PROBLEMS OF INTERNATIONAL TRANSLATION OF TERMINOLOGY

Toshtemirova Madina Erdjigitovna-Master's Student of the faculty “Guides-interpreting and translation” of the University of world economy and diplomacy. madina.toshtemirova@mail.ru +99899 724-94-08

Annotatsiya. The article deals with the close connection between the language and international tourism. In the current robust globalization languages are considered to be the most significant and strongest instruments and indicators of tourism development. The current article attempts to highlight the possible methods and challenges of translating English tourism terms and expressions (including neologisms) into Russian and Uzbek languages.

Keywords: language, international tourism, vocabulary, translation, terminology, neologisms, culture, method.

Аннотация. В статье рассматривается тесная связь между языком и международным туризмом. В условиях нынешней бурной глобализации языки считаются наиболее значимыми и сильными инструментами и индикаторами развития туризма. В данной статье предпринята попытка осветить возможные методы и проблемы перевода английских туристических терминов и выражений (в том числе неологизмов) на русский и узбекский языки.

Ключевые слова: язык, международный туризм, лексика, перевод, терминология, неологизмы, культура, метод.
Annotatsiya. Maqolada til va xalqaro turizm o'rtasidagi yaqin aloqalar ko'rib chiqiladi. Hozirgi shiddatli globallashuv sharoitida tillar, turizmni rivojlantirishning eng muhim va kuchli vositalari va ko'rsatkichlari hisoblanadi. Ushbu maqolada ingliz sayyohlik atamalari va ifodalarini (shu jumladan neologizmlarni) rus va o'zbek tillariga tarjima qilishning mumkin bo'lgan usullari va muammolarini yoritishga harakat qilinagan.

Kalit so'zlar: til, xalqaro turizm, lug'at, tarjima, terminologiya, neologizm, madaniyat, usul.

As in linguistics, science of terminology consists of two branches: theoretical and applied terminology. Similarly, the theory of applied linguistics, the theory of applied terminology and the whole set of directions of the practical terminological work is operating. Domestic school of terminology is working on the following directions: 1) lexicographical terminological work; 2) unification of terms and terminological system which includes regulation, standardization and harmonization of terms, work of the editor on terms (terminological editing); 3) translation of terms in the framework of scientific, technical and other special texts; 4) creating terminological data banks; 5) organizational- methodical work of terminological institutions and centers in different levels- from sectorial to international ones.

Certainly, practical terminological work is not limited with the directions counted above. However, it should be noted, these directions are interconnected and determine one another. From time to time the field of using results of terminological work requiring science of terminology new aims and objectives opening further work directions. “Problems of translating terms and creating sectorial terminological dictionaries and glossaries are considered to be one of topical issues of the modern linguistics. For the past decade this matter has been being discussed by scientists around the world. The present issue is directly connected with permanent process of making and developing separate sectorial terminological system whose fixation and
systematic description are of interest of contemporary scientists and are necessary for sectorial experts”. As it is known, in intercultural and interlingual communication equivalence of terms is found to be main element for processing information in general and special texts. Besides, in the oral communication equality of translations is very necessary.

The writer would like to stress the problems of translating terms in scientific and special texts in tourism sectors. While translating special texts clear, correct translation is quite important. For the past years at international conferences and seminars problems and challenges of translating tourism terms in the whole and the choice of translation methods have been becoming a main issue.

In the western scientific society there are four methods of translating terms:
- using functional equivalent which is connected with culture and linguistic traditions;
- translating word by word;
- transcribing;
- using neologisms (new expressions).

In the modern Uzbek and Russian sciences of translation the following methods are offered:

6) **The choice of lexical equivalence.** This is the most optimum option of translation. However, it is possible to use when level of social development of languages coincides with each other. For example, a Russian term “рабочий” and “ishchi” in Uzbek are translated into English as “worker”. The Uzbek word “meros” is translated in English “heritage” and “наследие” in English. In Britain the term “Last deals” and “Last-minute specials” in the USA are similar. As a rule, terms-equivalents of different languages already exist in both languages. In this case translators do not need to think out new terms and neologisms, but it is essential to select an appropriate term.
7) **Loan translation.** This method is called semantic replication. In this method, semantics of terms are common for both languages. The structure of terms is also similar to each other. For example: English term “Niche tourism” is “Нишевый туризм” in Russian. This method is widely used in technical texts. For example: “motor selector” – “моторный искатель” – “motor qidirgich” and others.

8) **A type of replication.** This method is called a structural replication. In this strategy lexical units of both languages find their translation for each element of the unit. For example: “skyscraper” – “небоскреб” in Russian, “package tour” – “пакетный тур”. However, in Uzbek it sounds as “osmono`par bino” which consists of two words.

9) **Borrowing or loan word.** This is more extended method of translating terms. In this regard, structure, semantics, and shape of the term completely borrowed from the original language in the process of translating. It is suggested to take an account contact of both languages and internationalism. If the term appearing in the language delivers a new meaning or phenomenon, this appearance may be found positive and allowable. So, from English into Uzbek and Russian language the following lexical units are transferred: “intensive tourism” - “интенсив туризм”, “contract” - “контракт”.

However, some borrowed terms tend to become duplicates which already exist as a term in the language. For example, the term “инвоис” (invoice) has an analogous term “счет”, “трансфер” (transfer) – услуги по транспортировке, “холд” (hold) удержание, фиксация, блокировка (денежных средств). Overall, in dramatically developing science and technics in the world, translators must find an equivalent of terms in the original language and in languages they are translating into. For the past time in Russia and Uzbekistan borrowing method is expanding in tourist texts, commercial discourse as well as humanitarian and socio-political sciences.
The international tourism vocabulary is divided into two groups (in a narrow vocabulary):

- borrowing English terms which mean facts and phenomena. These terms did not exist in Russian and Uzbek terminology. It can be explained by extra-lingual factors. After the breaking up the USSR in the international market a massive number of tourist firms as well tourist services and products were established. As a result, the English language began spreading and it influenced different sectors of the society and other languages including Russian and Uzbek had a tendency to borrow tourist terms.

- borrowing new English tourism terms for indicating already existing conceptions and terms in Russian and Uzbek languages. (Table 1)

It was noted in the researches of Russian scientists, that it sounded prestigious and modern. For example

<table>
<thead>
<tr>
<th>Borrowed words from English</th>
<th>Analogue in Russian</th>
<th>Uzbek</th>
</tr>
</thead>
<tbody>
<tr>
<td>Шопинг тур</td>
<td>тур за покупками</td>
<td>xarid</td>
</tr>
<tr>
<td>Такси- кэб</td>
<td>такси</td>
<td>taksi</td>
</tr>
<tr>
<td>Сервис</td>
<td>обслуживание</td>
<td>xizmat</td>
</tr>
<tr>
<td>Тур</td>
<td>поездка</td>
<td>sayohat</td>
</tr>
<tr>
<td>Клиника</td>
<td>больница</td>
<td>kasalxona</td>
</tr>
</tbody>
</table>

It usually happens when one hears or uses a lexical unit in a foreign language, consciously we are convinced this phenomenon or an object must be in a high level or in a high quality. It leads to a positive contiguity. For example, the word “liner” is mostly used nowadays in international and local tourism as well.

10) **Descriptive construction.** For example: the term “шуб-тур” – specially organized tour for buying fur. While using descriptive construction method translation become longer.
When it comes to neologisms (new expressions) in international tourism they are considered to be innovative indicators of tourism development. It indicates that tourism has a diversity of types. In the scientific article by Tina Orel Frank (2014) some new types of tourism sector are mentioned: urban tourism, geotourism, dark tourism, voluntourism (volunteer + tourism), libel tourism, tattoo tourism, space tourism, gastrotourism and others. While translating neologisms there is a variety of methods of them. Blending is mostly used way of delivering the meaning. A lot terms are originated from the word “vacation”. For example: playcation, haycation, greycation (travelling with aged family members), mancation (having a journey only with males), staycation, daycation, fake-ation.

The most important conclusion is drawn up, terminology in international tourism, methods and challenges in their translation play an important role in the modern linguistics and tourism industry. The current topic is considered to be an object of various scientific researches by different professionals. The task of translation is to provide equivalence of original texts with their translation. While translating special and general tourist texts the following factors should be considered: organization, structure, key words, and main information. As it was mentioned above it is not practically possible to deliver the full content of the original version due to the fact that languages carry distinctive characteristics including system, organization, conceptions and others. Additionally, there is a need to professionalize translations in the tourism sector and to reduce the commission of these translations to non-professionals or unskilled translators.

**Bibliography:**
