contradict each other, they both refer to facts. In this type of complex sentence with adverbial clause of concession (abnormal\ word order, especially with however, as, though are observed. Joseph could always eat, however excited she was; Dark as it was getting, I could still see there changes (Bronte); It was very sad to look upon and hear them; Happy though their condition unquestionably was (Ch. Dickens).

According to N.A. Kobrina and E.A. Korneeva, in addition to the tasks of connecting subordinators «however, as, though», they also perform the function of adverbial modifier of degree and measure. At the same time, when scholars interpret the adverbial

clause of concession as a word or group of words in the main sentence, in the last cited examples «Could eat, however excited she was, could see, dark as it was getting dark», in their opinion the adverbial clause of concession applies to the entire superordinate clause is also noteworthy. (Kobrina, Korneeva, 1965: 169).

By complex sentences with adverbial clauses of concession, N.A. Kobrina and E.A. Korneeva understand complex sentences with adverbial clauses of concession, in which the action of superordinate clauses takes place despite the meaning of an unreal condition and in such cases they emphasize that the part of the adverbial clause of concession is in the subjunctive mood. This category of sentences includes «no matter what might happen, whatever may be». (Kobrina, Korneeva, 1965: 170).

The subordinator «Whether …or» presents two possible choices, both of which give rise to irreal or future-tense clauses of concession or, alternatively, complex sentences with adverbial clauses of concession. Such complex sentences with adverbial clauses of concession type express relations between the meanings of the components of the conflict or the possibility or rejection of which is a fact. If she got no money from her brother-in-law, she got what was as good as many-credit (Thackeray).

The authors of the Uzbek language grammar write that complex sentences with adverbial clauses of concession are similar to each other, and the content of complex sentences with adverbial clauses of concession is similar to a compound sentence connected by adversitive conjunctions. (Uzbek Grammar, 1976:447–448). The authors call the adverbial clause of concession, which is connected to the main clause through the imperative form of the verb in the negative form a generalized concessive dependent clause. They list 5 types of this category of complex sentences.

The lexemes қанча, қанчалик ва ҳар қанча, қандай, ҳар қандай, нима, қаерда, қаерга, кимнинг қачон, қай вақтда, қай томондан participating in

a dependent clause express quantity — degree or repetition, place, sign, person or object, summarizing the content of time: Кундузхон ўзини ҳар қанча тутишга уринмасин, оғир йўқотишнинг азоби уни қийнар, эзар экан. (Said Ahmad); У қаерга бормасин, иши ўнгидан кела беради.(ЎТИЛ,1976; 450); Қачон қараманг, қўлида китоб. (ЎТИЛ, 1976: 450). Professor M. A. Abduvaliev classified complex sentences with adverbial clauses of concession into two types: 1) Complex sentences with adverbial clauses of pure concession and 2) Complex sentences with adverbial clauses of concession of the mixed type.

It predicate verb part of the generalized complex sentences with adverbial clauses of concession can be doubled (one being in the conditional and the other in the imperative forms); Қаерга борса– борсин, уйга келмасин, Қачон келса–келаверсин, эшигимиз очиқ; Нима деса– десин, мен ундан воз кечмайман and others.

It is interesting to note that complex sentences with adverbial clauses of concession can express not only two or three, but also several shades of meaning. For example, Ким қаерда, қай вақт, нимани ўқимасин, ўқишлар натижасида олинган билимлар ҳаётда асқотади. (Subject-place-time-object-concession;) Кимда — ким нима сабабдан, қачондир, қандай мақсадда, у ерда пайдо бўлмасин, у бизнинг назоратимиз остида бўлади. (Subject-place-time-cause-purpose-concession).

He determines, in turn, 6 types of complex sentences with adverbial clauses of concession of the mixed type. They are attributive clauses with concession, object clauses with concession, subject clauses with concession, time clauses with concession, place clauses with concession and degree and measure clauses with concession and he described them with the materials of English and Uzbek: *I invited the simplicity of his happiness or his mistery, whichever it might be.* (G. Greene); Қандай санъат асарига кўзим тушмасин, доим уни болалик билан ўлчагим келади. (А. Қобул);

*I'll gladly pay whatever you agree to.* (Th. Dreiser); Улар нимани гаплашмасин бари бир менга ёқмади.(Ў. Хошимов). *Whoever comes who the words to deal with the natives must use Indian fashions* (I. Cooper); Ваҳолангки, илму-урфон соҳасидаги нимани ихтиро ва кашфиёт бўлмасин, у охир одамлар манфаати йўлида ё бевосита, ё билвосита хизмат қилади. (Фан ва турмуш); *My father gets very emotional even when he reads the newspaper.* (I. Salinger); Қачон қараманг, Алишерни уриб бурнини қонатди.(Ў. Хошимов). *Wherever she want, no one seemed to want any help.* (Th. Dreiser); Қаерга бормасин доим, озода кийиниб юради; No matter how fast be runs, the wet feet will freeze the harder. (J. London); Кўтариб келаётган пахтаси қанчалик оғир бўлмасин, у кулиб, чеҳраси порлаб келарди. (N. Kobul).

Among the syntactic level units that verbalize the concept of concession, simple sentences with the concessive clause occupy an important place. In the compared languages, such sentences have a unique structure of lexical and grammatical means. The analysis showed that in English the adverbial modifier of concession is objectified through the following means:

1) Subordinator and non-finite forms of the verb expressing concession explicitly (with participle I and II, and gerund);

2) Through the combination of subordinators and lexical units (noun, adjective, number, adverb, etc.) that express concession explicitly;

3) Prepositional compounds

4) Concession implicitly through the combination of subordinators and non-finite forms of the verb.

R. Quirk and others call such sentences "nonfinite and verbless clauses of concession (The component of complex sentence with adverbial clause of concession — adverbial clause of concession) [Quirk 1982; 284–2859 R. Close calls it "shortened contrast clause"]. In our opinion, it would be appropriate to call such sentences as simple extended

sentences with a concessive part. In such sentences, concessive part with a complex structure acts as an adverbial modifier of concession. Almost all pure concession subordinators of analysis (except for the subordinator «though, as» in the inversion case) appear as an important element of the adverbial modifier of concession: Ah! What are words to love like mine, Though uttered by a voice like thine [L. Byron 1966: 10]; Though marveling at the name of Magna Chorta, yet well he recollects the laws of Sparta [L. Byron 1966:29]; Though drinking deeply, thirsting still the more, yet when confinements lingering hour was done [L. Byron 1966: 97];

Such simple extended sentences express concessive relationships with one or two propositions like complex sentences with adverbial clause of concession: Even if everything bitterly, she did not forget eating; Although well- known in his country, he went on making success.

The usual place of the adverbial modifier of concession in the sentence is at the beginning of the sentence, and in some cases it appears in the middle and at the end of the sentence:

This type of adverbial modifier of concession is formed in the following models:

Concessive conj+VpI; Concessive Conj+VpII; Concessive Conj+ Gerund

Concession and pure concession subordinators and combinations with nouns, adjectives, pronouns, numbers, and adverbs are common in English. Oh! Would it stone to lead me still, although death or deadliest ill! [L. Byron 1966.138]. Though few the members theirs the strige, hat neither spares nor speaks for life [L. Byron 1966.116]; Though soft it seemed the low prophetic dirge [L. Byron 1966.241].

This type of concession has the following basic models: Concessive Conj. +N; Concessive Conj. +Adj; Concessive Conj. =Prn; Concessive Conj. +Adv. They express the semantics of concession when the prepositions *in spite of, despite, irrespective of, for all, with all, notwithstanding* are linked with

nouns: I admire him, in spite of his faults; The lost the fight, for all his boasting.

It is worth noting that among them, «in spite of» is characteristic of all speech styles. The preposition «Despite» is typical to formal style, while «not with it standing» is more typical to legal texts. «For all» and «with all» are mostly used colloquially. This category of prepositions is based on the following models: Pred+ N; Part ing prep+P1

The interrogative pronouns used to express various adverbial and non-adverbial meanings together, and the «ever» adverb and connectives, which appeared from the adverbial combination, also serve to express concession in the structure of a simple sentence: Whatever your problems they can`t be worse than mine; However great the pitfalls, we must do our best to succeed [Quirk 1982: 285]; Whater the weapon, cudgel, fist, or fail, non reach expertness without years of tail[L. Byron 1966.434].

«No matter and wh-, No matter how» also perform the function of a concessive part with a mixed meaning in a simple sentence: No matter how young, It is one of the things she wholly comprehends[Dreiser SC:25], If passion met not some reward -no matter how or where, or why, I did not warmly seek, nor sigh [L. Byron 1966: 133] No matter, throw your ornaments aside[L. Byron 1966: 447].

The authors of Uzbek Language Grammar (Vol. II, 1976) state that they are similar to adverbial clauses in terms of intonation with adverbial modifier of concession. However, as they do not have a subject and predicate relation, they are not considered subordinate clauses, but detached parts: [Uzbek Grammar 1976: 154]

Adverbial modifier of concession is expressed by adding the particles «ҳам» or «ҳамда» to the conditional form of the verb, the form of the participle with the affixes «-(и)б» and «(а)й», by the construction with the participle and the suffix containing the words «билан», «-га қарамай, қарамасдан». У қўрқса ҳам ўзини кўрқмасликка

солди; У менинг овозимни эшитса-да, индамади; Кўра -била туриб бепарво бўлди; У ёш бўлгани билан жуда кўп китобни ўқиб чиққан; Қиш чилласининг совуғига қарамасдан, астойдил ишлаб бинони битказдик ["Тошкент бинокори"] [Uzbek Grammar, 1976: 153–154].

In the expression of the meaning of concession, the compounds with the auxiliaries "қарши, қарамай, қарамасдан, яраша" play an important role.

For example, the compounds with «қарши» represents an action, a situation that is concessive to the content understood through the part of the sentence. The auxiliary «қарши» governs a past participle or a noun: Қизни, унинг хоҳишига қарши, турмушга бериб юбордилар.

In combinations with auxiliaries "қарамай, қарамасдан" the governed part is usually expressed by a noun, a gerund, a past participle. The governed word is in the dative case: Эртаси кучли бош оғриғига қарамай, Амир Мўғул кучсиз ҳаракатга тушди [Ойбек]; У ёш бўлишига қарамай жуда ақлли; кийим боши эски бўлишига қарамасдан, озода эди.

As is seen from the last two examples, the governed word does not come with «бўлмоқ. In this case, when the conjunction expresses the past tense, it takes the form of the adjective, when it expresses the present tense, it takes the form —ш(–иш). Sometimes a possessive suffix (mainly in the 3rd person form) can appear in the conjunction. The combination of the demonstrative pronoun "шу (шундай, шунга) and "қарамай, қарамасдан" has the semantics of concession. Such conjunctions come as a separate part, the above conjunctions come as connecting devices that put two or more sentences into a meaningful and structural relationship with each other (instead of the previous sentence, the content is contrary to it) in the text. The combinations "шундай эса-да, шундай бўлса ҳам" also express concessive relations between two or more sentences: У жуда ёш. Шунга қарамай, катталардек

фикрлайди; У бетоб эди. Шундай эса-да, ўқишга борди.

Also, «яраша» *while* is used with a participle or a gerund expresses the meaning of concession. In such cases, the verb is in the dative case. Кўп ўқилганига яраша билими саёз; Тун-у- кун ишлаганига яраша у ночор яшайди.

The combinations with the auxiliary word "билан" (participle (II)+билан) may also express the meaning of concession: Бошқаларга хўмрайиб қарагани билан, ҳеч нарса айтмади.[ЎТГ, II 1976: 63]

**Results**

The word "қатъи назар" governs the noun, gerund and participle and expresses the meaning of concession: Лекин, бундан қатъий назар хукуматга ёрдам бериш бизнинг биринчи вазифамиз бўлиши керак. (Oybek).

It should be noted that the meaning of concession, as in complex sentences with adverbial clauses of concession, is combined with the interrogative pronouns and words «қарамай, қарамасдан, билан, қатъий назар» and express mixed meanings of degree and measure, time, place, purpose, manner, object, subject, attribute. У ҳар қанча ҳаракат қилгани билан, ишни вақтида тугата олмади; У қачон келишидан қатъий назар, ишни бугун тугатишимиз керак; Қаерда, қай аҳволда эканлигидан қатъий назар, *майит хурмат эҳтиром билан дафн этилди.*

Қай бирини (қайтишини) танлашни билмагани билан энг яхшисини-танлаши аниқ эди. Ҳар қандай азобни енгишга тайёр эканлигига қарамай, шифокорлар буни хоҳламадилар; Буни ҳар ким билгани билан мен билмайман; Мақсадимиз эзгулик бўлгани билан буни ҳамма ҳам тушуниб етмайди.

Such simple extended sentences of mixed type implicitly express concession.

«whether….or» expressing the meaning of generalized alternative concession also acts as an adverbial modifier in a simple sentence: whether (living)

in London or not, John enjoyed himself [Quirk 1982:285];

There are cases where «whether» is also dropped in colloquial speech style: Gentleman or no gentleman, Patsy what are your intentions? [B. Shaw 1972: 239] You see, sleep or no sleep, hunger or no hunger, tired or no tired, you can always do thing… [B. Shaw 1976: 30]

Syntactic means that express concessive relations have systemic relations with one another. One can observe the following rows of synonyms (13 in English, II in Uzbek) among syntactic constructions. For example:

| | |
|---|---|
| I. Carrie shook her head in spite of her distress | N/prn+V+ in spite of +N |
| Carrie shook her head despite her distress. | N/prn+V+ despite +N |
| Carrie shook her head regardless of her distress. | N/prn+V+ regardless of+N |
| Carrie shook her head irrespective of her distress. | N/prn+V+ irrespective of+N |
| Carrie shook her head not with standing her distress. | N/prn+V+ not with standing+N |
| II. Келаман деб келмадинг | Vfut+деб+N/prn+Vneg |
| Келаман десанг хам келмадинг | Vfut +десанг+хам+Vneg |
| Келаман десангда келмадинг | Vfut +десанг+да+Vneg |
| Келаман деганинг билан келмадинг | Vfut +деганинг билан+Vneg |
| Келаман десанг хамки келмадинг | Vfut+десанг+хам+ки+Vneg |
| | |
| Келаман дединг, лекин (бироқ, аммо) келмадинг | |
| Vfut+дединг+ лекин (бироқ, аммо) + Vneg | |
| Келаман деганинга қарамай, келмадинг | Vfut+деганинга +қарамай+Vneg |
| Келаман деганинга қарамасдан, келмадинг | Vfut+деганинга+қарамасдан+Vneg |

## Conclusion

English, Uzbek and other world languagess possess a wide set of syntactic constructions with simple and composite structures. To them belong simple sentences with concessive parts, adverbial clauses of pure concession, adverbial and non-adverbial clauses with mixed concessive component, compound sentences with adversative conjunctions and two independent sentences at least with concessive relations.

They form the nominative field of the concept of concession, the constituents of which possess systematic relations with one another. They are formed in accordance with the language rules of the compared languages. Isomorphic, allomorphic and specific features help experts to develop general theory of linguistic conceptology.

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*Zokirova Muslima*
*MA, Tashkent State Pedagogical University*
*named after Nizami, Uzbekistan.*

*Alimova Muharram*
*PhD, Associate Professor, Tashkent State Pedagogical University*
*named after Nizami, Uzbekistan*

# TYPOLOGICAL CHARACTERISTICS OF ENGLISH AND UZBEK VERB FORMS

**Annotation.** The article presents a comparative analysis of the main characteristics of the verb forms in the English and Uzbek languages demonstrating differential and similar features.

**Keywords:** grammatical category, interaction between society, people, and the language, stylistic color, agglutinated, inflected, vowel change, consonant change, fusion, suppletive forms, synthetical, analytical.

**Introduction**

No language is relevant to society and can not develop on its own outside of society. Language is, first of all, a means of interaction between society and people, so society is a direct link between people and formation of a language vocabulary. It is important to remember that language itself is important because of the laws of its internal system of formation. Depending on the situation, a single idea in any developed language will be interpreted differently. Regardless of style, stylistic color, or situation, there are neutral words that are used in communication only for certain situations as the core of the language.

As the verb is one of the categories of words that is active in all languages, it has a wide semantic range and mainly refers to the case that gives an idea of the action as well as the action. The study of the verb series of words is inextricably linked with other categories of words. The largest category of words is also a verb. That's why this language unit has been interesting the scientists in the course of historical development of humanity and its communication. Mahmud Zamakhshari is the theologian, linguist, poet and interpreter of the Qur'on wrote several works in linguistics. The work "prelude-ul Adab" consists of five parts and is composed in the form of a noun, a verb, a bundle, a noun change, a verb change. Zamakhshari is a scientist who was the first to group the verb according to the basic composition. The role of Zamakhshari in the study of morphology is invaluable [1]. One of the important written sources in the study of the history of the formation of the Ancient Uzbek literary language is "Tafsir", where characteristic of the verb series are used in a large number and various forms. Along with the aspects inherent in the Old Uzbek language, aspects related to the language of the ancient Turkic epochs are also shown. In the verb forms recorded in the work, the grammatical meanings of the person-number, tense and mood are expressed. In this work, full and abbreviated verb forms with person-number suffixes are used and detailed information about the verb series of words is given [2]. The work "Muhabbatnameh", which incorporated Common Turkic features, was noted by our scientists as an example of the Old Uzbek written literary language. Indeed, a number of morphological features are noted in the work. We can find out a number of verb forms in

the work "muhabbatnameh " which correspond to the Old Uzbek language. But the grammatical means used in some verb forms are characteristic of the language of much earlier times [3], he says.

**Materials and methods**

There are two more works of the XIV century, the author of which is unknown, the first of which is the dictionary "translator". This dictionary consists of 76 pages, as well as four sections. The first part is devoted to the noun, the second part is devoted to the question of the declension of the verb and the name of the action, the third part is devoted to speciation and declension, and the fourth part is devoted to the use of the word. The first three parts of this work are devoted to morphology, mainly — to the study of the verbal vocabulary. The second work is "At-Tukhfa", where the verb category is also very widely demonstrated. The categories of the verb such as the categories of person, mood, tense are demonstrated in detail.

**Result and discussion**

The peculiarity of English verbs is that in addition to semantic verbs, as in the Uzbek language, there are modal verbs which form compound verbal modal predicate (*I **must** work on my grammar thoroughly*) and analytical subjunctive mood (*He demands that everything **should** be ready by 5*), copula (link verbs) verbs which form compound nominal predicate being combined with the predicative (*I **am** a student, He grew pale, The air **is** depressing*). Copula verbs such as *be, seem, look, sound, grow* and etc are linking verbs which give more information about the subject. The other feature of the English verb in difference with the verbs in Uzbek is that they can be regular and irregular. Irregular verbs differ from regular verbs in that the formation of the past simple and past participle is carried out synthetically, that is by vowel change (write/wrote, get/got), consonant change (spend/spent, build/built), by suppletive form, that is by changing the root as a whole (go/went, be: am/is/are/was/were), by fusion, that is the addition of the affixal

morpheme changes either the inside vowel of the root (inner fusion: write/written, break/broken) or the last consonant of the root (outer fusion: leave/left). These verbs have been preserved from the Old English as inheritance. In the course of historical development the pure inflected English language has lost the grammatical category of personal possessiveness in verbs, for example in pure inflected Russian language the verb used without the subject grammatically expresses the meaning of the subject: *(Ты) читаешь, (Он) читает. (Мы) читаем.* In the agglutinated Uzbek language we also find this category as well: (Men) o'qiyman, (Sen) o'qiysan, (Biz) o'qiymiz. In the Modern English verbs this category has lost its importance, though in Old English language the verbs being changed morphologically in order to express the category of possessiveness, they demanded the subject as well as it is now in German: *Ich been student, Do bist student, Er ist student.* It is the typological peculiarity of the inflected Germanic languages (English and German), but in the agglutinated Uzbek language we find the grammatical category of possessiveness in verbs (where the verbs do not demand the existence of the subject while expressing the state or the action of the subject: *Yozaman (men), Yozasan (sen), yozamiz(biz), Yozasiz(siz).*

To find out what form the irregular verb has in the past simple tense form or in past participle, we need to use a special table available in dictionaries, textbooks and the Internet.

In the Uzbek language verbs express tense forms such as Present Simple, Past Simple, Future Simple, Perfect and Continuous tense, Passive voice forms in the same way, that is by adding affixal morpheme to the root of the verb, at the result of which neither the stem(root), nor the affixal morpheme changes its sound structure, that is by agglutination.

Another feature of the English verbs is the presence of Verbals (Non-finite forms of verbs) having the categories of tense (Indefinite and Perfect tense forms) and voice. English verbals are: participle, ger-

und and infinitive. In the Uzbek language there we find these forms of verbs which are called: Sifatdosh (participle), harakat nomi (infinitive), but there is no gerund. These forms of verbs in Uzbek are declined: yozadiganlarga, o'ynayotganlarni (sifatdosh), o'qishga, borishni, kelishdan (harakat nomi). In the Uzbek language we find the form of the verb called Ravishdosh, which is not found in English. In the English language there we find both modal verbs and modal words, but in the Uzbek language modal verbs don't exist. English modal verbs never have the suffixes -ING, -S and-ES. In some cases, modal verbs can be replaced by their equivalents or equivalent universal verbs. Equivalents are usually used instead of modal verbs in the past and future tense forms. Equivalent universal verbs, in addition to the modal function, can perform other functions, including semantic ones.

So there are many more differences and similarities between English and Uzbek verbs' typological features.

**Conclusion**

In conclusion we can say that the differentiated and similar features of verb forms between English and Uzbek languages is a very broad subject. As the verb makes up the main content of the sentence, this category of words is still being studied by scientists, as it causes a lot of controversy arguments.

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*Shahzodbek Matnazarov*
*Basic doctoral student, Department of the Uzbek language,*
*Faculty of Philology, Urgench State University,*
*Urgench, Uzbekistan.*

# WAYS OF LINGUISTIC RESEARCH OF COLOR NAMES

**Abstract.** This article highlights in detail the ways of linguistic research of color names, and the research work carried out in this direction is conditionally divided into groups and studied in an accessible form. The study of thematic areas of words, semantic groups and groups of lexemes, spiritual connections between them is one of the promising areas of lexicology of the Uzbek language. In Uzbek linguistics, the study of linguistic units based on the semantic field has its own history. Research in this area is actively ongoing. The names of colors in dialects are one of the means of individualizing the character's speech. Many of these words acquire their own stylistic meaning in the work and serve the aesthetic function of creating images. This article contains research related to the name of such a flower.

**Keywords:** systemic linguistics, glossary, lexical layers, semantic-syntactic asymmetry.

*Шахзодбек Матназаров*
*Базовый докторант, Кафедра узбекского языка,*
*Факультет филологии, Ургенчский государственный университет,*
*Ургенч, Узбекистан.*

# ПУТИ ЛИНГВИСТИЧЕСКОГО ИССЛЕДОВАНИЯ НАЗВАНИЙ ЦВЕТОВ

**Аннотация.** В данной статье подробно освещаются пути лингвистического исследования названий цветов, а научно-исследовательские работы, проводимые в этом направлении, условно разбиты на группы и исследованы в доступной форме. Изучение тематических областей слов, смысловых групп и групп лексем, духовных связей между ними составляет одно из перспективных направлений лексикологии узбекского языка. В узбекском языкознании изучение языковых единиц на основе семантического поля имеет свою историю. Исследования в этой области активно продолжаются. Названия цветов в говорах являются одним из средств индивидуализации речи персонажа. Многие из этих слов приобретают в произведении собственное стилистическое значение и служат выполнению эстетической функции создания образов. В данной статье собраны исследования, связанные с названием такого цветка.

**Ключевые слова:** системная лингвистика, глоссарий, лексические пласты, семантико-синтаксическая асимметрия.

**Введение**

В узбекском языкознании изучение лексики на основе семантического поля восходит к внедрению в наш язык системно-структурных методов. Научно-исследовательские работы, проводимые в этом направлении, можно условно разделить на 3 группы:

1. Научно-исследовательские работы, посвященные общетеоретическим вопросам систематической лингвистики и систематической лексикологии.

2. Создание словарей и глоссариев на основе изучения соотношения формы и значения слов.

3. Проводить специальные междисциплинарные научно-исследовательские работы на основе теории семантического поля.

По первому направлению Ш. Рахматуллаев (сеема и словосочетание), Э. Бегматов (лексические пласты), И. Кочкортоев (словозначение и валентность), Н. Махмудов (семантико-синтаксическая асимметрия), Исследовательские работы А. Нурмонова (систематическая анализ языковых уровней), Х. Нематов и Р. Расулов (основы системной лексикологии) имели большое значение в выводе лексикологии узбекского языка на новый качественный уровень. Например, в учебном пособии Х. Нематова и Р. Расулова «Основы системной лексикологии узбекского языка» содержится непротиворечивая научная информация о лексемах, немемах, семемах, лексическом значении, предметных группах лексем, значимых группах лексем. дано. В книге делается попытка выявить сходство (парадигматические), иерархические (иерархические) и последовательные (синтагматические) отношения между языковыми единицами.

**Методология и методы исследования**

В учебном пособии Х. Нематова и Р. Расулова «Основы системной лексикологии узбекского языка»: «В системной лексикологии каждая область (профессия, обряд, обычай, имена людей, научные термины) изучаются как отдельно названные лексические системы. Каждое поле имеет свои лексемы, синонимические и антонимические ряды, СМЛ (содержательные группы лексем), СМТ (тематические группы и области лексем). Каждая из них рассматривается как отдельная, относительно самостоятельная система. Это разумное и самоочевидное мнение.

Проф. по мнению Э. Бегматова, систематичность в лексике не так очевидна, как в других уровнях языка. Лексические единицы значительно многочисленнее фонем и морфем и обладают периодической неустойчивостью. Поэтому выявить и исследовать лексикон в целом не представляется возможным. Тем не менее, существуют определенные приемы и методы научной классификации лексической системы.

Поэтому изучение тематических направлений лексем, смысловых групп и групп лексем, духовных связей между ними составляет одно из перспективных направлений лексикологии узбекского языка.

Второе направление характеризуется детальным исследованием лексических единиц в рамках определенной темы, выявлением их языковых признаков, созданием словарей и глоссариев различного назначения.

В качестве примеров можно привести фразеологизмы и омонимы Ш. Рахматуллаева, синонимы А. Ходжиева, антонимы авторского коллектива, паремиологические единицы Х. Бердиёрова, Р. Расулова и другие словари. В этих словарях раскрываются их парадигматические и синтагматические особенности на основе внутренних и внешних отношений лексем. Например, Ш. Рахматуллаев сделал соответствующие выводы о семантической природе словосочетаний, внутренней синтаксической конструкции, парадигматических формах, синтаксическом контексте и варьировании. Мы не ошибемся, если скажем, что они, в свою очередь, вместе с другими научными воззрениями послужили толчком для развития третьего направления системно-структурной лингвистики.

В третьем направлении, т.е. проведении отдельных междисциплинарных научно-исследовательских работ на основе теории семантического поля, в основном началось в 70–80-е годы прошлого века. В связи с этим лексикология узбекского языка перешла из описательной стадии в новую теоретическую стадию. Этот этап характеризуется изучением лексики как целостной системы, состоящей из определенных семантических групп, отношений определенных смысловых элементов.

**Результаты исследования и их обсуждение**

За прошедшие годы созданы десятки кандидатских диссертаций и монографий, в которых языковые единицы рассматриваются с точки зрения системно-структурной лингвистики с использованием собранных ценных материалов по профессиональной лексике, зоонимам и фитонимам узбекского языка. Изменились определения слов, обозначающих действие, состояние и знак. В кандидатских диссертациях И. Кочкортоева, Р. Расулова, С. Мухамедовой, С. Гиёсова, З. Хусаиновой, М. Расуловой, Р. Сафаровой, Г. Нематовой, Б. Гиличева, Н. Нишоновой С помощью ономасиологического, компонентного анализа, валентного и структурного методов выявляются систематические свойства лексики узбекского языка.

Широко исследованы также причины объединения языковых единиц по законам диалектики, образования отдельных лексико-семантических групп и дифференциации их от других членов этой группы по определенным признакам. В частности, проанализирован феномен градуномии в докторских диссертациях О. Бозорова и кандидата Ш. Орифжоновой, феномен партонимии Б. Гиличева, феномен гипонимии Р. Сафаровой, феномен лишения в кандидатской диссертации. диссертации Л. Нематовой. Также среди работ, выполненных по третьему направлению, А. Абдуллаев, Р. Конгуров, З. Тахиров по системно-структурным особенностям лексем, выражающих оценку и отношение, А. Салкаламанидзе по семантико-синтаксису узбекских глаголов к.э.н. диссертационные группы, Х. Мухиддинова (глаголы, имитирующие звук), К. Рахмонбердиева (глаголы зрения), К. Халикова (глаголы действия), Т. Мусаева (глаголы смысла), О. Кандидатская и докторская диссертации Шарипова. (рабочие глаголы) и С. Мухаммедова.

**Заключение**

Итак, в узбекском языкознании изучение языковых единиц на основе семантического поля имеет свою историю. Исследования в этой области активно продолжаются. Названия цветов в говорах являются одним из средств индивидуализации речи персонажа. Многие из этих слов приобретают в произведении собственное стилистическое значение и служат выполнению эстетической функции создания образов. Исследователи справедливо подчеркивают, что диалектная лексика играет важную роль в языке драматических произведений. Это мы наблюдаем во многих работах по изучению языка узбекских произведений искусства. В целом значение диалектной лексики велико в повышении ценности искусства слова в художественных произведениях. Это мы можем наблюдать во всех научных работах, где изучается язык художественного произведения. Например, исследователь Б. Файзуллаев обратил внимание на два разных способа индивидуализации речи персонажей посредством диалектики — придание своеобразной речи представителей диалекта в местности, где происходит действие повествования произведения, введение представителей других диалектов к месту, где происходит рассказ о произведении, и произносят свою речь. Рассматривая лексические особенности эпоса «Алпомыш», С. Турсунов изучает диалектную лексику в ней, разделяя ее на лексические, грамматические, фонетические и фразеологические диалектизмы.

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*Shahzodbek Matnazarov*
*Basic doctoral student, Department of the Uzbek language,*
*Faculty of Philology, Urgench State University,*
*Urgench, Uzbekistan.*

# FORMATION OF THE THEORY OF THE SEMANTIC FIELD AND THE STUDY OF COLOR NAMES ON THIS BASIS

**Abstract.** This article discusses the formation of the theory of the semantic field and the study of the names of colors on this basis. The semantic field theory originated in European linguistics and became popular all over the world. In particular, Uzbek linguists have effectively used this theory and its research methods in the study of vocabulary. This article notes interesting opinions given to the concept of the semantic field by various state linguists, as well as the definitions given to this term by Uzbek scientists.

**Keywords:** lexical units, semantic field, language factors, subject line, component analysis.

*Шахзодбек Матназаров*
*Базовый докторант, Кафедра узбекского языка,*
*Факультет филологии, Ургенчский государственный университет,*
*Ургенч, Узбекистан.*

# СТАНОВЛЕНИЕ ТЕОРИИ СЕМАНТИЧЕСКОГО ПОЛЯ И ИЗУЧЕНИЕ НАЗВАНИЙ ЦВЕТОВ НА ЭТОЙ ОСНОВЕ

**Аннотация.** В данной статье рассматривается формирование теории семантического поля и изучение названий цветов на этой основе. Теория семантического поля возникла в европейской лингвистике и стала популярной во всем мире. В частности, узбекские лингвисты эффективно использовали эту теорию и ее методы исследования при исследовании лексики. В данной статье отмечены интересные мнения, данные понятию семантического поля различными государственными лингвистами, а также высказаны определения, данные этому термину узбекскими учеными.

**Ключевые слова:** лексические единицы, семантическое поле, языковые факторы, тематическая линия, компонентный анализ.

**Введение**

Известно, что Ф. де Соссюр акцентировал внимание лингвистов на выявлении отношений между языковыми единицами и показал наличие парадигматических и синтагматических типов отношений. Интеграция языковых единиц в определенные парадигмы на основе определенного объединяющего значения впоследствии породила теорию поля в языкознании. В языкознании под полем понимается совокупность языковых единиц (преимущественно лексических единиц), объединенных общностью «значения» (содер-

жания) и отражающих понятийное, предметное или функциональное сходство определяемых событий. В языкознании особенно широкое распространение получила теория семантического поля. Известно, что термин «семантическое поле» был введен в языкознание немецким лингвистом Г. Ипсеном. При определении семантического поля ученый опирался не только на лексическую, но и на грамматическую общность слов, то есть для того, чтобы слова вошли в одно и то же семантическое поле, помимо наличия общего значения, необходимо принадлежать к одной группе слов. Таким образом, в работах Г. Ипсена выражены взгляды на то, что языковые факторы — морфологические формы являются критериями объединения того или иного слова в одну группу. В частности, в специальной статье Г. Ипсен высказал мнение о необходимости определения семантического поля слова по его морфологическим формам. Но у ученых разные мнения по поводу определения семантического поля.

**Методология и методы исследования**

Например, в словаре О.С. Ахмановой оно определяется так:

1) семантическое поле — часть действительности, отделенная человеческим опытом и теоретически имеющая автономную лексическую микросистему того или иного вида в конкретном языке;

2) набор слов и выражений, составляющих тематическую линию; слова и выражения языка, определяющие определенное поле значений с их суммой.

Под понятием семантического поля Ю.Н. Караулов понимает группу слов одного языка, содержательно связанных друг с другом. Для О. В. Сивергиной семантическое поле представляет собой группу слов, характеризующихся одним и тем же значением и объединенных по признаку, определяемому в семантическом поле.

Существуют различные методы определения и анализа семантического поля. Н.Г. Долгих указал 5 способов ее выделения: 1) структура; 2) психофизиологический; 3) статистика; 4) психолингвистическая; 5) семантическая. Также Н. Г. Долгих отмечает, что при анализе семантического поля могут быть использованы следующие методы: 1) метод контекстуального анализа; 2) распределительный метод; 3) преобразование; 4) компонентный анализ; 5) статистика; 6) психолингвистический. По мнению узбекского ученого Ш. Искандарова: «Изучение содержания языка (смыслового) полевым методом стало одним из самых эффективных и удобных методов. Методы оппозиционного, компонентного анализа и контекстуального анализа помогают разделить поля на лексико-семантические (ЛСМ) и функционально-семантические поля (ФСМ).

Известно, что немецкий лингвист Ю. Триер основал теоретическое изучение семантического поля слов. В своей монографии ученый изучал значение слов, связывая их с понятиями. Во введении к своей монографии Ю. Триер подчеркивал, что развитие понятия и семантическое развитие слова взаимосвязаны. Позднее теория поля понятий была дополнена и уточнена «полем значений» Г. Ипсена и «полем элементарных значений» В. Порсига. А А. Йоллес высказал мысль о необходимости изучения семантических областей в образцах, состоящих из противоположных и соотносительных слов. В. Порзиг в своей статье использовал новые методы исследования семантических полей. По его словам, смысловое поле может находиться не только в пределах одной категории, но и в пределах разных категорий. По мнению В. Порсига, слово «рука» принадлежит к тому же семантическому полю, что и «держать», «видеть» и «есть».

А Л. Эльмслев открыл новую эру в теории семантических полей. В своей статье, опубликованной в 1960 г., он провел компонентный анализ семантического поля родственных и военных терминов и показал наличие закономерностей, связывающих одно поле в семантике слов. Англий-

ский лингвист Э.А. Найда обратил внимание на метод компонентного анализа и высказал мнение, что компонентный анализ полезен при изучении семантики слов, объединении их в одну группу и определении их различий. После этого русские лингвисты Н.И. Толстой, О.Н. Селиверстова, француз А.И. Греймас, татарин Т.М. Гарипов проводили исследования, развивая метод Л. Ельмслева. Метод компонентного анализа сначала применялся в фонологии, затем в грамматике (в работах Р. Якобсона, А. Мартина), а затем в семантике.

**Результаты исследования и их обсуждение**

В немецком языкознании широкое распространение получило изучение групп слов, разделенных на семантические поля. В частности, в работах немецких лингвистов Х. Бринкмана, И. Эрбена, П. Гребе, В. Шмидта, Г. Хельбига, Х. Дирша глаголы подразделяются на семантические поля. Немецкий лингвист Г. Бринкман классифицировал глаголы следующим образом: глаголы направленного действия, глаголы действия, глаголы состояния, глаголы, выражающие различные события. Глаголы, обозначающие явления природы, ученый включил в группу глаголов действия.

Поэтому изучение тематических направлений лексем, смысловых групп и групп лексем, духовных связей между ними составляет одно из перспективных направлений лексикологии узбекского языка.

Второе направление характеризуется детальным исследованием лексических единиц в рамках определенной темы, выявлением их языковых признаков, созданием словарей и глоссариев различного назначения.

**Заключение**

В качестве примеров можно привести фразеологизмы и омонимы Ш. Рахматуллаева, синонимы А. Ходжиева, антонимы авторского коллектива, паремиологические единицы Х. Бердиёрова, Р. Расулова и другие словари. В этих словарях раскрываются их парадигматические и синтагматические особенности на основе внутренних и внешних отношений лексем. Например, Ш. Рахматуллаев сделал соответствующие выводы о семантической природе словосочетаний, внутренней синтаксической конструкции, парадигматических формах, синтаксическом контексте и варьировании. Мы не ошибемся, если скажем, что они, в свою очередь, вместе с другими научными воззрениями послужили толчком для развития третьего направления системно-структурной лингвистики.

Создается впечатление, что теория семантического поля зародилась в европейской лингвистике и стала популярной во всем мире. В частности, узбекские лингвисты эффективно использовали эту теорию и ее методы исследования при исследовании лексики.

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*Nortoeva Ugiloy Makhamatalievna*
*Andijan State Institute of Foreign Languages,*
*Uzbekistan*

# TECHNIQUES FOR RECREATING NATIONAL-CULTURAL COLOR IN TRANSLATION (Based on the Translation of Jane Austen's Pride and Prejudice)

**Abstract.** The article deals with the problem of preserving the national and cultural peculiarities in the translation of literary works by English writers; the specifics of the use of transmission techniques without equivalent English realities that create the image of heroes and help to describe the national identity of the people in Russian and Uzbek are revealed.

**Keywords:** national color, reality, historical perspective, literary translation, transliteration, transcription, lifestyle, customs and moral views of the period.

*Нортоева Угилой Махаматалиевна*
*Андижанский Государственный*
*Институт Иностранных Языков, Узбекистан*

# ПРИЕМЫ ВОССОЗДАНИЯ НАЦИОНАЛЬНО-КУЛЬТУРНОГО КОЛОРИТА В ПЕРЕВОДЕ (на материале перевода романа Джейна Остина «Гордость и предубеждение»)

**Аннотация.** В статье рассмотрена проблема сохранения национально-культурного колорита при переводе художественных произведений английских писателей; выявлена специфика использования приемов передачи без эквивалентных английских реалий которые создают образ героев и помогают описать национальную идентичность народа на русский и узбекский языки.

**Ключевые слова:** национальный колорит, реалия, историческая перспектива, художественный перевод, транслитерация, транскрипция, английская культура, образ жизни, обычаи и нравственные взгляды периода.

**Введение**

Национальность — это материальная и духовная идентичность каждой нации. Духовная деятельность — это характер, поведение, менталитет, желания, интересы и другие устремления человека. Традиции, обряды, одежда, музыкальные инструменты, бытовая техника, имена и географические названия того или иного народа являются отражением материальной жизни этого народа. Перечисленные выше национальные особенности в литературоведении называются национальным колоритом. В процессе перевода художественных произведений сохранение национально-культурных и исторических особенностей необходимо потому, что культурологический и исторический аспекты являются важной частью не только содержательной, но и эстетической информации оригинала. Это особенно

значимо для художественного текста, одной из основных черт которого является ярко выраженная национальная окраска содержания и формы, что вполне закономерно для литературы как для способа отражения действительности в образах. От переводчика, поставившего перед собой цель перевести художественное произведение, требуется глубокое знание не только переводческой науки, но и духа нации, ценностей, бытовых выражений, национального характера, образа жизни и обычаи, характерные для языка произведения. Также невозможно приступить к переводу без детального ознакомления со стилем автора, охваченном в произведении местом и пейзажем того времени. Кроме того, переводчик должен больше заниматься задачей воссоздания функций конкретных слов, репрезентирующих представления людей о жизни, чем их значения и формы в контекстах.

**Материалы и методы**

В нашем исследовании мы использовали компонентный анализ, трансформационный, историко-аналитический и сопоставительный анализ художественного перевода. Сохранение национального и культурного колорита при переводе — одна из важнейших прагматических задач, стоящих перед переводчиком классических литературных произведений. Как отмечает А.В. Федоров, передача национального колорита и создание исторической перспективы, соответствующей оригиналу, предполагает определенную систему обоснованного отбора языковых элементов [1, 396].

Произведение Дж. Остина «Гордость и предубеждение», выбранное нами в качестве материала исследования, охватывает большой временной пласт жизни Англии — Викторианский период. В романе описаны английские традиции, нравы, характеры XIX века, что составляет неповторимый национальный и исторический фон произведения. Характерной особенностью языка Джейна Остина является широкое использование архаичной лексики и историзмов. Все национальное и историческое своеобразие романа с его сложной системой взаимосвязанных особенностей жизни англичан викторианского времени обязательно предполагает употребление большого количества реалий. «Гордость и предубеждение» — это история Элизабет Беннет, молодой женщины 1800-х годов. В семье Беннет пятеро дочерей, и в эпоху, когда единственная работа женщин — выходить замуж за богатых, все девушки вынуждены искать богатых женихов, чтобы обеспечить благополучие семьи. Однако Элизабет отказывается выйти замуж за первого попавшегося мужчину и намеревается выходить замуж только по любви. Она встречает задумчивого, тихого, гордого и очень богатого мистера Дарси, который поначалу не интересуется Элизабет. Со временем он начинает влюбляться в ее ум и обаяние. Элизабет думает, что Дарси — последний мужчина, за которого она могла бы выйти замуж, но по мере развития романа она начинает понимать, что ее первое впечатление о Дарси было ошибкой и что он всего лишь настоящий джентельмен с человеческим сердцем. Стиль произведении на самом деле скучен и труден для понимания и может, но роман может привлечь читателей, даже не являющихся поклонниками «классической классики». В стиле письменности Остин мы можем наблюдать прекрасное выражение обычаев, моральных качеств и национального самосознания, типичных для английской культуры XIX века. Выражение географических названий, предметов, реалий и даже нравственных установок и взглядов в произведении имеет свои преимущества и проблемы при его переводе на другие языки.

«Гордость и предубеждение» буквально насквозь пропитан интересными мыслями и наполнен настоящими эмоциями. Каждый поступок главных героев словно окутан тонкой нитью морали, указывая на правильность или неверность их поступков и решений. Автор попыталась донести до читателя что все людские предрассудки

не имеют значения, когда дело касается любви. На примере главных героев она показывает, что если откинуть гордость и предубеждения, а также оставить все предрассудки, то эмоции и чувства возьмут верх и люди могут быть абсолютно счастливы. Более того, Джейн Остин смогла показать, насколько важно иметь чувство собственного достоинства, знать себе цену, быть свободной от алчности и влияния со стороны (Book24.ua, Светлана Варук, 5 Сентября 2019).

При решении вопросов воссоздания национально-культурной идентичности нации в переводе, рассматриваемом в данной статье, можно взять в качестве примера переводы произведений английских писателей на другие языки. Такие термины, отраженные в английских литературных произведениях, присущие англичанам традиции, вежливые действия и слова, бытовые выражения, обычаи, пословицы, отрывки из известных песен или легенд, либо предметы быта, музыкальные инструменты нечетко описаны в переводе читателю, являющемуся представителем другого народа, другой культуры, действенность произведения, то, что автор хочет донести до читателя, и полное впечатление, которое должно быть получено от произведения, потерянный.

Роман «Гордость и предубеждение», изданный в 1813 году, является шедевром мировой литературы и новым этапом в развитии психологического романа и феминистского издания. Хотя оно было создано более 200 лет назад, произведение, не потерявшее своей популярности и актуальности даже для сегодняшних читателей, напрямую соединило жизнерадостность письменной речи писателя и повествование о развитии событий. Роман много раз экранизировался и был признан одним из лучших произведений мира по ряду рейтингов.

В семье Беннет выросли пять красивых, самостоятельных и умных девушек с разными характерами. Радость родителей, любящих их посвятивших им всю свою жизнь, омрачает только

одно — у них нет приданого, чтобы выдать девушек замуж. Проблемы внутренней борьбы, доверии и недоверии, безграничной любви раскрыты в книге с большим психологизмом и британским юмором.

Обращение к узбекскому переводу романа «Гордость и предубеждение», выполненному Дж. Остином, позволяет выявить комплекс приемов перевода английских исторических реалий на узбекский или русский язык. Один из таких приемов — транслитерация. Например: *officer* — **офицер,** *Captain* — **капитан.** Но слова, обозначающие воинское звание в данном примере, были переведены на узбекский язык не транслитерацией, а обычным переводом, т.е.: *officer* (**анг.**) — *офицер* (**рус.**)– *zobit* (**узб**)

*With the officers!" cried Lydia. "I wonder my aunt did not tell us of that.*" [6, с. 20]

— *К* **офицерам!** — *заголосила Лидия — Почему же тетушка нам об этом не* **сказала?** [5, с. 21]

— **зобитлар билан?! — хайратланди Лидия. — Ахир холам бу тўғрида хеч нарса демаганди-ку!** [7, с. 38].

Некоторые наименования должностей и воинские звания переведены с английского на русский и узбекский языки транслитерацией например, *Captain* (анг.) — *капитан* (рус.) — *kapitan* (узб.)

Однако перевод слова *colonel* (анг.) — *полковник* (рус.) — *polkovnik* (узб.) дан на оба языка переходным методом перевода:

Анг: *Lydia declared herself satisfied. "Oh! Yes- it would be much better to wait till Jane was well, and by that time most likely Captain Carter would be at Meryton again. And when you have given your ball,*" she added, *"I shall insist on their giving one also. I shall tell Colonel Forster it will be quite a shame if he does not*" [6, 31].

Рус: О да, гораздо лучше дождаться, пока Джейн поправится, так как к тому времени капитан Картер, скорее всего, уже успеет вернуться в Меритон. *А после того, как вы дадите этот бал,*

я буду настаивать на том, чтобы они в свою оче-
редь дали другой. Обязательно скажу полковнику
Форстеру, что, если он не последует вашему при-
меру, это будет просто неприлично [5, 31].

Узб: — Ҳа, албатта, Жейн тузалгунча кутиб
турсак яхши бўлади. Бунинг устига у пайтгача
капитан Картер ҳам Меритонга қайтиб келса ке-
рак. Мен сиздан кейин уни Зиёфат беришга маж-
бур қиламан. Полковник Форстерга эса у бундан
қочадиган бўлса, уят бўлишини айтаман [7, 53].

Также, выражение некоторых реалий и то-
понимов без перевода означает, что переводчик
более талантливо выполнил свою работу. Пото-
му что, этимологически невозможно перевести
названия таких мест, как Незерфилд, Пемберли,
Лонгборн (названии особняков), более того,
перевод реалий и топонимов повредил бы худо-
жественный колорит и выразительность произ-
ведения.

Анг: *"I am astonished," said Miss Bingley, "that my
father should have left so small a collection of books.
What a delightful library you have at Pemberley,
Mr. Darcy!"* [6, 25].

Рус: — Я, право, удивляюсь, что наш отец
оставил после себя такое незначительное количе-
ство книг, — заметила мисс Бингли. — Зато, какая
у вас приятная библиотека в Пемберли, мистер
Дарси! [5, 25]

Узб: — Отамизга шунчалик кам китоб кифоя
қилгани мени ҳайрон қолдиряпти, деди мисс
Бингли. — Лекин мистер Дарси, сизнинг Пем-
берлидаги кутубхонангиз… [7, 45]

Однако следует учитывать и то, что если в на-
роде и культуре переводимого языка существу-
ют эквиваленты названий некоторых предметов
одежды и бытовых приборов, и этот эквивалент
может служить для раскрытия содержания ориги-
нального варианта произведения, тогда, безуслов-
но, уместно использовать этот метод перевода:

Анг: *"Yes, and her petticoat; I hope you saw her
petticoat, six inches deep in mud, I am absolutely*

*certain; and the gown which had been let down to hide
it not doing its office"* [6, 24].

Рус: — А нижняя юбка! Надеюсь, ты видела ее
нижнюю юбку? *Добрых шесть дюймов ее стояли
колом от грязи, я абсолютно в этом уверена. Она,
конечно, попыталась прикрыть платьем, но ведь
все равно все было видно!* [5, 24]

Узб: — *Ҳа, унинг юбкаси-чи! Юбкасининг
лойини кўрдингларми? Этагидаги догларни бер-
китиш учун плашини тушрмокчи бўлди-ю, лекин
бу ёрдам бермади…* [7, 43].

Другой пример:

Анг: *Mr. Collins had only to change from Jane to
Elizabeth-and it was soon done — done while Mrs.
Bennet was stirring the fire. Elizabeth, equally next to
Jane in birth and beauty, succeeded her of course. Mrs.*
[6, 50].

Рус: Делать было нечего, и мистеру Коллинзу
пришлось обратить свой взор на Элизабет, кот
рая тоже была хороша, что почти исключило муки
выбора и горечь сомнений. Фактически молодой
человек примирился со своей судьбой даже на
пару минут раньше, чем миссис Беннет удалось
развести огонь в камине. Итак, Лиззи, *стоявшая
после Джейн по возрасту и красоте, совершенно на-
турально наследовала положение старшей* [5, 47].

Узб: Мистер Коллинз қилиши керак бўлган
нарса қизларнинг бирини иккинчисига алмаш-
тириш эди. Миссис Беннет каминдаги оловни
ўт олдирар экан, бу вазифа бажарилди: ёши ҳам,
кўриниши ҳам Жейндан фарқ қилмайдиган Эли-
забет Жейннинг ўрнига танланди *[7, 79].*

В первом приведенном выше примере нижняя
часть женского платья — "petticoat" в русском
языке дается словом «нижняя юбка», а в уз-
бекском переводе — словом «юбка». Если бы
нижнюю часть женской одежды передали как
«подол платья», читатель имел бы более ясное
представление. Кроме того, в том же примере сло-
ва «плащ» и «мантия» уместнее было бы пере-
вести на русский язык слово *gown* для накидки,
надеваемой поверх женского платья, но перевод-

чик употребил слово «платье». Тем не менее изображение действительности в произведении не пострадало.

Во втором примере оба переводчика поняли, что слово "fire" здесь означает не «открытый огонь», а «печь», «устройство, разжигающее огонь и обогревающее помещение», поэтому они перевели его на русский и узбекский языки как «камин». Это дает возможность отчетливо представить атмосферу пространства и времени в произведении.

### Результаты и обсуждения

В переводах романа Джейн Остин «Гордость и предубеждение» на другие языки мы можем наблюдать, что задача донести до иностранного читателя особенности времени и места произведения так, как того хотела автор, была превосходно выполнена. Потому что при передаче произведения. Принадлежащего одной культуре, представителю другой культуры невозможно создать версию произведения на другом языке, просто переведя предметы, реалии, топонимы, обычаи, чувства и другие подобные элементы. Кроме того, в каждом народе есть ситуации, которые невозможно выразить одним словом. Этические, эстетические, социальные, родственные, дружеские и иные отношения, выражение веры и взглядов людей в переводе также требуют от переводчика большого таланта. В процессе изучения романа «Гордость и Предубеждение» как объекта нашего исследования мы стали свидетелями тщательного подхода переводчика к этим вопросам.

Пример:

Анг: *Mr. Bennet was among the earliest of those who waited on Mr. Bingley. He had always intended to visit him, though to the last always assuring his wife that he should not go; and till the evening after the visit was paid she had no knowledge of it* [6, 3].

Рус: Таким образом, в длинном ряду тех, кто с нетерпением ожидал приезда мистера Бингли, мистер Беннет занял свое почетное место одним из первых. Втайне он ни секунды не колебался в своем желании нанести соседу визит. Несмотря на это, его супруге до самой послед ней минуты приходилось выслушивать заверения своей половины в полной невозможности встречи [5, 7].

Узб: Нима бўлса-да, мистер Бинглини биринчилардан бўлиб, мистер Беннет кўргани борди. Очиғини айтганда, у хотинига ҳеч ҳам бормайман дегани билан, у ерга боришни ўзи аллақачон режалаштириб қўйган бўлиб, хотини эса охирги дақиқагача унинг режасидан бехабар қолганди [7, 11].

Миссис Беннет, мать Элизабета — главной героини романа, как русские и узбекские матери, не дает покоя цель отдать своих дочерей невестами в хорошие семьи. Хотя отец девушек мистер Беннет, как и узбекские и другие отцы, хочет выдать своих дочерей замуж за богатых и престижных женихов, мужская гордость не позволяет ему выразить это желание жене и окружающим. В приведенным выше примером, мы можем видеть эту ситуацию.

### Заключение

Узбекская версия романа «Гордость и Предубеждение» была опубликована издательством «Янги Аср Авлоди» в 2016 году в переводе Мухаббат Исмаиловой. Одной из причин расширения аудитории узбекских читателей, которые до сих пор читали это произведение на английском и русском языках, является изложение произведения на узбекском языке, а второй и самой важной причиной является английская культура, образ жизни, обычаи и нравственные взгляды периода, описываемого в произведении, гармонировали с образом жизни узбекского народа. Одной из таких национальных общностей является проблема сохранения чести и целомудрия взрослыми девушками, своевременного замужества, сбора приданого и поиска жениха, воспитанного в хорошей семье.

Английское, русское и узбекское издания работы включают все вышеперечисленные факторы. Сцены, ситуации и эмоции, изображенные

в романе, знакомы читателям всех трех языков. Методы перевода и опыт, использованные переводчиками при переводе этой работы на оба языка, послужат основой для будущих работ по сравнительному литературоведению и переводоведению.

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*Aygul Kosimbetova,*
*PhD student, Karakalpak State University*
*named after Berdakh, Uzbekistan.*

*Khadicha Suyarova,*
*MA Student at Uzbekistan State World Languages University,*
*Tashkent, Uzbekistan.*

# CHARACTERISTICS, STRUCTURE OF ADVERTISING TEXT AND PSYCHO-LINGUISTIC ANALYSIS OF COMMON COMMERCIAL SLOGANS IN THE UZBEK MARKET

**Abstract.** Advertising texts have been studied by experts in marketing, linguistics, economy and psychology for a long time. This paper investigates advertising texts from linguistic and psychological perspectives. The main features and structure of advertising language have been studied. One of the main parts of advertising text is a slogan, which is a typical brand motto. Common ad slogans in the Uzbek market were collected and analyzed based on their effectiveness, structure, and linguistic units. The author's analysis of how effective slogans should be is given in the conclusion section.

**Keywords:** advertising text, slogan, title, features of ad texts, the structure of ad text, persuasive, Uzbek market.

**Introduction**

The importance of advertising texts and their impact has been thoroughly learnt only through the marketing aspects of it. However, as the years pass, the influence of advertising text is becoming wider. Its psychological and cognitive effects through the means of linguistic units are requiring considerable research studies. The Latin verb advertere, which means 'to turn towards,' is at the source of the term advertisement. It is not difficult to see why advertisers would want to have their message catch customers' attention. The copywriters' goal is to convince everyone to register their communication, either for immediate action or future reference [3]. Advertising language is not only a system of linguistic and extra-linguistic methods of expression, subject first to the laws of mass communication and thereafter to the principles of general literature, but it is also a language structure. The structure shapes the addressee's perception of specific information while taking into consideration the sociolinguistic, psycholinguistic, and linguocultural characteristics of the linguistic context in which the addressee resides. Advertising text is a sort of text that has certain purposes, is delivered verbally or in writing, is planned ahead of time, has autonomy, and is intended to send a specific message to the audience. Formations having a predominant commercial objective — bringing the addressee's attention to a certain sort of product or service and persuading him to choose the advertised product or service, firm, and brand [1]. In this article, the notion of advertising text, its linguistic features and its traditional structure are presented. Moreover, this paper also demonstrates the analysis of common advertising texts' slogans in Uzbekistan.

**Literature review**

**The notion of advertising text**

Advertising text is not a new notion. It has been defined in different ways by different scientists.

Advertising text is content that aims to capture users' attention and compel them to take action that is consistent with the goals of your advertising campaign, such as purchasing your product or service [2]. There is another definition given to this notion: "advertising text can be both in written and oral form, aimed at presenting certain information to the addressee with a commercial goal [9].

Krivonosov explains it with simple words as the following advertising text is the text which contains "advertising information". One of its distinguishing features is that it has information about an individual, legal entity, product, idea, or initiative. Moreover, it is aimed at a particular target audience, the specific group of people selected based on age, gender, occupation etc. It should also spark and maintain the interest of users in the product, legal entity, and products. Finally, it contributes to the sale of products, ideas, and initiatives [9]. Aliyeva defines the advertising text as a special text in which the vocabulary has the most impactful speech potential than any other linguistic means. With the help of powerful words, advertising text persuades the addressee, stimulates their interests, influences their emotions, and creates human needs. The main purpose of advertising text is to persuade the addressee to buy a certain product [1].

According to Feshenko, "an advertising text is a complex semiotic whole, in which there is no place for random, communicatively unloaded components because the solution of a pragmatic problem in such a text is always primary. And this implies equal attention to the verbal and the non-verbal, which is especially important due to the insufficient development of this side of advertising communication, its non-verbal components" [12].

**The main features of advertising texts**

The main features of advertising texts are matching the interests of customers, being addressed to the potential customer, and carrying information about the advertised product. According to Vasiloaia [10], a successful advertising text should have the following features. Firstly, attention value means, that ads should intrigue and arouse the curiosity of the customers. Linguistically, it can be achieved through puns, changes in word order, neologisms, etc. Secondly, it should be readable, which means more colloquial and simple vocabulary, such as phrasal verbs, idioms, and contractions should be used. Information should be presented in an understandable and timely manner. Thirdly, adverts should be memorable for the recipients. Plenty of linguistic devices, such as rhythm and alliteration, can serve at this point. Lastly, it should have selling power. It should instruct people to buy the product. Imperatives are the best tools to urge people to buy. Moreover, using more positive vocabulary can be also helpful [10].

Depending on the type of advertising texts, they may have different unique features. Blum and Molotkov suggest the following types of advertising texts coupled with their characteristics. For example, informational texts are known to be concise and ordinary. They do not usually contain emotional colouring although they describe and present the characteristics of a particular product. Another type of text is reminder text, which is used when the product is already known to the viewer. It only reminds us of the product. The next type is inspirational text. They suggest the product by repeating the name of the brand several times. Lastly, persuasive texts convince the customer about the high quality of the product and persuade them to buy it [11].

**Linguistic means used in advertising language**

Advertising language frequently employs techniques similar to those found in poetic texts. The mnemotechnical effect of so-called mnemonic devices (rhyme, rhythm, alliteration, and assonance) is advantageous. It ensures that the recipient of the advertisement understands the text and recollects it at the appropriate time [10]. Different linguistic means can be used in advertising texts based on their purpose of it. For example, using rhymes, rhythmic

structures or literary devices like alliteration, and assonance are common among advertising copywriters. Because, these linguistic units can make the advertising texts more attractive, memorable and emotional. Especially, the rhythmical arrangement is one of the most frequently used thanks to its memorable nature [10].

The structure of advertising texts:

There are different structures of advertising texts that exist. However, nearly all advertising texts include a slogan, headline, and echo phrase. As Mamirova explains main components of the verbal part of an advertisement consist of a slogan, title, the main advertising text and echo expression [7].

***Slogan*** — " (slaugh-gharim) is derived from the Celtic language and means "battle call". This short, clear, and easy-to-pronounce phrase is the main logical element of an image name or brand, expressing the essence and philosophy of the firm and its whole policy in various fields. The average size of the slogan is 4–5 words, and the maximum size, as a rule, does not exceed 7 words." The slogan should be short, easy to memorise, trademark reflection, and translatable to other languages. Slogans may help your brand stand out and be remembered. They can provide customers with a simple approach to determine whether your brand is right for them. It is difficult to convey what your brand is about and one's purpose in just a few simple words, but a well-thought-out and appealing slogan may carry a company for many years [4].

The initial line of text displayed in a clickable search or context-served ad is known as an ***advertising title***. Ad titles function as ad headlines [6]. The title has a strong advertising motive and refreshes the advertising argument. Approximately 80% of individuals who view the headline are not intrigued by reading the main content of the advertisement. Hence, the most important role of the advertising title is to catch the attention of potential customers and piques their interest in reading the advertisement's text. The advertising title can be larger than the size of the slogan. The main functions of the title can be highlighted as attracting customers, piquing their interest, revealing the target audience, and selling the goods.

***Main ad text (MAT)*** — as its name suggests, the main message of the text is presented in this part of the advertisement. This part reveals the essence and evidence of the title through argumentation. This part is created based on the target market's specific needs, bids, and feelings. For example, for some people, rationality is more suited than emotionality. Mostly, such groups consist of male customers, and the most favourable goods for sale can be gadgets, properties, sportswear, etc.

***An echo phrase*** is an expression or a statement which usually comes at the end of the printed ad and repeats the main verbatim and motive of the advertisement. The echo phrase is a usually optional component for advertising text although it has an important role in the text. One of its main functions of it is repeating the message of the text. Moreover, it gives the view of completion for the potential customer [9].

**Materials and methods**

To do this research analysis, seven common advertising slogans have been selected. Namely, they are the slogans of Artel, Hot Lunch, Shedroe Leto, Pantene Prove, Artel and Makiz. They are mostly found in TV commercials, or on street banners. Their linguistic and efficiency features have been learnt. They have been selected based on their popularity and influence among the Uzbek people. The advertising photos have been taken from the YouTube platform, Google and the street banners.

**Results**

***Analysis of seven common advertising slogans in the Uzbek market,***

*1. Analysis of the slogan of "Shedroye Leto."*

Uzbek women can easily know what product is being described by just listening to the "Pazanda bekalar siri" (The Secret of Housewife Cooks). This memorable slogan has been taken from the

advertisement of "Щедрое Лето" (Shedroye Leto Butter). It is known that every housewife wants to cook delicious and sweet food for their family and surprise their family members. This slogan persuades them to believe that this butter holds all the necessary ingredients which can turn their food more delicious. The noun "secret" is a positive and jingling addition to this slogan.

*2. Analysis of the slogan of "Hot Lunch".*

Hot Lunch — ta'mi o'zgacha mazali (Hot Lunch-extraordinarily tasty). Whenever one gets hungry, this slogan comes to one's mind and inspires that person to imagine the taste of Hot Lunch products. The words "tasty" and "extraordinarily" play like an affirmation. Maybe, the taste of this product may not be anything "extraordinary", yet the memory of this commercial can provide a unique additional taste to the product.



*3. Analysis of the slogan of "Makiz".*

Makiz — muhabbat ila tayyorlangan (Makiz-made with love). Just through the slogan we can identify the target market of the commercial. Makiz is a brand for pastes. Kinds of pasta are made by housewives. The slogan triggers the feelings of romantic emotions while just making the pasta of this brand. Likewise, it can urge you to recollect the sweet moments from the past. These can urge housewives to buy this product again and again.

*4. Analysis of the slogan of "Akfa Lighting".*

Akfa Lighting — sifat va tejamkorlik uyg'unligi (Akfa Lighting — the integration of quality and thrift). There is a positive message that the brand is sending to the property owners through this slogan.

It saves the electric supply. In addition, the product is high quality. These are two of the most important features people seek while choosing a brand. This positivity and saving money can make this slogan more unforgettable.



*5–6. Analysis of the slogan of "Artel"*

Artel — xalq tanlovi. (Artel — the choice of nation)- This is an example of a concise and persuasive advertising slogan. It makes the viewer think that everyone is purchasing this brand's products and urges him also to buy this. It also piques the interest of the viewer.

Artel — doimo birga (Artel — together forever). This slogan does not speak directly to the product; however, this evokes feelings of shared bonds with the brand. This slogan can inspire brand loyalty among customers. No matter what type of technological product is needed for the customer, thinking of Artel can be the first option. Because the words "together forever" may evoke the memory of this brand. Another important feature of this slogan is its shortness, making it more memorable and catchier.

*7. Analysis of the slogan of "Pantene Prove".*

Pantene Prove — Fantastic Smoothness. This slogan is directed at women dreaming of having smoother hair. It exaggerates the capabilities of this shampoo by using the powerful adjective "Fantastic". It consists of only two words: an adjective and a noun. This combination makes it perfectly attractive and memorable. When these words are heard, it associates the memories of this advert with the customer.



### Conclusion

Advertising is more than simply the economic promotion of branded items; it may also refer to writings whose purpose is to improve the image of an individual, group, or organization. The idea of ads as simple texts that function on a single level has been questioned in the process: instead, advertising texts are considered as possibly incorporating complicated ideas of audience, where readers must work hard to decipher messages and grasp multiple address connections. One of the main parts of advertising texts is ad slogans [3].

Advertising slogans are seen to be an enticing technique for providing originality for a brand. Advertising slogans are frequently presented as jingles because they may generally properly perform their purpose, promoting brand remembering and recall (Someyah A., 2013). Advertising slogans can present the long-term vision and represents the whole brand not just the particular product itself (Artel- Together Forever). Copywriters use different linguistic units to make the slogans more influential such as repetition techniques, alliterations, or just a bunch of powerful words. Slogans are usually one of the most creative parts of ad texts. For slogans, the golden rule of "keep things simple" does not apply.

While it is typical to simplify slogans for conciseness, a body of data suggests that slogans with a moderate level of complexity in terms of syntax or semantics will enjoy deeper processing and easier memory than simpler ones. Advertising slogans that induce consumers to assimilate incoming information more rapidly and thoroughly would be more readily committed to and recovered from memory, given the individual's daily exposure to a barrage of commercial communications. Implementing this strategy prevents bogus recollection, which is a big problem with slogans [5].

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# Section 4. Fiction Works

*Tashpulatova Visola Ismatullaevna*
*Senior teacher, Department of Theory of Translation*
*and Comparative Linguistics, National University of Uzbekistan,*
*Tashkent, Uzbekistan.*

## DISCOURSE OF FANTASY GENRE

**Abstract.** This research is devoted to the study of the discursive range of fantasy genre on the basis of characteristic of intertextuality, and also examine the genre features of fantasy literature and the specifics of the intertextual connections they carry out. The study concludes that intertextuality is the basic category for the formation of discursive range of fantasy genre.

**Keywords:** discourse, literary text, fantasy, fantasy genre, discourse space, intertextuality.

**Introduction**

The term "discourse' is widely used in linguistics, literary criticism, sociology, philosophy social psychology and other fields. It is used in the analysis of literary and non-fictional texts and has variety of meanings and definitions.

In our work we consider literary discourse, as a text in its living semantic and pragmatic movements" in the context of the speaker — the author, and the listener — the reader and the culture it created. When V. P. Rudnev defined literary discourse, pointed to its peculiarity — the sentences that made up are neither true nor false, but create an idea of fictional reality [1].

In modern Russian linguistics, discourse is often interpret as "a text in the aspect of events", focusing on the situation of communication [2]. At the same time, many researchers V.Z. Demyankov, G.G. Slyshkin, T.V. Milenskaya, E.V. Chernyavkaya, while defining discourse note its eth its ethnic specificity, connection with the national mentality and national culture.

Some linguists such as A.A. Kibrik, V.V. Karsnykh and others emphasize the double nature of such phenomenon as discourse, since it integrates both the process of verbal and mental activity and its result. In turn E.S. Kubryakova focuses on the fact that "discourse should mean precisely the cognitive process associated with real speech production, the creation of a speech work, while the text is the end result of the process of speech activity, resulting in a certain complete and fixed form" [3].

The ambiguity of the interpretation of the term "discourse" causes the problem within its classification. A.A. Kibrik in his work devoted to the analysis of approaches to the taxonomy of discourse, notes as a fundamental parameter for the classification of types of discourse, he singles out: *mode* oral and written; *genre* it is noted there are still no uniform principles for distinguishing genres; *functional style*; *register* formality/informality [4].

In turn, A.NPrikhodko says that discourse, like any linguacultural phenomenon, can be interpret in terms of its form, content and function, which in re-

lation to discourse correlates with the environment, modus/mode and style of communication [5].

Based on the concepts of linguapragmatics and sociolinguistics, V.I. Karasik identifies categories as: 1.Participants in communication; 2.Terms of communication; 3.Organization of communication; 4.Ways of communication. At the same time the first category, the characteristics of social position of the participants in communication, is the most important criteria to distinguish types of discourse [6].

The definition of the concept of "discourse" proposed by N.D. Artynova it is a coherent text in conjunction with extralinguistic-pragmatic, sociocultural, psychological and other factors, also she defines it as a text taken in the event aspect. She also distinguishes discourse as speech immersed in life [7]. This definition reflects the situational nature of understanding the discourse, focuses on the situation of communication.

**Materials and Methods**

In this study, we consider literary discourse, which is a king of personality-oriented existential discourse, representing "a set of literary works that are the result of a tolerant interaction of author's intentions, a complex set of possible reactions of the reader and the text that brings the work into the space of the semiosphere" [8].

This type of discourse is characterized primarily by the fact that the author crates a new world, a new reality on the basis of fiction. This new reality may coincide with the reality around us, or differ significantly from it, but it always uses elements of the real world to create a "possible" world. At the same time, the reference of the "possible" new world behind the literary work cannot be assessed from the standpoint of truth/falsehood, since most of its denotations are fictitious.

Any literature creating its own "possible" world, creates a conditional reality. Depending on how lifelike the literary convention is, primary and secondary literary convention is distinguished. The first is a kind of foundation for any literary work/fiction,

and the second is a special way of reproducing reality, including a change in proportions, a change in logic, unusual combinations of familiar realities [9].

Features of the discursive specificity of the fantasy genre are determined by its genre characteristics: 1) mixing of genres — in a fantasy work one can observe combinations of vivid detective and adventure stories against the background of a love line inherent in novel. In some works, humor occupies an important or even central place; 2) a detailed developed and described secondary universe, autonomous and existing according to its own rules, inhabited by magical creatures that characterize this universe. The model of the fantasy world is characterized by the following properties: "a person does not stand out from its environment, personalization of good and evil, humanization of natural phenomena, identification of microcosm and macrocosm, spatiotemporal syncretism, binary logic [10]; 3) the main theme of fantasy is ethical issues, the struggle between good and evil, sometimes affecting the entire secondary world, which was mentioned above. In this regard fantasy considered an instructive literature; the heroes remain on the side of good, not succumbing to temptations, committed to their values and fighting for them to the end. Devotion to faithfulness, the idea of virtues is rewarded by the victory of conditional good over evil and the new peaceful life of the universe; 4) the scenario of quest acts as the main storyline due to the fact that the most common archetypes in fantasy are the archetypes of the Hero and the Path. Aquest is a journey toward specific mission or a goal The word serves as a plot device in mythology and fiction: a difficult journey towards a goal, often symbolic or allegorical [11]. Such construction of the plot is typical not only for fantasy, but in this genre very peculiar. Ya.V. Korolkova notes that the scenario of a fantasy quest is determined by three main components: a) the hero travels in space/time; b) the hero's journey has a specific goal/mission; c) in the course of the journey an internal qualitative change of the hero is assumed.

To study the discursive range of fantasy genre, one of the basic categories is the category of intertextuality, which is associated both with the nature of the depicted "possible" *secondary world* in fantasy works, and with the very nature of this genre, due to the genetic relationship of fantasy with a fairy tale, myth, chivalric romance and national folklore.

Intertextuality can be related to any discourse type, but in fantasy genre it plays the role of forming the discourse and the genre of fantasy. V.B. Kashkin in his study says that any discourse is associated with previous and subsequent speech works, that is it exists in the intertextual space. Even the generation and understating of any discourse directly depends on intralinguistic memory in the form of explicit or hidden quotations [12]. Many researches unanimously agree that intertextuality provides understanding and interpretation of a text or discourse.

The very concept of intertextuality was introduced y Yu. Kristeva in 1967. Continuing the idea of M. Bakhtin about the dialogue of the text, she came to the conclusion that "any text is built as a mosaic of citations, any text is the absorption and transformation of some other text" [13]. Each text is a representation of something new, with its absorption and mixture of cultural codes of the language, rhythmic structures and social idioms. Even before a text is created, language always exists around it, so intertextuality cannot be seen as a problem of sources and influences, it is a field of often automatic, unconscious quotations and anonymous formulas, the origin of which is difficult to detect. Such intertextual connections have several classifications. J. Genette classified and identified the following connections: *architextuality* — according to certain characteristics link texts into one genre; *paratextuality* — the relationship of the text with its title or preface; *metatextuality* — a commentary reference to the pretext, often critical; *hypertextually* — parody of one text by another; *intertextuality* — the presence of explicit or implicit links between texts [14].

**Result and Discussions**

In the aspect of genre formation, intertextuality forms a genre through the interaction of texts in a text space. The text itself is a non-independent unit, while the intertext establishes a connection between the text and realities. Addition that can be correlated with already created texts are intertexts. Any text to a greater or lesser extent, is an intertext. Containing elements of previous a text. Authors language personality in text-forming, in the case of fiction is considered as an organizing category of intertext and involves the presentation of texts of the text space according to the author's picture of the world in order to crate a text of the intended genre. Within the framework of the textual space, fantasy is a special genre, characterized by irrationality and the absence of a clear correlation with the real world, while among themselves the texts of fantasy works are connected by literary features, fantasticness and intertextual connection with myth and folk tale.

As it was mentioned in above, the fantasy genre is genetically linked with fairy tales, myths and chivalric romances, all of which led to the prances of fabulous and mythological motifs and symbols, Fantasy texts contain various types of intertextual nature. Since the fantasy author is faced with task of re-illuminating the main issues concerning the role and place of a man in the world, he needs to crate a system of peculiar markers, codes or symbols that evoke various sociohistorical and cultural phenomena, events and fats, thus providing emotional reaction to the events depicted.

J.K.Rowling's *Harry Potter* novels are another great intertextual example. The first book as an opening to magical world, transfers the reader to magical realm at the train station, platform 9 ¾ [15]. It shares much with *Through the Looking Glass* by Lewis Carroll, including interactions with giant chess pieces. J.K. Rowling also used platform 9 ¾ as an entrance into a magical world, just as Lewis Carrowl used in the looking glass.

As an example of internal intertextuality in Harry Potter books, as in many literary fiction, one can notice a pronounced paratextual connection between chapter headings and their content — the title of the chapter "The boy who lived", like other chapters makes the reader understand what the chapter will be about. Internal intertextuality is also expressed by inserted text. Inserted text can be letters, songs, stories and diaries, and all of them can be seen in all seven Harry Potter novels. An example is the sorting hat song, in which it talks about the history of Hogwarts and its traditions, thus linking the past and present of this wizarding world. A story fully featured in the last seventh books "The Tales of Beedle the Bard" [16] is a prime example of inserted text.

A good example of external intertextuality in the Potterian is intext-citation names, such as the names of magical creatures. Here is the analysis of a few names as an example; *grindylow* — creature living in the Black Lake on the territory of Hogwarts, the prototype of which is the water evil spirit from the legends of Yorkshire with the same name [17]; *phoenix* — a magical bird that can burn itself and be reborn from the ashes, it's a direct reference to ancient Greek mythology, where the phoenix is a symbol of eternal renewal [18]; *boggart* — a ghost that takes the form of what the person next to him is most afraid of, a boggart is a character of English folklore, similar to a brownie in Slavic folklore [18].

**Conclusion**

After analyzing these examples, we can conclude that in Rowling's works, external intertextuality is realized through quotations, foreign and folk words, and the inclusion of different language styles. Internal — through the introduction of paratext and inserted text. Internal and external intertextual connections are an important element in building the world of fantasy work. For more detail consideration of the manifestation of intertextuality in fantasy, one should take into account the peculiarities of the construction of folklore workday and literary fairy tales, since they are the prototypical model in this genre. We can conclude that the discursive space of fantasy is distinguished by an increased consistence of various intertextual connections, which serves to build the space behind literary fantasy and to illustrate feelings and experiences associated with a particular socio-historical experience. In this sense, intertextuality becomes the main category for the formation of the discursive space of the fantasy genre.

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