

**TOURIST DISCOURSE: LINGUISTIC
FEATURES
(USING THE EXAMPLE OF AN UZBEK LANGUAGE
NEWSPAPER “MILLIY TIKLANISH”)**

*Abdulkhalilova Gulbahor Karabaevna, Senior teacher of the
2nd foreign language department of, Uzbekistan State World
Languages University Tashkent, Uzbekistan*

**TURISTIK NUTQNING LINGVISTIK XUSUSIYATLARI
 (“MILLIY TIKLANISH” GAZETASI MISOLIDA)**

*Abdualilova Gulbahor Karabayevna, O‘zbekiston davlat
jahon tillari universiteti 2-chet tili kafedrasiz katta o‘qituvchisi*

**ТУРИСТИЧЕСКИЙ ДИСКУРС:
ЛИНГВИСТИЧЕСКИЕ ОСОБЕННОСТИ (НА
ПРИМЕРЕ УЗБЕКОЯЗЫЧНОЙ ГАЗЕТЫ
“МИЛЛИЙ ТИКЛАНИШ”)**

*Абдухалилова Гульбахор Карабаевна, старший
преподаватель английского языка 2-отделения
иностраннных языков Узбекского государственного
университета мировых языков*

Abstract: This article examines the tourist discourse within the framework of its stylistic coloring on the example of the Uzbek newspaper Milliy Tiklanish. In particular, the thematic vocabulary and gram sentences are analyzed the tic system of tenses Present (Simple, Continuous, Perfect), the use of toponyms and verbs in imperative form. The theoretical aspects related to the types, features and functions of tourist discourse as an independent type of discourse are considered.

Key words: tourism discourse, stylistic techniques, tourism vocabulary, tourist information brochure, simple adjectives.

Annotatsiya: Ushbu maqolada turistik nutqni stilistik jihatdan o‘zbek bosma gazetasi “Milliy Tiklanish” misolida o‘rganadi. Xususan, tematik lug‘at jumllarini tahlil qiladi, hozirgi zamon grammatik tizimi (Present Simple, Continuous, Perfect), toponimlar va fe’llarning imperativ shaklda ishlatilishini ko‘rib chiqadi. Mustaqil nutq turi sifatida turistik nutqning turlari, xususiyatlari va funksiyalari bilan bog‘liq nazariy jihatlarni asoslab beradi.

Kalit so‘zlar: turizm nutqi, stilistik texnika, turizm lug‘ati, turistik ma’lumot risolasi, oddiy sifatlar.

Аннотация: В данной статье рассматривается туристический дискурс в рамках его стилистической окраски на примере узбекской газеты «Миллий тикланиш». В частности, анализируются тематическая лексика, предложения грамматической системы времен Present (Simple, Continuous, Perfect), использование топонимов и глаголов в императивной форме. Рассматриваются теоретические аспекты, связанные с видами, особенностями и функциями туристического дискурса как самостоятельного вида дискурса.

Ключевые слова: туристический дискурс, стилистические приемы, туристическая лексика, туристическая информационная брошюра, простые прилагательные.



[https://orcid.org/
0009-0005-0952-186X](https://orcid.org/0009-0005-0952-186X)

e-mail:
[abdulkhalilovagulbahor@g
mail.com](mailto:abdulkhalilovagulbahor@gmail.com)

INTRODUCTION. The development of the international tourism business in Uzbekistan and its consistently high position in the global economy necessitates the provision of personnel in this industry capable of effectively carrying out professional activities in the context of intercultural communication. In this regard, the relevance of foreign language training for tourism bachelors is increasing in the education system. According to the Approximate Foreign Language Program for non-linguistic universities, one of the learning goals is to master the necessary and sufficient level of foreign language communicative competence in the field of professional communication⁸⁸, an important component of which is discursive competence. Discursive competence is the knowledge of various types and genres of discourses, the rules of their construction, as well as the ability to create and understand them taking into account the situation of communication⁸⁹. It is teaching the discourse of the professional sphere of communication that forms students' picture of the world of a native speaker of a foreign language culture in various fields of activity and everyday life, as well as the ability to carry out effective speech interaction in situations of professional communication.

LITERATURE REVIEW. Qualitative and quantitative research methods were utilised in this study to investigate the efficiency of implementing blended learning technologies in improving students' essay writing skills in the target language (English) by focusing on course design, collaboration, and assessment factors of the lessons in higher education.

A number of methodological works are devoted to the process of teaching foreign language discourse (Golovina N.P., 2004; Yermoshin Yu.A., 2010; Ivanova N.V., 2004; Kucherenko O.I., 2000; Stupnikova L.V., 2010; Shaturnaya E.A., 2009). At the same time, the tourist discourse, being the

subject of linguistic study by domestic and foreign researchers (Alikina E.Yu., 2010; Mityagina V.A.; Pogodaeva S.V., 2008, Filatova N.V., 2012; Vestito C., 2006; Cappelli G., 2007, etc.), as the analysis of the literature shows, was not considered in the as an object of mastery in a non-linguistic university.

The study of the conceptual apparatus of tourist discourse can contribute to the identification of global and local components of its conceptual sphere, which are important from the point of view of studying the influence of globalization and localization processes on the development of discourse. The language of communication plays an important role in the role of the organizing factor of tourist activity. As described in the previous paragraph of the dissertation, V. I. Karasik proposed dividing the discourse into personality – oriented and institutional. We refer to the tourist discourse as an institutional type, since it represents direct communication, a dialogue of participants in the discourse belonging to a certain group (for example, a tour guide and a tourist).

ANALYSIS AND RESULTS. An important component of the excursion text is certain layers of vocabulary. Within the framework of our research, the classification of T. V. Zhrebilo is of the greatest interest, in which the linguist identifies the following groups of lexical units⁹⁰:

- socio-territorial vocabulary;
- vocabulary distinguished by origin (native, borrowed);
- vocabulary, distributed by spheres of use;
- vocabulary allocated according to the frequency of use and chronological correlation (active, passive).

Direct communications, which should be based on linguistic, speech and metalinguistic competencies, are practically the main component of the tourist addressee⁹¹.

⁸⁸ The approximate program "Foreign language" for non-linguistic universities and faculties / S.G. Terminasova [et al.]. – M., 2009. – 24 p. – URL: http://www.technical.bmstu.ru/umo/mer/2/ppd_inyz.doc (March 10, 2013).

⁸⁹ Kucherenko O.I. Formation of discursive competence in the field of oral communication (French, non-linguistic

university): dis. ... Candidate of Pedagogical Sciences. – M., 2000. – 184 p.

⁹⁰ Plotnikova S. N. Linguistic, discursive and communicative space / S. N. Plotnikova. – Irkutsk : IGLU Bulletin, 2008. – Issue 1. – pp. 131-136.

⁹¹ Bondarenko O.R. Discursive properties of the English-language discourse of the tourism sector as the basis of the

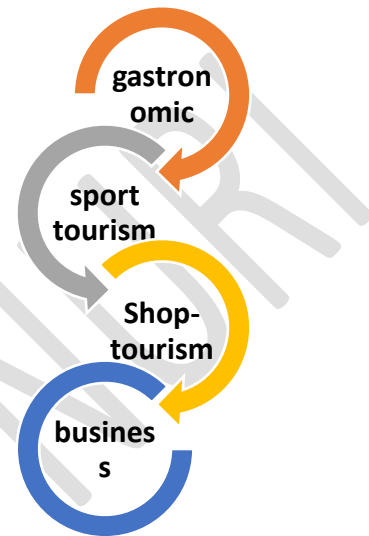
The analysis of linguistic and linguodidactic literature shows that teaching discourse should include mastering the linguistic parameters of constructing an oral text depending on the communicative intention/intention, as well as extralinguistic and intralinguistic contextual factors. The extralinguistic component presupposes knowledge of the situation, social roles, status and relationships of the interlocutors (external context), the presence of background knowledge, value orientations of foreign cultural interlocutors (internal context). The intralinguistic component of the context makes it necessary to teach verbal (speech strategies) and non-verbal behavior (gestures, facial expressions) characteristic of a foreign cultural addressee. Let us turn directly to the consideration of the phenomenology of tourist discourse. An analysis of the definitions of tourist discourse shows that the understanding of this phenomenon varies, as researchers rely on different definitions. The determining factor is also the fact that most linguistic studies of tourist discourse are based on the study of its written form. Tourism discourse is understood as “speech implemented in institutional communication situations in the subject area of tourism”⁹². The author proves that the tourist discourse is hybrid, because it combines the features of advertising, popular science, and didactic discourses⁹³. When creating a tourist discourse, bachelors of tourism need to take into account the qualities of national and cultural discourse in general, in our case English-speaking, such as an optimistic attitude and a friendly attitude towards people, the predominance of constructions with a pronounced active figure, euphemisms; the inadmissibility of direct influence on the addressee, respect for personal space (privacy), lack of categoricity in statements; great conditionality American speech etiquette, etc⁹⁴.

discursive competence of a professional // Bulletin of the Moscow State Linguist. un-ta. - 2012. – No. 638. – pp. 64-74.

⁹² Sedov K. F. Discourse and personality: the evolution of communicative competence. – M.: Labyrinth, 2004. – 320 p.

⁹³ Dictionary of terms of intercultural communication / edited by M. G. Lebedko and Z. G. Proshina. – M. : FLINT : Nauka, 2013. – 632 p.

Tourism as a phenomenon under study has its own functions – it satisfies the aesthetic and hedonic needs of a person, informs him according to his requests and preferences. This phenomenon has a number of specific divisions:



1. Business (for example, a trip within the framework of a business conference); 2. Educational (for example, visiting summer schools of different directions); 3. Shop tourism (the purpose of which is a trip to a certain place to purchase a certain item); 4. Sports (for example, the Olympic Games); 5. Pilgrimage; 6. Gastronomic and others⁹⁵. In accordance with this, within the framework of the tourism industry, such a type of communicative activity as tourist discourse has developed.

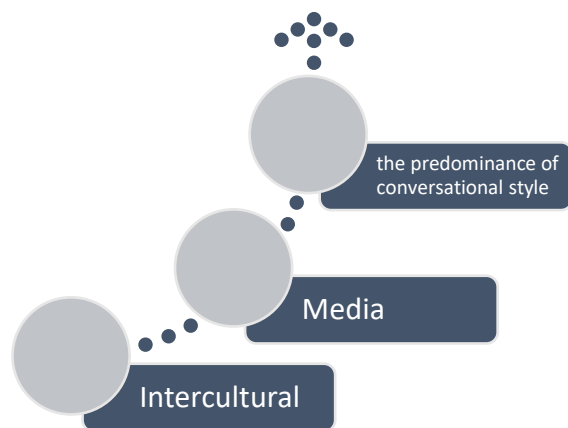
In general, the concept of discourse is quite variable, so adding the attribute “tourist” makes its definition more narrowly focused, reducing uncertainty in understanding the discourse itself. This concept is defined as a complex of various texts that function in the tourism sector and whose main task is to increase interest in tourism as a form of

⁹⁴ Tayupova O.I. Types of communicative and pragmatic variability in small-format texts // Vestnik VSU. Ser. Linguistics and intercultural communication. - 2005. – No. 2. – pp. 73-78.

⁹⁵ Filatova N.V. Genre space of tourist discourse // Bulletin of the Moscow State University of the Humanities named after M.A. Sholokhov. Philological sciences. - 2012. – No. 2. – pp. 76-82.

leisure⁹⁶. However, there is another opinion where this phenomenon is defined only as a type of advertising discourse⁹⁷.

Tourist discourse as an independent type



has the following features:

CONCLUSION AND RECOMMENDATIONS.

Summing up the results of the research, we came to the conclusion that the excursion discourse is an independent type of discourse, but has a close relationship with the tourist discourse. In particular, both types of discourse, according to V. I. Karasik's classification, belong to the institutional type, since they represent direct communication, a dialogue of participants in the discourse belonging to a certain group (for example, a tour guide and a tourist). The fundamental characteristic of the excursion discourse is the transmission of information. The excursion discourse organizes the information that is already available, presents new information, and also forms the process of its transmission. As a result, the purpose of the excursion discourse is to convey as clearly as possible to the addressees (in this case, tourists) a pre-prepared speech about a particular object, to actualize and form certain values. We found out that the excursion discourse has a number of characteristics, properties and features that distinguish it from other types of

discourse. Like any discourse, the excursion represents a structure, and is characterized by integrity and coherence, integration and completeness, wholeness, informativeness, chronotopy and other properties that form the following categories of discourse: continuity/discreteness, completeness/incompleteness.

REFERENCES:

1. The approximate program "Foreign language" for non-linguistic universities and faculties / S.G. Terminasova [et al.]. – M., 2009. – 24 p. – URL: http://www.technical.bmstu.ru/umo/mer/2/ppd_inyz.doc (March 10, 2013).
2. Kucherenko O.I. Formation of discursive competence in the field of oral communication (French, non-linguistic university): dis. ... Candidate of Pedagogical Sciences. – M., 2000. – 184 p.
3. Swales J. M. Genre analysis : English in academic and research settings / J. M. Swales. – Cambridge, 1990. – 132 p.
4. Plotnikova S. N. Linguistic, discursive and communicative space / S. N. Plotnikova. – Irkutsk : IGLU Bulletin, 2008. – Issue 1. – pp. 131-136.
5. Pogodaeva S.A. Linguistic means of argumentation in French tourist discourse: abstract. ... candidate of Philological Sciences. Irkutsk, 2008. – 20 p.
6. Bondarenko O.R. Discursive properties of the English-language discourse of the tourism sector as the basis of the discursive competence of a professional // Bulletin of the Moscow State Linguist. un-ta. - 2012. – No. 638. – pp. 64-74.
7. Sedov K. F. Discourse and personality: the evolution of communicative competence. – M.: Labyrinth, 2004. – 320 p.
8. Dictionary of terms of intercultural communication / edited by M. G. Lebedko and Z. G. Proshina. – M. : FLINT : Nauka, 2013. – 632 p.

⁹⁶ Chernyavskaya V.E. The polycode space of the text: the linguosemiotic paradigm of linguistics // Language in the paradigms of humanitarian knowledge: XXI century: collection of scientific articles / under the general editorship of V.E. Chernyavskaya and S.T. Zolyan. – St. Petersburg : Publishing House of St. Petersburg State University of Economics, 2009. – pp. 21-34.

⁹⁷ Myaskovskaya T. V. Features of classification of historical anthroponyms / T. V. Myaskovskaya, V. V. Semina // Science and world International scientific journal. – Volgograd, 2014. – № 12(16). – Volume 2. – pp. 52-57.